Prism and Pay as You Mail

introduction

Prism software has the ability to manage the manipulation, reformatting, distribution and despatched letters and leaflets via our traditional Pay as You Mail service from our production sites. This includes documents formatted in line with Accessible Information Standards. Documents can be despatched either first class or business class depending upon the individual requirements of each document type and information available in the document.

Further details are provided in our service document below, but if you require additional information please contact us on 01823 652360, or email corporate-support@synertec.co.uk

statement that detailed implementation plan can be provided to buyer on request

When Synertec receive(s) an order from a customer, a Project Support Advisor is assigned to manage the implementation and to liaise directly with the customer to ensure successful and timely completion.

The Account Manager, with support from the Project Support Advisor, will ensure a full and detailed survey of the customer's current processes is carried out. This survey process is a critical part of the implementation; ensuring that Synertec understands the processes that our system needs to integrate with, and what the customer's requirements are, allowing Synertec to offer our expertise and advice to improve those processes.

Installation

To implement the service, Synertec requires our software: Prism to be installed at the customer's premises; allowing the system to receive information from the customers host software. It is critical that the customer arranges an IT contact to coordinate and facilitate the installation.

Based on the 'survey information' and a detailed print process discussion, the Project Support Advisor will define how the Prism unit will receive documents from the customer's host system., they will detail the mandatory IT requirements that need to be available before the installation. This includes:

- Hardware (Server/PC to a defined specification) for the Prism software to be installed on
- Specific outgoing TCP ports to be opened on their firewall to allow support and provision of the service
- Microsoft Outlook installed and an email account to be configured on their mail server

The Project Support Advisor will then arrange with the customers IT contact to install Prism on the customers server.

During the project, the Project Support Advisor will request sample documents. These sample documents must be a representative sample of real, live, documents that are currently being produced. Only by seeing the live documents that are produced can Synertec create robust templates that will account for the true variation of documents that Prism will receive.

Once sample documents start to be received, the Project Support Advisor will be able to advise how long they believe they will need to collect sample documents for. Technical implementation work will however commence in the meantime.

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Implementation

The system will be implemented to fulfil the customer's requirements (whether this be replicating their current process, or simplifying this). The Project Support Advisor will discuss and confirm the specific needs with the customer.

When the Project Support Advisor has confirmed the requirements with the customer and sample documents have been received, our Implementation Team review the specification. Based on the complexity of the specification, an appropriate Implementation Consultant is assigned to configure the system. At this point, it is determined how the customer's requirements are to be implemented, if any additional information is required to ensure successful implementation, and the timescales in which we expect the implementation will be complete.

The Implementation Consultant then customises the system for the customer's documents and specific requirements, to include:

- How to recognise each document type correctly
- Extracting all the relevant data for that document
- What the document will look like
- Any rules on how the document will be output, for example
    - Pay As You Mail (traditional mailings)
    - Email
    - SMS
    - Upload to a portal

Testing and Approval

Once the Implementation Consultant has customised the system, visual proofs will be provided to the customer for approval. These proofs will be emailed in a password protected document. The Project Support Advisor will confirm the password over the phone; it will never be communicated via email.

The Implementation consultant will perform a full, but offline, end-to-end test of the configuration, ensuring all requirements have been met. The configuration may also undergo secondary testing by another dedicated member of staff based on its level of complexity, and if a Consultant has completed the initial implementation. Once approved, a 'live' date and training will be arranged.

Training

Training will be provided to all relevant customer contacts including:

- Prism Client; the user interface for Prism
- Audit reports; the reports that are automatically produced and sent to a customer as confirmation of each stage of the production process

'Go Live'

The first live run will then be monitored by the Project Support Advisor to ensure successful implementation.

Once the customer is satisfied that the document process is running smoothly, the responsibility for customer's account is passed over to their Synertec Customer Services Advisor and Synertec Account Manager.

A detailed handover is completed between the Project Support Advisor and the Customer Services Advisor to ensure the Customer Services Advisor is fully apprised with the requirements of the customer.

A confirmation email is sent to every customer contact involved in the project affirming completion of the Implementation and providing contact details of their Customer Services Advisor and Account Manager.

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If any additional documents are implemented at a later date for the same customer, the implementation will follow a similar process without the need to install the Prism software.

any technical specifications and requirements

Synertec will work with the customers IT to ensure a successful installation of the Prism application on a server within the customers network. The specific technical requirements are detailed below

Equipment Requirements (Physical or Virtual Machine):

- CPU – 2.0GHz or better, minimum 2 cores
- RAM – 6GB or more
- Hard Disk Space – is dependent on your specific requirements
    - Minimum free space on C:\ of 50GB
    - Minimum free space in total of 80GB; however we recommend 320GB is allocated
        - The remaining required space can be allocated to another drive(s) if there is not sufficient available on C:\ following the mandatory initial 50GB requirement
- Note: Prism has no known compatibility issues with virtualised environments, such as VMware or Hyper-V.

Cloud

Synertec is able to install Prism on a cloud based virtual machine (VM) however this must meet the minimum equipment requirements; please note:

- As the Operating System on the VM is 'in the cloud', communication speed must be considered
- If printing large amounts of data to a cloud-based VM, it could take some time to leave the customers Local Area Network and transfer via the Internet
- The VM could be in the UK or abroad, the customer is expected to consider any Information Governance implications of storing/processing data abroad
- The unit needs all the usual outgoing TCP ports open to allow Remote Support access

Operating Systems Supported

Servers:

- Windows Server 2012 Standard or Datacenter Edition (x64) (Desktop Experience mode only)
- Windows Server 2012 R2 Standard or Datacenter Edition (Desktop Experience mode only)
- Windows Server 2016 Standard or Datacenter Edition (Desktop Experience mode only)
- Windows Server 2019 Standard or Datacenter Edition (Desktop Experience mode only)
    a. Please note that unlike previous versions, Windows Server 2019 does not allow you to switch between the 'Server Core' or 'Desktop Experience' mode after initial installation.

Workstations:

- Windows 8 (x64)
- Windows 8.1 (x64)
- Windows 10 (x64)
    - These Operating Systems will restrict the number of users with concurrent printer connections to 20. This is unlikely to be suitable for most customers

Prism is hosted and built upon a Microsoft Technology stack. We commit to support all future Windows Server and client version operating systems for the full period of their mainstream support.

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Please note, certain Microsoft packages (such as Small Business Server & Server 2012 Essentials) may include one of the supported operating systems detailed above, but due to the business-critical nature of both Prism and the Microsoft products included in these packages, Prism will not be supported in this environment.

