



A BLUECREST COMPANY



**“When I made that decision to switch four years ago, I knew what I wanted to do, and I knew what it would take to get there, so I started researching BCC Software was a very vital piece of the pie and continues to be because they’re responsive. It is very much a partnership that is intertwined.”**

Michelle Brown,  
Xpressdocs Fulfillment Director

#### BCC SOFTWARE PRODUCTS & SERVICES USED

BCC Mail Manager Full Service

DPV

DSF<sup>2</sup>



## Unprecedented growth with an aggressive attitude

### XPRESSDOCS TRIPLED THEIR BUSINESS IN FIVE YEARS WITH AN AUTOMATED WEB-TO-PRINT WORKFLOW THAT INCLUDES BCC MAIL MANAGER™

Everything is bigger in Texas. Especially one business backed by the power of workflow automation.

Xpressdocs is an on-demand marketing services provider that uses BCC Mail Manager Full Service™ to power an important part of their automated direct mail workflow. In May 2016, they announced their second major acquisition in three years, acquiring Merill Corporation’s residential real estate, related professional services, and franchise/reseller businesses. This is a strategic acquisition for Xpressdocs, who has more than tripled in size over the last five years and previously acquired Global Group, Inc. in 2012.

Xpressdocs created a fully autonomous web-to-print platform for high quality, personalized direct marketing materials. This integration enabled them to efficiently scale their production operation and grow their client base in the fields of education, insurance, finance, healthcare, real estate, and franchise marketing. With high-end clients like Berkshire Hathaway Home Services and Keller Williams, the Fort Worth-based company has worked tirelessly to stay ahead of the curve in direct marketing. They’ve done this by expanding their services to encompass print, email, and social media marketing, and leveraging the workflow automation capabilities of BCC Mail Manager Full Service.

#### AUTOMATION IS KEY

According to Michelle Brown, Xpressdocs’ Fulfillment Director, 99 percent of print jobs come through an automated process. Brown, a 25-year veteran of the postal industry, oversees the shipping, mailing, and data services department. Her contributions toward creating a unique internal automated workflow, as well as streamlining postal mailing, has helped Xpressdocs elevate to unprecedented productivity. These efficiencies led the company to become the recipient of the distinguished USPS® Innovation Award in 2013.



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## BY THE NUMBERS

**3X**

*growth in size  
in five years*

**250,000**

*mailpieces  
per day*

**99%**

*fully automated  
with no operator  
intervention between  
web and print*

"We're very fast-paced, and to do that, we had to set up a platform that was not only sophisticated, but also very detailed and very fluid," explained Brown. "We needed to be able to continue to move with the economy, the needs of the clients, and have the fluidity to maneuver and adjust all technologies that we laid down."

Xpressdocs processes nearly a quarter of a million pieces of traditional mail each day, 63 percent first-class mail.

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### THINKING OUTSIDE THE BOX

Xpressdocs was founded in 2001, and as digital communications grew, their business model evolved from print alone to a full marketing services provider.

"You can't triple a company without being aggressive," stated Brown. "Our eye is always on the prize. We are all about speed-to-market with quality. We have that foundation with BCC Software and it allows us to offer more to our customers."

### READY TO LEARN MORE?

BCC Software strives to not only see its customers succeed, but like Xpressdocs has demonstrated, help the end customer succeed as well.

To learn more about the BCC Mail Manager product that Xpressdocs and hundreds of other industry leaders use, contact us at **marketing@bccsoftware.com** or **800-337-0442**.



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75 Josons Drive, Rochester, NY 14623-3494 • (800) 337-0442 • [marketing@bccsoftware.com](mailto:marketing@bccsoftware.com) • [bccsoftware.com](http://bccsoftware.com)

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