

IPEX 2010

realbusiness

The Xerox magazine for real business results

**Frank Romano
reviews the latest
digital press**

**Are you ready for
the new rhythm of print?**
See inside back cover



**Digital
Packaging
Delivers for
Microsoft**

See page 10

Mediaware Chairman,
Simon Healy

**Ford and Budco
driving results with
relevant marketing**



It's time to spring forward.

With 2009 clearly in the rear view mirror, we're looking forward to the printing industry moving forward again. So, in this special IPEX issue of *RealBusiness Magazine*, we're putting the focus back on growth – spotlighting some of what we're doing, but more importantly what you're doing to help reshape and restart the market.

This year, you might also notice that we've added the line, "Ready for Real Business" to the Xerox logo.

We're making that promise to both you and ourselves so that we never lose focus on our value. It's the value of really understanding how business works, inside and out, through downturns and upticks – and solving the really tough, real-world challenges in print.

Those challenges can take many forms. From helping you develop a cross-media strategy to integrating your workflow. From providing a portfolio of digital presses to new solutions that enable profitable short runs and web-to-print. So no matter what challenges you're facing – we're providing market-proven ways to get the job done.

We hope this issue of *RealBusiness Magazine* will help make that promise a reality. Together, we can move our industry forward, and there's never been a better time to make it happen than right now.

Best,

A handwritten signature in black ink that reads "Ursula M. Burns". The signature is fluid and cursive, with the first name being the most prominent.

Ursula M. Burns
Chief Executive Officer
Xerox Corporation

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ORIS PRESS MATCHER // WEB ELEVATES XEROX DOCUCOLOR 252 TO HIGH QUALITY COLOR PRODUCTION SYSTEM

Twins, Gil and John Schofeld, founded their agency in 1996 and have formed a niche at the very top of brand management and corporate design. With a need to provide their clients with a combination of contract proofs, short-run collateral and packaging concepts, they chose ORIS Press Matcher // Web and ORIS Certified Proof with a Xerox DocuColor 252. The unrivalled color accuracy of ORIS Press Matcher // Web means every stage of their design to production process is certified to European (FOGRA) Validation Print standards.



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Gil Schofeld



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Business
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Discover how to make money from printed statements

For some customers their printed statement may be the only way that you can guarantee an audience. As customers spend 20% longer reading their statements on paper than they do online, the printed statement can be the perfect way to reach out and talk to your customers.

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Looking for real business results without the hype?

Join Xerox at IPEX 2010!

IPEX once again opens its doors at the National Exhibition Centre (NEC), Birmingham.

As the largest English-speaking, global technology event for print, publishing and media, IPEX 2010 is expected to attract more than 100,000 visitors from 40 countries. And for the first time, the show will be located within 11 adjoining halls to allow a more productive and interactive experience for visitors. This new layout follows a print production workflow from start to finish.

Along with 1,000 other suppliers showcasing the latest digital technology and products, Xerox will be there to guide visitors through the challenges and opportunities posed by real business today. Located in Hall 7, the Xerox stand will boast a variety of automated workflows and business development programmes, plus over twelve different engines – the widest portfolio of digital presses in the industry – and a major technology launch.

Xerox will demonstrate how to improve productivity and profitability in less time, for less cost.

Xerox will also bring opportunities to life through Real Business Live seminars and interactive demonstrations. At the core of the Xerox IPEX presentations are real customer applications, workflow solutions and business formulas that are proven to deliver results. As businesses continue to experience relentless pressure to do more with less, Xerox will offer a clear understanding of how to achieve success. Visitors are invited to participate in these real applications and workflow demonstrations on stage, as well as connect with leading industry experts on the Xerox stand.

Xerox Hall 7 Highlights Real Business Live Theatre Events and Seminars

Tuesday, 18 May – Monday, 24 May, 10:10 AM to 4:00 PM

Visitors are invited to attend thought leader presentations at the Real Business Live Theatre, centrally located in the stand, on a variety of subjects – from business development to automated and integrated workflow. Beginning at 10:10 AM, the theatre will feature daily seminars conducted by industry experts, sharing insight on the latest digital and print trends.

Tuesday, 18 May, 4:30 to 5:30 PM

Visitors are invited to attend a special Real Business Live presentation entitled “The Rhythm of Print” which will further explore the challenges and opportunities of today’s real print marketplace. Xerox will delve into how leading print providers are currently growing their business and beating the odds. Join Xerox for what promises to be an entertaining and enlightening show with complimentary beer and wine!

Wednesday, 19 May – Monday, 24 May, 4:30 PM to 5:30 PM

Come to a Happy Hour event right on the Xerox stand! Network with industry experts and Xerox customers, as you enjoy complimentary beer or wine. Entertainment will be provided by one of many mystery guests on stage.

Business Application Hubs

The Xerox stand is arranged in application-focused hubs that showcase possibilities in key business areas. Using real customer applications, experts will demonstrate how customers can expand their capabilities and build their business. Key business areas include: Books and Manuals; Collateral; Digital and Offset Together; Direct Marketing; Photo Publishing; Quick Print; TransPromo and Packaging.