IP Allocation

- A single IP address is needed for Prism. This may be allocated using the customer's usual IP address allocation scheme, i.e. a static IP address to the Prism unit may be provided or DHCP set
- LAN connections to the service can be obtained by providing one Ethernet LAN connection to the Prism unit

User Account Permissions

- The Prism system must be turned on and logged in at all times, due to the Prism applications running as applications rather than services
    - The workstation may be locked
- We recommend that an account called 'Prism User' is created for the Prism system
- We recommend that the logged-on account has 'Local Administrator' permissions
- If the logged-on account does not have 'Local Administrator' permissions, the customer must:
    - Provide Synertec with the credentials for a local administrator account
- We recommend that UAC is disabled
    - If UAC is not disabled it must be set to one of the "Do Not Dim the Desktop" settings

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Firewall Port Requirements

NHS Customers (via HSCN)	HSCN IP Addresses: • 10.219.28.66 (primary) • 10.222.5.2 (secondary) • 10.219.226.66 (disaster recovery) • TCP Port 22 (SFTP data transfer to Synertec distribution structure) • TCP Port 80 (HTTP poll for system availability monitoring/support session requests) • TCP Port 49253 (LiveUpdate downloads of software updates to the Prism system) • TCP Port 49154 (Synertec client-server remote support application ['SnowDrop']) And the below IP to support SMS functionality: • For eSendEx: api.esendex.com (IP: 185.78.52.2) TCP port 443 (https) • For GovUk: api.notifications.service.gov.uk (IP: [1]) TCP port 443 (https)
Local Government Customers (via PSN)	PSN IP Addresses: • 137.221.178.4 (primary) • 137.221.178.12 (disaster recovery) • TCP Port 22 (SFTP data transfer to Synertec distribution structure) • TCP Port 80 (HTTP poll for system availability monitoring/support session requests) • TCP Port 49253 (LiveUpdate downloads of software updates to the Prism system) • TCP Port 49154 (Synertec client-server remote support application ['SnowDrop']) And the below IP to support SMS functionality: • For eSendEx: api.esendex.com (IP: 185.78.52.2) TCP port 443 (https) • For GovUk: api.notifications.service.gov.uk (IP: [1]) TCP port 443 (https)

Remote Support

- Remote support is provided via a client-server application ('SnowDrop') wholly developed by Synertec
- Remote support cannot be provided through an alternative method
- Customers may restrict their firewall rules to allow communication to Synertec's IP addresses only
- Simple authentication is performed using metrics gathered from the system on which Prism is installed
- Communications are 256-bit AES encrypted
- A program log file is maintained; this is primarily intended for Synertec use
    - Customers may access this log file if required
- Our technical support team will have similar control to that which a "VNC" connection provides
    - They can take mouse/keyboard control of the unit and transfer files

Print Drivers

- Prism does not routinely require a specific print driver to be installed
- Where asked to recommend a driver to use, we advise the Hewlett Packard Universal Print Driver is installed
    - This driver currently requires 300MB HDD space on a print server and 150MB on client computers

[1] A static IP address cannot be setup on a Firewall to allow Prism to connect to GovUK Notify services as the API address is not static and changes all the time. There is an article on the GovUK website that explains what needs to be setup https://technology.blog.gov.uk/2017/01/03/a-whitelisting-approach-for-cloud-apis/

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Domain Integration

- Prism may be added to a domain where required for backup, antivirus or other purposes, so long as the domain account is configured as specified in the 'User Account Permissions' section above

DMZ

- Prism can be installed in a DMZ
- If Prism is installed in a DMZ, the following considerations may require ports between the DMZ and the LAN to be opened:
    - Access to local printer(s) for documents that Prism needs to print – typically port 9100 (RAW), port 515 (LPR) or Windows File & Printer Sharing would be used for this
    - Network access for any documents created by Prism and placed in a network location. Typically Windows File & Printer Sharing would be used for this.
    - Where emailing is required, Microsoft Outlook should be installed on the Prism system and will need to be allowed access to the Exchange Server
    - Prism Client user interface requires the following firewall ports to be open from the LAN to the DMZ:
        - TCP port 49256
        - TCP port 59256

Windows Updates

- The customer's standard policy for Windows updates / other update services (e.g. WSUS) can be applied to the unit on which the Prism software is installed in the normal manner
- The customer is responsible for updating the Prism system with all critical Microsoft Windows updates, security patches and service packs
- Automatic updates should be scheduled to run when the Prism system is not in use, typically overnight
- It is not possible for Synertec to test every OS patch has no adverse operation on the Prism software. Internally, Synertec applies OS patches at the earliest opportunity and should any conflict arise, we will take immediate action to ensure this does not adversely affect our customers

Antivirus

- The customer is responsible for ensuring adequate virus protection is employed on the Prism system and must be configured to allow "Prism Processor.EXE" to act as an automated e-mailer
- The following folder locations can be excluded from anti-virus scans if required:
    - C:\Prism\Programs
    - C:\Program Files\Synertec Limited
    - C:\Program Files\Synertec LiveUpdate Client
    - C:\<Abbreviated Customer Name>

Backup

- Backup of data files is the responsibility of the customer
    - We strongly advise that this is integrated with your normal processes
    - Synertec will provide as much assistance as possible in the event of data loss
    - The following locations must be incorporated into your daily backup routine:
        - C:\<Abbreviated Customer Name>\Acquired\ (recursive)
        - C:\<Abbreviated Customer Name>\Lookup\
        - C:\Prism\Programs\Prism.mdb

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- Note: secondary installations can be provided for use where there is a failure of the primary installation (i.e. we can provide active and passive resiliency via the use of secondary installations)

Prism Client

- We provide our Prism Client desktop user interface free of charge, which enables users to access the system from their desktop and perform tasks such as:
    - Retrieving and viewing automatically archived documents
    - Accessing audit report information
    - Initiating remote support connections
    - Managing exception rules
- Prism Client is provided with an installation manual, user guide and training on how to use the program
- Support is provided for Prism Client running on all operating systems currently supported by Microsoft

3rd Party Software Licensing

- 3rd party component licensing is handled by Synertec in perpetuity. The Operating System license is the responsibility of the customer. Where MS Outlook is required for automated emailing, this must be installed and licensed by the customer.
    - (See 'Email Client Requirements' for further detail)

Other Applications

- Synertec prefers for the Prism system to run on a dedicated installation of the Operating System
    - There are no known problems running alongside other applications with the following caveats:
        - Synertec support personnel may need to reboot the unit as part of a support call
        - Hardware resources will need to be sufficient to support all application demands
        - In the unlikely event of suspected conflicts with another application; Synertec may request that the other application be disabled or removed

Databases

- No database servers are required by our software
    - There are no known incompatibilities with MS SQL Server; i.e. the server may run MS SQL Server instances without affecting our software
    - We recommend against the use of the Prism unit for other purposes as we may need to reboot the unit as part of a support call

Web Services

- Prism does not present as a web-based application
    - Webservers (such as IIS) and Java/PHP solutions are also not utilised by our software
    - There are no known incompatibilities with webservers such as IIS; i.e. the server may run other services on IIS without affecting our software
    - We recommend against the use of the Prism unit for other purposes as we may need to reboot the unit as part of a support call

security details

Synertec takes its responsibilities for data security very seriously and has implemented an Information Security Management System (ISMS) policy which governs our policies and procedures in relation to it. This policy is compliant with the ISO27001 principles and written with careful consideration to the GDPR regulations.

