

“When the customer deals with Seshaasai, they get a complete, end-to-end solution, and the peace of mind that the job is done correctly from the start.”

—Harish Mayya, *National Head of Business Development*, Seshaasai Group



### The Challenge

With nine locations in India, Seshaasai Group is the number one security and variable data printer in the country. When the Government of India needed help producing and delivering unique social security identification cards for all of its citizens, Seshaasai answered the RFP. The challenge was not only to win the contract, but also, once they had the job, to accomplish this enormous task without disruption to their current customers.

### The Solution

Seshaasai involved Xerox early in the process to discuss the best price model, equipment and media to help ensure they were awarded the bid. To bring their vision to reality, Seshaasai relied upon their Xerox® iGen4® Press, Color 1000 Press and DocuColor® 8080 to manage the workload. To ensure everyday work remained undisturbed, two of their production facilities in Mumbai were prepared so that if production stopped at one location, the other could take over.

### Real Results

- Seshaasai exceeded their quota to print half a million cards per day by 40%.
- Within 120 days, Seshaasai produced and dispatched 60 million identification cards with corresponding letters.
- Seshaasai was able to reconcile 100% of the data downloaded with what was printed and sent out.
- Two state governments have approached Seshaasai with additional work—to produce ID cards for the public distribution system.

“We promised them .5 million ID packages per day, but we’ve actually upscaled our processes to deliver .7 million. That really helped the UIDAI meet their targets.”

—Harish Mayya, *National Head of Business Development*,  
Seshaasai Group



## Saying Yes to Big Challenges

Seshaasai Group offers end-to-end print services, including offset and digital printing, back-office operation and logistics and business process outsourcing to customers primarily in the banking, financial services and insurance (BFSI) industry.

The Unique Identification Authority of India (UIDAI), an agency of the Government of India, was tasked with a project to produce and distribute social security identification cards for every individual in the country. An aggressive, 15-month schedule was set, but due to the enormity of the project and many intricacies involved, production fell behind. In an effort to accelerate the project, the Government of India extended an RFP with very rigid qualifications.

With a principle of never turning away a customer, Seshaasai answered the RFP, coming in with the best price—and strategy. As a result, Seshaasai was awarded 50% of the contract.

Numerous challenges surrounded this project. The cards needed to be printed in multiple languages, complete with variable data information including citizen photographs, and be laminated, finished, assembled and stuffed for mailing. Perhaps most challenging was the volume—the Government of India required half a million cards be produced per day. And all this had to be accomplished by Seshaasai while maintaining their same high level of service to existing customers.

## A Process Designed to Deliver from the Start

Already a Xerox customer with over 52 equipment installations, Seshaasai worked closely with their Xerox team to develop

the right strategy and pricing, to help them compete for the UIDAI contract. They also received the assurance that their equipment would stay up and running, working with Xerox to plan out spare parts requirements to make sure supplies were always on hand.

Because production included printing photographs and substantial amounts of data, the Seshaasai software team developed a workflow so that the equipment could RIP all data at high speeds.

To meet the Government of India's condition requiring online tracking of production at every stage of the process, Seshaasai's software team created an online dashboard. The UIDAI was then able to monitor every step from data download through production to dispatch, with no phone calls or waiting. Every batch was reconciled to the last number.

“From the data download stage, right through to dispatch, it was a completely automated process, where the government could get the entire view.”

With their spare parts and service planning, efficient workflow and high-speed, high-quality equipment, Seshaasai was able to keep its facilities running 20 hours a day—overachieving its goals by producing and dispatching 0.7 million ID mailings daily—approximately a 40% increase over the Government's expectations.

“Performance exceeded customer expectations—and was achieved with complete control and efficiency.”

## Extending Innovation to All Customers

Armed with innovative solutions, Seshaasai meets with their customers once a quarter, asking them, “What more can we do for you? What are your pain points?”

“Any job that we manage is an extension of the last job we have done. But every customer needs something exclusively customized to them.”

For one insurance customer this meant introducing laminated ID cards to replace plastic ones. With this solution, Seshaasai brought down costs for their customer and the end user. They also help engage end users through the use of color in transpromo offers—making statements easier to understand and more relevant.

It's important to Seshaasai to maintain their customer relationships, spend time with them and give them cost-effective solutions. By implementing a practice of never saying “no” to a customer, Seshaasai is in constant pursuit of innovation and has the confidence in their processes and equipment to stand by their approach. It's this kind of drive that helps Seshaasai exceed expectations for UIDAI ... and explains why they have yet to lose a single customer.

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