

LASON Leverages S/390 Co-Existence Offering For Electronic Bill Presentment

Founded in 1985, LASON, Inc. is a leading provider of integrated information management services for image and data capture, data management, and output processing. One of the ten fastest growing companies in the state of Michigan, LASON serves over 4,000 customers in the USA, Canada, Mexico, India, the Caribbean, and the United Kingdom. Its revenue more than doubled in 1998 to \$300M. To support this rapid, continuous growth and to enable e-commerce solutions, LASON recently began exploiting a “co-existence” environment that has VM, VSE, and OS/390 running on two S/390 Multiprise 2000 servers.

Relying on VM and VSE

LASON has used VM and VSE since the company’s beginning. Their VM and VSE environment has performed – and is expected to continue performing – as a scalable and cost-effective platform to satisfy the company’s core processing requirements, even amid its dynamic growth. Every month, LASON converts approximately 25 million pages of information to digital data and prints 100 million pages, with VM and VSE driving the vast majority of this processing.

Although LASON was satisfied with VM and VSE, it became clear to company executives that with specialized capabilities available on the OS/390 platform, LASON could dramatically enhance its value proposition as a business. One major goal, for example, was to offer e-commerce solutions to its customers.

Expanding, instead of replacing

To reach these goals, Mike Mays – LASON System Manager – analyzed how the company could best upgrade its VM and VSE environment, which was running on an IBM ES/9000 processor. There were a few “minor” challenges to master:

- ✓ Back-level hardware,
- ✓ An operating systems budget that only allowed for VM and VSE,
- ✓ No TCP/IP installed,
- ✓ No OS/390 skills, and a
- ✓ Limited disaster recovery strategy.

Mike learned about S/390’s “co-existence offering” and contacted PSR Information System Services, an IBM Business Partner based in Boston, Massachusetts. Through PSR, LASON opted for an upgrade that included:

- ❑ Two Multiprise servers, a 2003-205 and a 2003-206. Each was packaged as an Enterprise Server Offering (ESO) with VM, VSE, OS/390, and TCP/IP for VSE/ESA.
- ❑ PSR’s OS/390 SystemBuild offering.
- ❑ PSR’s 7x24 Service Plan for VM, VSE, and OS/390.

Tying business processes together

LASON’s new IT environment was exactly “what the doctor ordered” for giving its customers e-commerce support. Last April, **LASON StatementExpress** went online. This in-house developed solution processes statements and invoices for customers and ties together several existing LASON business processes. It covers the receiving and reformatting of electronic data, adding control elements to the data for purposes of intelligent insertion, personalized messages, and high-accuracy processing.

With LASON StatementExpress, customers now can electronically distribute statements and process subsequent electronic payments. In addition, StatementExpress is linked to **Visions**, LASON’s electronic document storage and retrieval service. It allows customers to maintain an interactive database of past statements for archive and customer service applications.

“We believe this new branded service will be a significant contributor to our internal growth,” says Gary L. Monroe, chairman and chief executive officer. *“The statement processing industry is very large and is a sector in which LASON has extensive core competencies. We believe electronic bill presentment services will expand dramatically in the future. Providing customers with a complete solution, from traditional statement design and processing to electronic bill presentment, along with storage and retrieval through the Visions system, will place LASON in a strong position in this important rapid growth market.”*

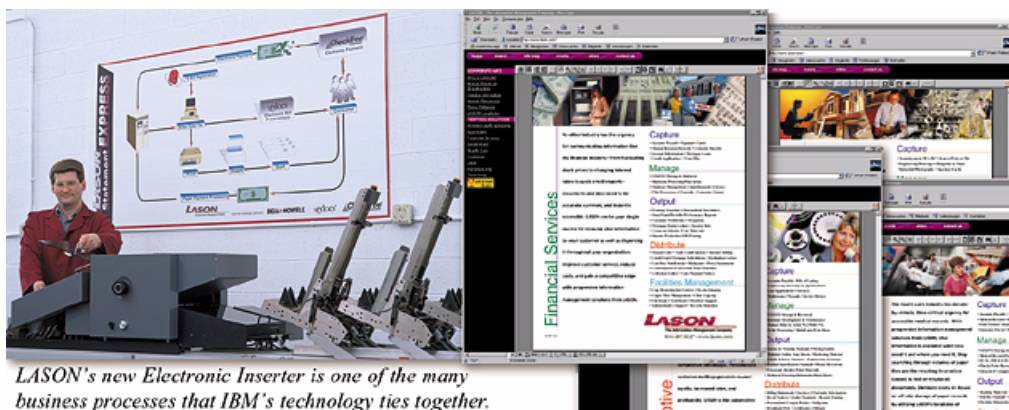
Additional information

LASON’s home page is:
<http://www.lason.com/>

More information about PSR Information System Services is available at:
<http://www.psrinfo.com/>

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LASON’s new Electronic Inserter is one of the many business processes that IBM’s technology ties together.