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The ISMS applies to the provision of information processing services to employees and customers of Synertec. It encompasses:

- The following premises:
  - Synertec's Head Office, all Production Facilities and all satellite offices
- The following operations:
  - Sales, Customer Services, Technical Support & Implementation, Development & Testing, Administration, Accounting and Production
- The following ancillary areas:
  - Communications between Synertec & its customers
  - Communications between Synertec premises

Our ISMS refers to several topics including but not limited to:

- Physical access controls at Synertec premises
- Password and access controls, including monitoring system access and use
- Equipment security and maintenance
- Physical security of desktop computers, laptops and servers

- Secure disposal/sanitisation procedures for equipment, media, data and hardcopies
- A 'two-locked doors' policy between any public place and unattended customer information/hardcopies
- A policed Clear Desk / Clear Screen policy

- Performing pre-employment checks on new employees
- Routine IG questionnaires to all employees to test their understanding of ISMS policies & procedures
- A comprehensive library of procedural documentation for handling customer support issues

- Independent penetration testing (towards Cyber Essentials and PSN accreditation)
- Encryption of personal data on laptops, memory sticks and other portable and mobile devices
- Encryption of network backups
- Enterprise anti-malware and vulnerability scanning employed across all computers

- The use of HSCN and PSN networks (for NHS/local government customers) in preference to the public Internet

- Business continuity planning (including maintaining a "Distributed Print Production" architecture)
- The use of UPS equipment and environmental conditioning & monitoring in server rooms

The ISMS is reviewed twice a year. Synertec's ISMS review procedure involves a Management Assurance Reporting process (overseen by the Data Protection Officer) to help identify areas that might be at risk, as well as to remove assets that are no longer required.

Security Incident procedures are employed even in near-miss conditions. The process is overseen directly by the Data Protection Officer and incident mitigation is a core part of this process.

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business continuity statement/plan – more detailed plan to be provided to buyer on request

Synertec knows that if our business is interrupted, yours is too. Our processes are designed to keep your business running, no matter what.

We produce customer documents across multiple production sites. This means that, if for any reason, a site can't print, insert, or despatch documents to our high production service levels, we can instantly divert documents to another site, and regularly do so with no impact on our customers.

We can control this process from multiple remote locations across a wide geographical area, and regularly do so with no impact on our customers.

So you can trust our ability to keep you working; as we set industry-leading standards for service reliability.

Real-time Replication of Data

Synertec employs real-time replication of all data needed to provide its Pay as You Mail service and customer/technical support services. The data is replicated between our primary Head Office facility and our backup site in Bristol. Communication facilities are also replicated. This ensures we can maintain continuity of service even in the event of a total closure/loss of our Head Office facility.

Our systems have been designed so that all Pay as You Mail and support services can be provided from either site, and this is continually 'tested' in that a portion of services are already routinely provided from our backup site.

Dynamic Reallocation of Print Jobs

We have multiple production centres that are geographically separated. Work can be instantly moved between these centres, and each centre is able to control work at the other centre. This is continually 'tested' in that workload is routinely balanced by moving work between the centres on a daily basis.

All centres are continually monitored from our Head Office facility, and can be controlled from there too. This provides us with real-time continuity in the event of a failure of any site.

Adverse Weather Conditions

We have plans in place to ensure business continuity during temporary shutdowns of our facilities in adverse weather conditions.

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Pandemic

We have a dynamic internal policy regarding Pandemic's in place to ensure business continuity. This would be reviewed and updated in line with any guidance published by PHE and the Government. The safety and wellbeing of our people is our most important asset, as it enables the delivery of our service, we will therefore take all necessary steps to protect it.

This policy currently includes the following:

- Movement of our employees
  - To limit the potential exposure all travel between Synertec sites would be suspended.
- Internal meetings
  - Non-essential internal meetings would be held via telephone.
- Hand sanitisation
  - Alcohol-based hand sanitisation stations available as standard in all our working environments.
- Working remotely/from home
  - All office-based staff (with the exception of our Production team who would be required to be present to facilitate our 'Pay As You Mail' service) would work remotely/from home.
- Social distancing
  - We would ask our people to deploy as many social distancing measures as advised by the PHE and Government, this may mean avoiding the following:
    - Large social/public gatherings
    - Unnecessary use of public transport

Our document Business Continuity Plan – Site Closures and a redacted version of our Disaster Recovery plan can be provided upon request, which provide further information on the above.

Prism Recovery

Whilst Synertec will provide as much assistance as possible in the event of data loss, Prism is not supplied with any inbuilt backup functionality. As such, the backup of Prism files is the responsibility of the customer. We strongly recommend that this backup is incorporated into your existing backup methods to ensure there is no loss of critical files.

The following locations must be incorporated into your daily backup routine:

- C:\<Abbreviated Customer Name>\Acquired\ (recursive)
- C:\<Abbreviated Customer Name>\Lookup\
- C:\Prism\Programs\Prism.mdb

The contents of these folders can be used to completely restore the data and user settings for your Prism system in the event of a 'disaster'.

When notified that a 'disaster recovery' situation has been invoked, Synertec will prioritise the restoration of the customer's Prism system, with all timescales being dependent upon the customer's ability to provide critical items. Appropriate hardware or a virtual machine must be provided, onto which the Prism software can be installed, along with a backup of the customer's Prism system to allow the restoration of customer data and Prism user settings.

Alternatively, the Prism software can be easily installed on another machine (physical or virtual) and the data restored over time (to minimised downtime). In such instances, Synertec can help implement a "hot spare" backup Prism system for customers wishing to further minimise any downtime.

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after sales account management

Synertec provides Helpdesk and Customer Services from 08:30 - 17:30 on UK business days (Monday to Friday excluding bank holidays).

Synertec's Prism software (installed at the customer site) is constantly monitoring numerous operational parameters and will send auto-logging support notifications in the event of an anomaly being detected. Synertec makes extensive use of its in-house developed remote support system to monitor and manage support calls as well as to carry-out many house-keeping tasks on an ongoing basis.

