



The function of any variable data printing solution is to merge static elements with variable elements. How fast that merge occurs has significant importance on many levels.

A VDP solution that simply merges records faster than a print engine can print is not sufficient for 21<sup>st</sup> century marketing or financial projects.

- Errors cannot be dealt with until the entire job is merged.
- Solutions that run at 300 pages per minute (the “plug ins”) can take hours to merge even with relatively small volumes.
- We live in an On Demand world and clients expect and demand not just on time performance, but near instant delivery as well.
- A VDP solution that can merge records at per minute delivers competitive advantages.

High volume projects or simply high volume output requires speed. Solutions were once considered fast if they could merge around 3,000 pages per minute. At those speeds providers that produce in the millions will still suffer significant delays in production and delivery.

### **Data Driven Composition**

VDP has reached a new level of sophistication with the advent of Data Driven Composition. Data driven composition allows service providers to;

- Automate the design and production process to reduce human touch points, more quickly deliver completed projects and gain competitive advantages.
- Projects that incorporate data driven composition can be more relevant, timelier and more effective thus delivering greater ROI to the client.

Effective use of data driven composition requires that the design process itself be automated. PSL Page Builder Pro has addressed that need with the release of the PSL Automation Robot.

PSL Page Builder has always been known for speed. But fast was never fast enough so we added support for multiple core processors and set new speed records.

Version 7.0 of PSL Page Builder includes an enhancement that boosts merge speeds even further. 'By a factor of up to FOUR times faster. Simple letters that might have previously run at 42,000 records per minute can now be produced at 165,000 per minute.

Data driven composition when completed with PSL Page Builder;

- requires minimal to no programming,
- automates the design process,
- and delivers the processing speed required to satisfy today's on demand clients.

Let us benchmark your project and find out just how fast “fast” can be.