



CCH Rules in Favor of InfoPrint.

Commerce Clearing House Incorporated (CCH), located in Riverwoods, Illinois, is a leading publisher of loose-leaf subscription services and books for accounting, legal, human resources and health care professionals. Its 700 publications track, report, explain and analyze business law and help customers comply with the law.

CCH updates many of its loose-leaf publications, such as its 42,000 page federal tax publication, as frequently as every week, requiring documents that are revised, re-collated and sent to the customer. To help manage its documents, as well as its vast amount of customer database information, CCH turned to IBM® and its InfoPrint™ family of solutions and services designed for print-on-demand applications.

Partnering for Success

"We weren't looking for a specific technology, we were looking for a solution and a company that we could partner with who would provide us with an end-to-end solution," said Rick Skipton, project manager for POD at CCH. "IBM gave us that by working with our project team to build a database and by modifying the InfoPrint software and hardware to work with our specific paper needs."

The company purchased two high-speed, black-and-white IBM InfoPrint 4000

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Rick Skipton, project manager for POD, CCH

Application	Black-and-white, high-speed digital printing
Software	IBM InfoPrint Manager
Hardware	IBM InfoPrint 4000
Services	Maintenance and Support

printing systems, which it used to ship its first InfoPrint-generated product to customers in September, 1997. Skipton forecasts three benefits from using the InfoPrint technology.

"We will have significantly decreased turnaround time, perhaps by as much as three-fold," he predicted. "Second, there will be a tremendous increase in quality. With a traditional offset process, you take a page and shoot it over and over again. In time, a degradation in quality occurs. With InfoPrint, we can produce an original page every time, each at 600 dots per inch. Finally, we expect to cut our printing costs significantly."

In addition to printing textbooks and manuals, CCH also produces loose-leaf print, CD-ROM and diskette-based indices to help users easily search a topic. For example, "The Standard Federal Tax Reporter" is a 22-volume product, with about 2,000 pages in each volume, published by CCH. As new regulatory changes come from the IRS and judicial interpretations are handed down by the courts, customers are sent updates at least weekly.

CCH uses the IBM InfoPrint 4000 to update many of its extensive publications as frequently as every week.



When a customer orders a new product from us, we have to interfile all of these updates in order to send them as a new product," Skipton said. "We can't send a product that hasn't been updated to our customers. Having a POD system allows us to create a database of the base product and then, as each update occurs, we apply that update to the database. It's really 'just-in-time' production."

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Rick Skipton, project manager for POD, CCH

Testing the Waters

According to Skipton, having a POD solution like the InfoPrint 4000 can open up new markets to CCH. "It will be very easy to produce products for test purposes and for niche markets," he said. "With an offset press, doing test runs to a sample audience — for instance, a sample of 20 — is expensive, since the set-up costs for an offset press are fixed."

For CCH, its solution needed three components: the printer had to print on 8.6-pound bond (22-pound book weight, similar to paper used for telephone books.) The company also needed dynamic and robust database management capabilities to handle updates to approximately one million individual pages. Finally, CCH required system software that would effectively control the RIP (raster image processor).

Throughout the entire selection and installation process, Skipton and CCH were pleased with IBM's responsiveness and customer service. "IBM was the only real game in town that could give us an end-to-end solution in the timeframe we needed. Being able to ship products in just ten months after beginning the project is, to us, a tremendous achievement."

For more information please contact

IBM Printing Systems Company
Printer Selection Center
1-800-358-6661
www.printers.ibm.com



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Dept. HT7/001H
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Loose-leaf publications, with as many as 42,000 pages, are printed on lightweight paper to maximize cost-effectiveness



The InfoPrint 4000's high-speed printing decreases turnaround time, enabling CCH to keep their customers informed



Customized updates, as frequent as once per week, are printed on-demand for varied audiences