Customer Services

Customers are assigned an office-based contact at all times. During implementation, this is the Project Support Advisor who will manage the process to successful completion. Once the service has been implemented, this is the Customer Services Advisor, who will be fully apprised of the customer's requirements.

The Customer Services Advisor is the day-to-day contact, and will be the dedicated contact point available to answer any questions or queries the customer may have following implementation. They are responsible for:

- 'Logging' any issues reported, queries raised or changes requested by the customer on our internal support management system
- Ensuring that all 'logged' items are dealt with in a timely manner
- Ensuring appropriate customer contacts are kept informed as required
- Pro-actively managing customer production schedule requirements
- Escalating documents not received as expected
- Escalation Tree:
    - Customer Services Advisor
    - Customer Services Manager
    - Head of Public Sector

The Customer Services Advisor will contact the customer to introduce themselves and confirm their details. Each Advisor has a dedicated email address and direct dial phone number. In the event of absence the Advisor's mailbox is monitored and their phone number will divert to another member of the team.

Account Manager

Each customer will be assigned a field-based Account Manager who is responsible for the overall customer relationship. These Managers are responsible for:

- Ensuring customers utilise our services to the maximum effect
- Ensuring service quality is of a consistently high standard
- Ensuring SLAs and KPIs are met
- Conducting regular review meetings to discuss any areas of improvement /development of the service
- Conducting regular review meetings to discuss performance against SLAs and KPIs
- Conducting regular review meetings to discuss any service issues including remedial actions
- Gathering detailed requirements for any new requests or significant changes to ensure that the customers' requirements are met

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- Escalation Tree:
    - Account Manager
    - Head of Public Sector

Technical Support (Helpdesk)

Synertec has a dedicated team of support technicians who are responsible for the investigation, resolution and reporting on all issues, queries or change requests logged to the internal support management system.

- Escalation Tree:
    - Technical Support Technician
    - Prism Support Manager
    - Technical Operations Director

Automatic Notifications

Standard control measures are put in place so that if a document sent to the customer's Prism system does not match an existing template; the data file will be 'quarantined' and will not progress through to production.

Our support team will be automatically notified of these quarantined files by the system and will investigate them. They will contact the customer to confirm the document is valid and see if any template amendments are required. At this stage further processing rules can be implemented to ensure the customer is not contacted for subsequent failures of the same nature, unless required.

It is important that the customer contact their Customer Services Advisor before making planned changes to the format of the data output from their host system. The Customer Services Advisor will arrange for sample documents to be provided prior to any changes being made live, to ensure the Prism template is amended in advance.

Changes to existing documents

If changes to the document templates are required, the process for this depends on how the documents were configured during the implementation; the customer's Customer Services Advisor will be able to advise on this. In some cases, Synertec will receive the data in such a way that the customer can simply change the templates on their host system and the documents produced by Prism will also be amended. There will however be restrictions on what can and cannot be changed without affecting the document produced by Prism.

In other cases, the customer must contact their Customer Services Advisor to confirm the details of the change required. If a simple change is required, i.e. a change to the letterhead, the Customer Services Advisor will complete a 'change request form', detailing their understanding of the requirement, and send it to the customer to confirm their understanding is correct.
Once agreed, a call will be logged to our Technical Support team to implement the changes and the customer will be kept informed by their Customer Services Advisor. This process would also be used should the customer require an additional insert to be printed with the document or inserted into the envelope.

If a significant change is to be made, i.e. the host system has changed, then the same process used for new document types would apply; which would be controlled by a Project Support Advisor.

New Document Types

When a new document type is required, the customer's Account Manager will complete a detailed survey of the customer's current processes, any issues that they have with those processes and any changes they would like to make. Hardcopies of each variation of documents relevant to the project will need to be provided by the customer. Account Manager will provide details of any additional costs involved.

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Once the order is confirmed for the new document type, a Project Support Advisor is assigned. They are the single point of contact to manage the implementation and will liaise directly with the customer to ensure successful and timely completion. (Throughout the Implementation of the new document type the Customer Services Advisor and Account Manager maintain responsibility for the overall account and strategic relationship.)

The Project Support Advisor will liaise with the customer on their requirements and to request sample documents. When this has been received, an Implementation Consultant will be assigned to configure the new requirement. They will identify how this requirement is to be implemented, identify any additional information required, and define timescales in which this will be complete. Once the system has been customised, proofs of each document will be provided to the customer for approval.

A full test of each new document type's configuration will be completed, ensuring all requirements have been met. Once approved, a 'live' date will be arranged. The first live run will be monitored by the Project Support Advisor to ensure successful implementation. Upon completion of the first run, the responsibility for the new document type will be passed over to the Customer Services Advisor and Account Manager.

Service Level Agreements and Key Performance Indicators

Synertec will work with each customer to identify their SLA and KPI requirements, starting with our detailed pre-sales survey process. This survey process is carried out to ensure that our solution matches and exceeds customer requirements and expectations. Bespoke requirements in addition to our standard structure can be considered and almost invariably can be provided without additional costs.

Each customer is allocated an Account Manager, whose role is to ensure that:

- Customers utilise our services to the maximum effect
- Service quality is of a consistently high standard
- SLAs and KPIs are met

Regular review meetings are held with the customer's representatives to discuss:

- Performance against SLAs and KPIs
- Any service issues including remedial actions
- Any areas of improvement /development of the service

As standard Synertec recommend that review meetings are held on a quarterly basis but the frequency can be agreed separately with each customer as required.

Synertec operates a continuous improvement process which seeks to learn from any failures that occur, to eliminate future recurrences and to improve the process of production as far as possible.

All service failures are reviewed by a senior manager to determine the cause of the issue and isolate what improvements or changes could be made or actions could be taken to prevent recurrence. These improvements, changes or actions could include but are not limited to:

- Updates to our internal control software
- Changes to procedures or documentation
- Instigation of disciplinary action in the event of negligence of a member of staff

Details of these conclusions are always communicated in writing to the customer in a formal response to the issue.

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what the service is – detailed description

Synertec exists to give organisations smarter, more efficient, more reliable, less costly ways to create, distribute and manage their important communications.

The solutions we create to achieve this are bespoke, tailored to our customers' exact and individual needs. This is complete document control.

Synertec's offering

Our offer to customers is our extensive range of tools, technologies and expertise which brings simplicity to the complexity of managing documents. Our approach is meticulously crafted to unlock efficiency and value in your organisation.

At its simplest this approach is applied to smartly capture and positively transform the information in your business to efficiently deliver communications in all the ways you need.

