

# O'NEIL DATA SYSTEMS MEETS CLIENT NEEDS AT FULL SPEED WITH A FLEET OF HP INKJET WEB PRESSES



O'Neil Data Systems is no stranger to high-volume printing. The company prints Investor's Business Daily, financial statements and prospectuses, and direct mail and publications for diverse industries. Each fall, O'Neil Data Systems also prints millions of personalized welcome kits for the health insurance industry.

Because nearly all of its printing is variable, in 2009 O'Neil Data Systems decided to adopt the HP T300 Color Inkjet Web Press for its ability to print 100% variable data at high speeds. The HP T300's high productivity, reliability, and quality helped O'Neil Data Systems convert more clients to digital printing and handle its highest volumes ever.

And today, O'Neil Data Systems has become the first company, worldwide, to boast the entire HP Inkjet Web Press family—including the HP T200, T300, T350, and the new T400.

## High-volume variable data at full press speed

Health insurance welcome kits require significant personalization, including a personalized letter and directory of physicians and facilities. Individual plan content can range from 24 to 280 pages. And in one year alone, each kit's page count can jump by 30%.

Different names, different locations, different plans—all demand variable data printing. HP Inkjet Web Presses were designed to answer complex needs like this, producing 100% variable content at up to 600 feet

(183 meters) per minute. That's why in just over three months, O'Neil Data Systems was able to print more than 3 million kits using just its HP T300.

Jim Lucanish, the company's president, explains that "the HP T300, in four colors, is four times faster than the mono-only device we were running."

Along with the press's speed, O'Neil Data Systems saves time by streamlining production. Formerly, the company used multiple printing devices to produce separate pieces. Now, a single HP Inkjet Web Press can print all pieces of a print campaign economically.

## Unheard-of uptime

During O'Neil Data Systems' peak season, the HP T300 alone produced 1.8 million four-color pages daily. To achieve that volume, the press ran nearly nonstop, 24 hours a day, six days a week. According to Steve Ellithorpe, operations manager, the press's reliability far exceeded the company's expectations. "Uptime was over eighty percent for those three months," says Ellithorpe. "That's unheard of usually. That's twenty percent better than any of the other manufacturers' presses we've used."

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## CHALLENGE

- O'Neil Data Systems needed a printing solution capable of handling the complex, high-volume variable data that its clients require.

## SOLUTION

- The company used an HP T300 Color Inkjet Web Press for nearly all of its printing during its peak season.
- It is now the first company in the world to own the entire range of HP Inkjet Web Presses, including the HP T200, T300, T350, and T400.

## RESULTS

- O'Neil Data Systems printed more than 3 million personalized welcome kits in just over three months using the HP T300.
- The print quality on uncoated paper allowed the company to go down from 50-pound to 40-pound stock, enabling its customers to save on postage.
- Uptime for the press was well over 80% for the three-month period, delivering unparalleled reliability for the company.

"Even with the high volumes, it takes only one person to operate," he adds. "Servicing is simple." The press's high performance and minimal maintenance enabled the company to deliver print jobs on time consistently, handle more printing, and add revenue.

### Print quality and color enhances content

O'Neil Data Systems also takes advantage of the HP Inkjet Web Presses' print quality to expand what it can offer its customers and realize cost savings. HP printheads feature a compact nozzle design—with a resolution of 1,200 nozzles per inch—for sharp text and crisp images and uniform area fills. According to Mark Rosson, vice president of sales and marketing, "We converted a lot of our clients not only to digital but to the web presses, and many of them converted to color."

Rosson explains how the company has demonstrated the value of color to healthcare customers and their members. He explains: "Our healthcare clients' call centers were spending twenty minutes per call with customers who were confused by data in their welcome kits. By making it cost-effective to highlight important information in color, we've saved them more than ten minutes per call, for an average savings of ten to twelve dollars each call."

O'Neil Data Systems achieved additional cost savings by printing high-quality color on most standard uncoated media, thanks to the unique HP Bonding Agent, a colorless liquid applied precisely where ink will be printed. "The print quality on uncoated paper allowed us to go down from fifty-pound to forty-pound stock, enabling our customers to save approximately twenty percent on postage costs," says Ellithorpe.

### Plans for expansion

As the first company ever to install the HP T400—the industry's largest, most productive commercial digital color press—O'Neil Data Systems is on the leading edge of web press technology.

"The HP T400 Color Inkjet Web Press truly is converging on offset speeds while providing the benefits of a digital printing environment," says Lucanish.

Bolstered by the combined power of all of its HP Inkjet Web Presses, O'Neil Data Systems is looking forward to opening a new all-digital facility in Texas—and to fulfilling its promise to clients.

On its webpage featuring its new HP T400, the company proudly states, "We have the bandwidth to get any job done."

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– Steve Ellithorpe, Operations Manager, O'Neil Data Systems

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