

SEMINAR MATERIAL

THE PROCESS: Print-On-Demand

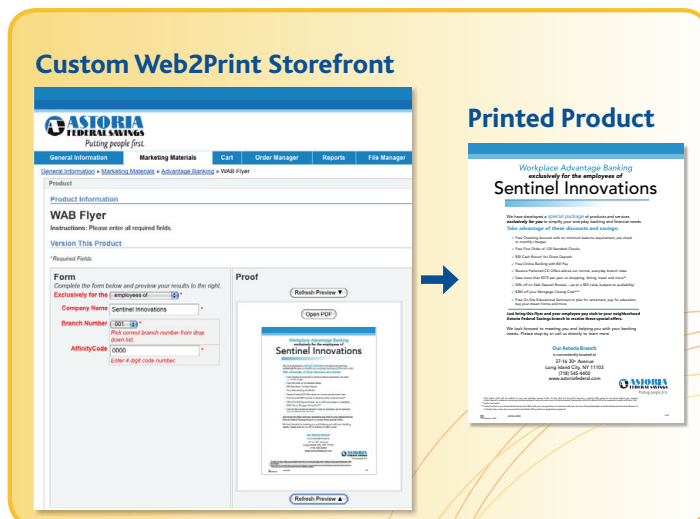
THE CLIENT: Astoria Federal Savings Bank

THE CHALLENGE: The marketing team at Astoria Federal had to deliver accurate and time-sensitive branch materials. Using traditional typesetting services, they were subject to minimum print orders for flyers, buck-slips and handout materials. Proofs would be emailed internally and changes re-submitted for typesetting. The process was labor intensive and decentralized.

THE SOLUTION: Sentinel eliminated the need for pre-printed inventory and created on-line templates. The marketing team had direct access and control over the content and messages in the documents. We streamlined the editing process so it was immediate, on-line, and centralized.

THE RESULTS: Astoria was able to :

- Reduce costs involved in typesetting and author alterations
- Reduce the amount of labor invested in the editing process



- Improve the turnaround time for production
- Print only the quantity they wanted when it was needed
- Eliminate obsolesce of pre-printed inventory items
- Create a central repository of digital assets for easy access