Our approach is underpinned and enhanced by workflow, archiving and audit capabilities; along with processes that ensure transparency, security and effective measurement.

Capture

Synertec has never failed to find a way to work with the data presented to us by any customer. This includes handling print files like PCL, Postscript and PDF; structured data files like XML, EDI, and HTML; as well as text files like delimited, fixed width and generic text. Handling diverse data formats within the most complex systems is our special expertise.

Indeed, we make a confident promise: Regardless of the number of systems the customer uses, and the complexity of the data formats produced, we guarantee to deliver an efficient, cost-effective solution.

Nowhere is this better demonstrated than with our healthcare customers, for whom we control patient letters from a huge range of systems in different specialties, simply and seamlessly.

Transform

Synertec constantly exceed expectations by transforming captured information into precisely what our customers need to produce. This includes transformation of format, layout, content and output type. We frequently augment original data with 'looked-up' information from other sources, dynamically add electronic or physical inserts and often create 'copy' documents to support multiple functional requirements.

Our unique technology and decades of experience continues to help customers who are grappling with all manner of document challenges.

Amongst many other examples, we have adjusted the content of documents to meet complicated customer criteria. We have evidenced we can identify a location referenced in a document and integrate a suitable map. We have recognised content from documents in order to enclose a specific leaflet. We frequently determine the postage class for appointment letters by comparing 'appointment date' to the 'current date' to ensure urgent communications are despatched appropriately.
In all instances, the key has been our flexibility, because that's what problem-solving needs.

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Deliver

Synertec has developed delivery solutions which satisfy the diverse needs of all our customers. These are supported by the definition of logic-based rules, including complex criteria, and provide our customers with complete document control.

How you communicate with your customers depends on what your objectives are and what the recipient needs from the interaction. Our future success is dependent on our continuing ability to simply meet all these requirements. We recognise that having the widest possible delivery capability will improve our customers' organisations and enhance the mutuality of our relationship with them.

The unrivalled combination of delivery choices we provide reflects our determination to support our customers' requests and those of their customers or patients, without restriction.

Prism

Prism is in essence a 'toolkit' of standard applications, along with a configuration structure.

Collectively this 'toolkit' allows Synertec to define and manage the manipulation, reformatting, distribution and archiving of customer documents to reduce costs and resolve a wide variety of processing issues.

Specifically, customers are able to print or send their documents to Prism, which then archives the documents into an indexed database and reformats this data to an agreed specification.

The documents can then be distributed in any number of the various formats available, e.g. printing & mailing, email, electronic data exchange, upload to 3rd-party portals, etc.

For documents being despatched on a 1st Class service:

Documents received at a Synertec Data Centre up to 17:00 would be expected to be printed, inserted and despatched the same day and handed over to Royal Mail for delivery to the recipient,

It is expected that Royal Mail will deliver to the recipient on their next working day, for example

- Documents received and despatched on Monday should be delivered, by Royal Mail, to the recipient on Tuesday
- Documents received and despatched on Friday should be delivered, by Royal Mail, to the recipient on Saturday

For documents being despatched on a Business Class service:

Documents received at a Synertec Data Centre up to 17:00 would be expected to be printed, inserted and despatched the same day to a Downstream Access provider and handed over to Royal Mail for delivery to the recipient,

- It is expected that Royal Mail will deliver to the recipient on their 2nd working day, e.g.:
    - Documents received and despatched on Monday should be delivered, by Royal Mail, to the recipient on Wednesday
    - Documents received and despatched on Friday should be delivered, by Royal Mail, to the recipient on Monday

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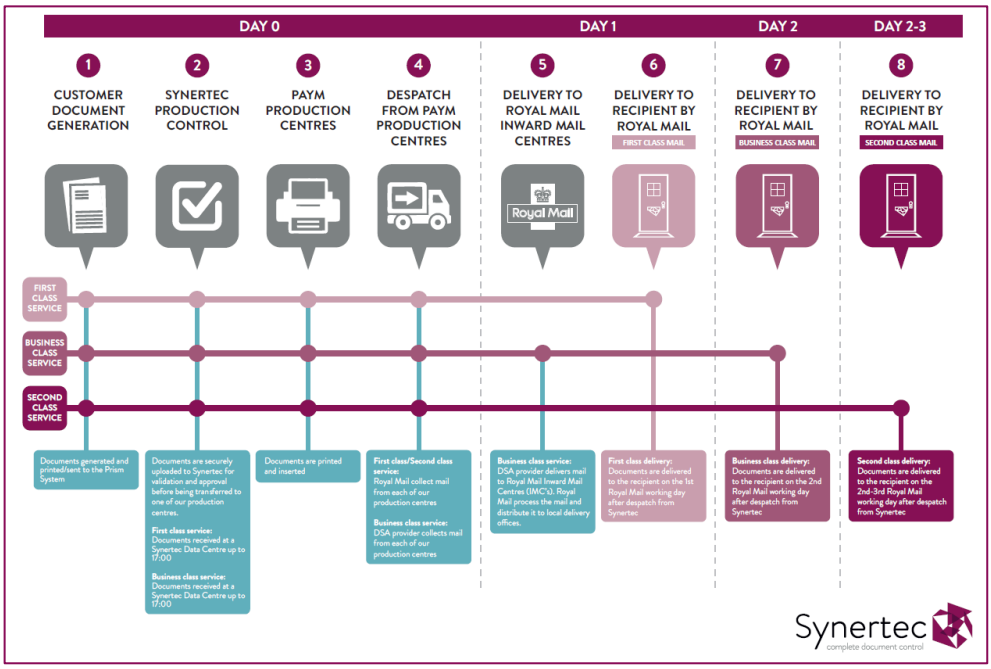

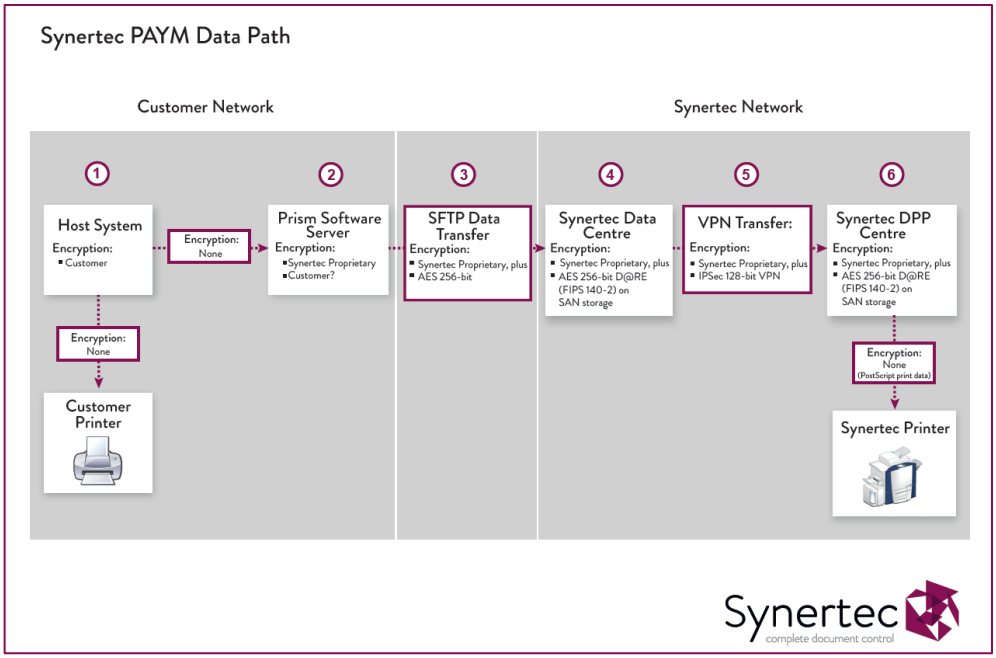

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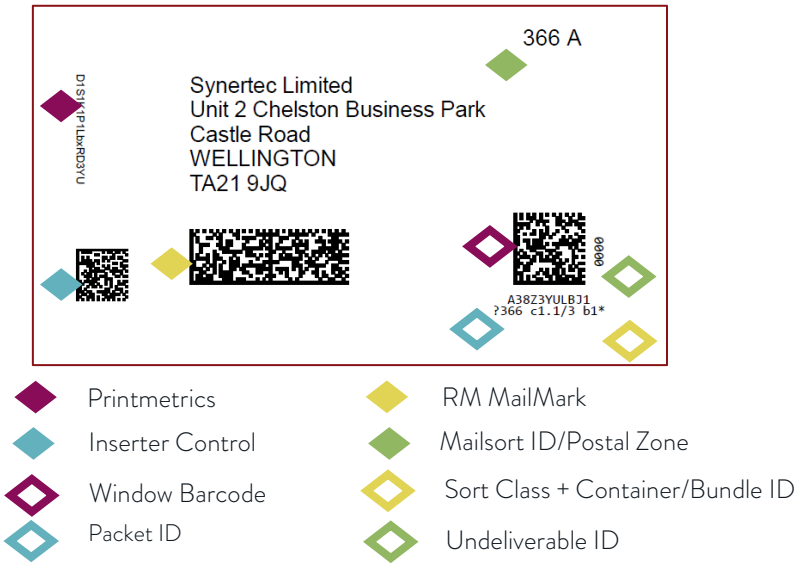
Address Window Barcodes and Values

Each barcode and value in the address window of Synertec envelopes has a function necessary for the successful mailing and tracking of documents. A brief explanation of each function is shown below:



Printmetrics Reference (front of every sheet, landscape documents only)

- This allows us to track individual sheets through production and mailing. It includes the following details: Sheet, document, envelope, batch number
- Production printer and location
- Production date

Inserter Control Barcode (front of every sheet)

This is used to monitor the insertion of documents into envelopes, flagging any instances of insertion being incorrect. The barcode contains the following information:

- Number of sheets and their sequence in each envelope
- Sheet accumulation rules (diverting the envelope for review if this is incorrect)
- Read + Match barcode information detailing the envelope and any additional content required

Window Barcode (prime page of every document)

This is used to track individual envelopes through production, flagging any which are scanned out of sequence. The barcode allows document traceability and includes the following details:

- Envelope number in sequence
    - If a packet is missing when the barcode is scanned, this is flagged for review
- Postal sort information, creating a record for each envelope to allow tracking

Packet ID (prime page of every document)

This ID shows the unique packet (envelope) reference associated with the document and its contents and is used for document traceability.

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Royal Mail Mailmark (prime page of every document if address is of required quality)

The Royal Mail Mailmark provides batch-level reporting for mail, i.e. Synertec can ascertain that a day's "batch" of mail (which at this point is an amalgamation of all Synertec's customers' mail for that day) has been accepted into Royal Mail's systems and is due for delivery

- This allows Synertec to monitor Royal Mail's performance
- The system also allows Royal Mail to highlight "non-compliant" mail items
- There is no item-level tracking function, so it is not possible to trace the delivery of individual mail items

Mailsort ID/Postal Zone (prime sheet of every packet)

This value refers to the Royal Mail postal zone to which the document is addressed, and also the postal class associated with the document. This value is used as a sortation aid within our Production environment.

Sort Class + Container Packet/Of Packets Bundle ID (prime page of every document)

This ID refers to the container number, the number of the individual packet in the batch and bundle ID (internal Production terms for batches of documents) to which the document belongs. In conjunction with the Packet ID it allows for document traceability.

Undeliverable ID (prime page of every document)

This value is unique per customer. It is used for reporting purposes when customers' mail is undeliverable.

service constraints like maintenance windows or the level of customisation allowed

Prism Maintenance

Dedicated physical hardware is not required; Prism can run on a Virtual Machine. Hardware, Operating System & anti-malware patches are the responsibility of the client. Synertec do not supply or service the system hardware.

Synertec services & maintains the Prism software only. Routine software updates are applied to the unit automatically using a "LiveUpdate" approach.

The customer provides a "fresh" Operating System (OS) installation onto which the Prism software is installed. This will run on the client's own hardware; alternatively, Prism can run on any Virtual Machine provided the guest OS is on the supported Operating Systems list.

Prism 'Downtime'

The Service does not have any specific regular downtime. There are tasks scheduled to occur at the most convenient times for the customer, to reduce the need for downtime at critical times (e.g. Automated overnight schedules, Overnight LiveUpdate process). There are automated notification structures to notify Synertec if there is an issue with the system.

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service levels like performance, availability and support hours

Synertec provides Helpdesk and Customer Services from 08:30 - 17:30 on UK business days (Monday to Friday excluding bank holidays).

Synertec's Prism software (installed at the customer site) is constantly monitoring numerous operational parameters and will send auto-logging support notifications in the event of an anomaly being detected. Synertec makes extensive use of its in-house developed remote support system to monitor and manage support calls as well as to carry-out many house-keeping tasks on an ongoing basis.

Customer Services

Customers are assigned an office-based contact at all times. During implementation, this is the Project Support Advisor who will manage the process to successful completion. Once the service has been implemented, this is the Customer Services Advisor, who will be fully apprised of the customer's requirements.

The Customer Services Advisor is the day-to-day contact, and will be the dedicated contact point available to answer any questions or queries the customer may have following implementation. They are responsible for:

- 'Logging' any issues reported, queries raised or changes requested by the customer on our internal support management system
- Ensuring that all 'logged' items are dealt with in a timely manner
- Ensuring appropriate customer contacts are kept informed as required
- Pro-actively managing customer production schedule requirements
- Escalating documents not received as expected
- Escalation Tree:
    - Customer Services Advisor
    - Customer Services Manager
    - Head of Public Sector

The Customer Services Advisor will contact the customer to introduce themselves and confirm their details. Each Advisor has a dedicated email address and direct dial phone number. In the event of absence the Advisor's mailbox is monitored and their phone number will divert to another member of the team.

Account Manager

Each customer will be assigned a field-based Account Manager who is responsible for the overall customer relationship. These Managers are responsible for:

- Ensuring customers utilise our services to the maximum effect
- Ensuring service quality is of a consistently high standard
- Ensuring SLAs and KPIs are met
- Conducting regular review meetings to discuss any areas of improvement /development of the service
- Conducting regular review meetings to discuss performance against SLAs and KPIs
- Conducting regular review meetings to discuss any service issues including remedial actions
- Gathering detailed requirements for any new requests or significant changes to ensure that the customers' requirements are met

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- Escalation Tree:
    - Account Manager
    - Head of Public Sector

Technical Support (Helpdesk)

Synertec has a dedicated team of support technicians who are responsible for the investigation, resolution and reporting on all issues, queries or change requests logged to the internal support management system.

- Escalation Tree:
    - Technical Support Technician
    - Prism Support Manager
    - Technical Operations Director

Automatic Notifications

Standard control measures are put in place so that if a document sent to the customer's Prism system does not match an existing template; the data file will be 'quarantined' and will not progress through to production.

Our support team will be automatically notified of these quarantined files by the system and will investigate them. They will contact the customer to confirm the document is valid and see if any template amendments are required. At this stage further processing rules can be implemented to ensure the customer is not contacted for subsequent failures of the same nature, unless required.

It is important that the customer contact their Customer Services Advisor before making planned changes to the format of the data output from their host system. The Customer Services Advisor will arrange for sample documents to be provided prior to any changes being made live, to ensure the Prism template is amended in advance.

Changes to existing documents

If changes to the document templates are required, the process for this depends on how the documents were configured during the implementation; the customer's Customer Services Advisor will be able to advise on this. In some cases, Synertec will receive the data in such a way that the customer can simply change the templates on their host system and the documents produced by Prism will also be amended. There will however be restrictions on what can and cannot be changed without affecting the document produced by Prism.

In other cases, the customer must contact their Customer Services Advisor to confirm the details of the change required. If a simple change is required, i.e. a change to the letterhead, the Customer Services Advisor will complete a 'change request form', detailing their understanding of the requirement, and send it to the customer to confirm their understanding is correct.
Once agreed, a call will be logged to our Technical Support team to implement the changes and the customer will be kept informed by their Customer Services Advisor. This process would also be used should the customer require an additional insert to be printed with the document or inserted into the envelope.

If a significant change is to be made, i.e. the host system has changed, then the same process used for new document types would apply; which would be controlled by a Project Support Advisor.

New Document Types

When a new document type is required, the customer's Business Development/Account Manager will complete a detailed survey of the customer's current processes, any issues that they have with those processes and any changes they would like to make. Hardcopies of each variation of documents relevant to the project will need to be provided by the customer. The Business Development/Account Manager will provide details of any additional costs involved.

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Once the order is confirmed for the new document type, a Project Support Advisor is assigned. They are the single point of contact to manage the implementation and will liaise directly with the customer to ensure successful and timely completion. (Throughout the Implementation of the new document type the Customer Services Advisor and Business Development/Account Manager maintain responsibility for the overall account and strategic relationship.)

The Project Support Advisor will liaise with the customer on their requirements and to request sample documents. When this has been received, an Implementation Consultant will be assigned to configure the new requirement. They will identify how this requirement is to be implemented, identify any additional information required, and define timescales in which this will be complete. Once the system has been customised, proofs of each document will be provided to the customer for approval.

A full test of each new document type's configuration will be completed, ensuring all requirements have been met. Once approved, a 'live' date will be arranged. The first live run will be monitored by the Project Support Advisor to ensure successful implementation. Upon completion of the first run, the responsibility for the new document type will be passed over to the Customer Services Advisor and Account Manager.

innovation

Braille – Production at PAYM

The Synertec PAYM service includes the facility to produce documents in braille (UEB Grade 1 & UEB Grade 2) formats. These documents conform to the UKAAF specification document "B008 - Standard dimensions for the UK Braille Cell", April 2017.

Clinical Correspondence – Prism Innovation

Synertec have introduced new Prism functionality to enhance the way in which we handle 'Clinical Correspondence' documents for our customers.

Benefits

Following a review of our Systems and the feedback we have received from NHS Trusts, we have been working on innovative functionality that means we no longer have to map any of the document information, resulting in the following benefits:

- Documents will no longer require any manual intervention by Synertec Support
- Documents will be automatically processed by Prism
- Users will no longer be contacted by Synertec Support to query if changes are detected
- Consultants have total flexibility when creating Clinical Correspondence documents
- Security is improved, making it impossible for Patient Identifiable Data (PID) to be shown in the envelope window
- No configuration changes are required for additional department/documents, resulting in smoother and quicker rollouts
- The need for cover pages is eliminated

How it Works

- Prism creates an image of each Clinical Correspondence document received
- This image is placed onto the reverse of the first page
- The recipient address is applied to the front of the first page
- The customer's logo and message are also applied to the front page
- Note: The message and logo on the front page are customisable

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Accessible Information Standards

When authoring documents where it is known that the recipient has 'accessible format' needs, it is relatively simple to create a structure suitable for most communication requirements.

Synertec is already facilitating the delivery of communication which meets the requirements of the Accessible Information Standard for a number of organisations. Our ability to tailor communication to meet the information needs of recipients is essential for a number of Trusts, who rely on Synertec to facilitate this.

There are however circumstances where converting already authored information to an 'accessible format' could be prejudicial to accuracy and not in the best interests of those with a disability, impairment or sensory loss. In particular this is true of clinical correspondence authored by a consultant to another medical professional, but where a copy is to be sent to a patient or service user with learning difficulties. This would also be true where information contains; 'tables', 'images' or other such objects not suited to a conversion process.

We must recognise the over-riding requirement for accuracy of information and place this objective above all others. Consequently in these circumstances we will provide an 'accessible format' explanation of the situation and guide the recipient to appropriate assistance, in order that they may fully understand the content of the information.

We must also recognise that accessing information can be a far greater challenge for those with a 'print' disability, when compared to those who do not. This remains true when they are presented with an accessible format suitable to their needs. It is still likely to take them much longer and require far greater effort.

It is important that we understand this and wherever possible, simplify and shorten communications in order to reduce the quantity of words, whilst retaining the meaning.

ClearRead™

ClearRead™ is a Synertec defined format, created specifically to enhance clarity and comprehension for all recipients. It is particularly helpful for those with limited vision or dyslexia, but is designed for use by anyone.

ClearRead™ is inspired by 'Clear Print', an existing format which uses font, layout, spacing and other visual properties to make documents clear and easy to read.

ClearRead™ enhances the 'Clear Print' format using techniques designed to increase clarity and aid comprehension as follows:

Simplify wording

- Simplify sentence structure
- Group 'sentences' into logical associations
- Define 'headings' to explain the 'group' association contained within
- Create a border around the 'group' to strengthen and reinforce the association of the words
- Order 'sentences' within each 'group' where this enhances clarity and comprehension
- Order 'groups' into a logical sequence where this enhances clarity and comprehension

EasyRead™

EasyRead™ is a Synertec defined format created specifically to enhance clarity and comprehension for those with learning or cognitive disabilities, but may be used by a range of people, including those whose first language is not English.

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EasyRead™ builds on the foundation of our ClearRead™ format and incorporates imagery specifically designed to support the 'group headings' we create as part of the ClearRead™ transformation, in order to aid comprehension and clarity.

EasyRead™ incorporates the extensive published guidance which describes how to create 'easy read' documents. The term 'easy read' is defined as a way of making information more accessible to people with learning disabilities by using easy to understand wording with images to support the meaning of the text.

Imagery

Synertec has developed a design methodology with regards to its imagery in order to aid comprehension and clarity. This methodology is based upon the following design principles:

- Simplicity
- Non-racial
- Non-gender
- Consistent use
- Repetitive use
- Supportive of 'group heading' text

Synertec has commissioned specific imagery to support the implementation of the NHS England Accessible Information Standard for which it has full copyright ownership. This imagery is specifically tailored to support the common large volume patient communication activities undertaken by many NHS Trusts.

Our imagery can be grouped into 2 distinct groups.

'Simple' objects:

- Patient
- Medical person
- Secondary medical person
- Letter
- Check list
- Date
- Appointment
- Home [location]
- NHS [location]
- Contact methods
- Sight Issues
- Hearing Issues
- Speaking Issues

'Concept' objects:

- Do / Valid
- Don't / Invalid
- Before
- During
- After
- Bring
- Next steps / Progression
- Help with communication
- Patient confidentiality
- Share information
- Travel arrangements/Directions

Print Size

Each patient or service user will have a font size which delivers optimum clarity for their specific needs. Optimum clarity is generally accepted as, the capability to read fluently (normally regarded as 85 words per minute).

Specific Font Size

Where the content of a document allows, Synertec can transform an 'original' document to our ClearRead™ format and present this in a font size suitable to the recipient's need.

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We will also carry out this transformation on any attachments sent with the document, where appropriate. (We would not consider this to be appropriate for attachments such as questionnaires, charts to be filled in, or where this transformation would cause images to be split across pages).

Enlarged Print

Where the content of a document does not allow a specific font size, Synertec can effect a transformation of the 'original' document to increase the size and improve the clarity.

Enlarged Print will enlarge the document to 1.41 x original size in both the horizontal and vertical plane.
[Example: 1 x A4 portrait page document in 12pt font transforms to 2 x A4 landscape pages equivalent to 16.92pt font]

We will also carry out this transformation on any attachments sent with the document, where appropriate. (We would not consider this to be appropriate for attachments such as questionnaires, charts to be filled in, or where this transformation would cause images to be split across pages).

Enlarged & Stretched Print

Where the content of a document does not allow a specific font size**, Synertec can effect a transformation of the 'original' document to increase the size and improve the clarity.

Enlarged & Stretched Print will enlarge the document to 1.41 x original size in the horizontal plane and 1.86 x original size in the vertical plane.

We will also carry out this transformation on any attachments sent with the document, where appropriate. (We would not consider this to be appropriate for attachments such as questionnaires, charts to be filled in, or where this transformation would cause images to be split across pages).

Electronic Scalable

Where recipients want an electronic communication, rather than printed and sent via the postal system, Synertec can transform the 'original' document into a PDF file sent via email. This PDF is scalable on-screen to suit any size requirement the recipient may need.

Non-reflective background [Pale Yellow]

Some people with sight-related 'print' disabilities are hampered from reading fluently by the reflective glare from the white background of either the paper or the 'screen' on which the information is presented on. The use of a pale yellow 'pastel' shade as a background can increase readability for these recipients.

Where the document is printed, Synertec will use a pastel yellow shade paper rather than the standard bright white sheet.
Where the document is presented as a PDF file, Synertec will use a pale-yellow background colour to the image of the document.

In these circumstances the recipient may have to compromise between issues related to reflective glare and issues related to the 'contrast' between text and the background information is presented on.

Text-To-Speech

MP3 Audio
Where the content of a document allows* we will transform the 'original' to our ClearRead™ format and output this revised version document as an MP3 audio file which is delivered by email.

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Where the content of a document does not allow** the transformation of the 'original' to our ClearRead™ format, we will output the 'original' document as an MP3 audio file which is delivered by email. In this circumstance an additional 'audio' message is incorporated to highlight any possible layout or content issues (e.g. tables & diagrams) along with the suggestion that the recipient may wish to get assistance from a sighted person where the content seems confusing.

Synertec will apply a number of automatic conversions that result in a better speech output for example:

- 'St' Peter instead of 'S' 'T' Peter
- 08:30 to 17:00 reads as "eight thirty am to five pm"
- Email addresses are not exploded letter by letter (appointment.centre@swft.nhs.uk):
    - This reads as "appointment dot centre at s w f t dot n h s dot u k"
    - Rather than "a p p o i n t m e n t dot c e n t r e at s w f t dot n h s dot u k"
- Contractions can be expanded to enhance clarity and comprehension
    - "No." is read as "Number"
- We use the 'Microsoft Hazel Desktop - English (Great Britain)' voice

An electronic PDF version of the communication will always be attached with the audio file. MP3 files cannot be encrypted and password protected when emailed to recipients.

Adobe Reader contains an in-built Text-To-Speech-Reader and is therefore capable of being used as an audio output if the recipient has access to the programme. In this circumstance Synertec is restricted in any adjustments it can make with regards to a better speech output.

PDF files can be encrypted and password protected when emailed to recipients.

Intended Audience: Synertec Limited customers, employees, and any interested 3rd parties

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