The Ducati Xerox Superbike Team Café and Store

Take a break at the Ducati Xerox Café. When customers register for IPEX through Xerox, the coffee is on Xerox! Visitors will also have an opportunity to check out the championship-winning superbikes and pick up some exclusive Ducati Xerox Superbike Team merchandise.

Main Stage Schedule:

10:10 AM – 10:30 AM

Keynote and Industry News

10:30 AM – 11:00 AM

Profit Driven Applications

11:00 AM – 11:30 AM

Winning with Workflow

11:30 AM – 12:00 PM

Cross Media for Profit and Growth

12:00 PM – 12:30 PM

Digital and Offset Together/Colour Match

1:30 PM – 2:00 PM

Photo Publishing

2:00 PM – 2:30 PM

Quick Print

2:30 PM – 3:00 PM

TransPromo and InkJet

3:00 PM – 3:30 PM

Packaging

3:30 PM – 4:00 PM

Books and Manuals

4:30 PM – 5:30 PM

Happy Hour and Mystery Guest

Keynote Industry Speakers:

18th Neil Falconer

19th Frank and Richard Romano

20th Andreas Webber

21st Robin Stonecash

22nd Frank and Richard Romano

23rd Chris Jordan

24th Neil Falconer

25th Chris Jordan

Register now at www.xerox.com/IPEX

- Save £30 entrance fee
- Get FREE fast-track entry and a FREE cup of coffee on our stand
- Save £10 on your show guide

Mediaware Helps Microsoft

Windows 7

Do More, Wait Less.

One of the first customers to install Xerox's Automated Packaging Solution powered by Stora Enso Gallop™, Mediaware is helping Microsoft to bring Windows 7 to market faster ... by Philippe Laude



“Do more, wait less” is what Microsoft promises users of its latest operating system, Windows 7. The phrase also neatly sums up the highly responsive print service provided by Mediaware Digital, which produces packaging for the new software. The company’s end-to-end production line was developed in conjunction with Xerox to deliver the flexibility, high throughput

and fast turnaround times Microsoft needed to keep pace with market demand. But the solution has also put Mediaware in a strong position to grow its digital print business in other sectors looking for a leaner manufacturing approach.

Based in Dublin, in the Republic of Ireland, Mediaware Digital is a new venture in short-run digital contract packaging. The business was born out of an existing digital printing and supply chain business, with experience working with global software and IT companies.

Mediaware Digital is one of the first customers to install Xerox’s Automated Packaging Solution powered by Stora Enso Gallop. The customised system is at the heart of an integrated packaging production line that prints, coats, stacks and die cuts before gluing and despatch.

Adaptable and Agile

The company primarily uses the setup to produce short-run, on-demand packaging for Microsoft’s Windows 7. It chose the Xerox solution initially because it was uniquely able to satisfy Microsoft’s requirements, particularly in terms of image quality and consistency, sheet size and stock. Mediaware Digital then worked with Xerox to enhance the system in order to meet Microsoft’s specific needs. This included the addition of Xerox Printcise®, a supply chain workflow integration and automation tool, as well as other customised software that seamlessly integrates the solution into Microsoft’s supply chain from order receipt to despatch.



Commenting on the business impact, Ronan Phipps, Director of Business and Strategy at Mediaware Digital, said:

“The Xerox solution gives us tremendous agility in terms of our manufacturing capability. We can handle a mix of several hundred orders a day, as opposed to manufacturing just 20 or 30 high-volume orders a day. Turnaround times have improved too. We can produce 5,000 to 6,000 fully finished units and have them cartoned up and ready to ship in an hour and a half to two hours.”

Flexible, One-stop Shop

Microsoft wanted to streamline its manufacturing approach for Windows 7 by minimising stock holding and reducing waste and transport costs. The Xerox Automated Packaging Solution is instrumental in achieving that, according to David Williams, Microsoft’s Director of Manufacturing, EMEA, Entertainment and Devices Division.

“We looked at various solutions, but when it came down to it, only the Xerox solution gave us the full end-to-end capability, from digital printing in four colours through to varnishing and die cutting and to the finished box. And because the technology was all in one, it gave us a kind of one-stop shop that would meet our needs.

“Given the breadth of the region we’re dealing with, and the multiple languages involved, it’s very difficult to predict product demand. So, the way we deal with that is to have an agile supply chain, which can react very quickly to those demands. As the design of the Windows 7 packaging has evolved, the digital print solution has allowed us to develop a rapid response within our supply chain. Whereas in the past, supply could take weeks, today we’re down to days – and even hours in some cases – which gives us that flexibility to meet the market needs.”

Expanding Opportunities for Mediaware

Being able to respond to short lead times (sometimes only 24 hours in advance) was crucial to Mediaware Digital’s Windows 7 packaging contract. Its chairman, Simon Healy, recognises the same trend across the IT and pharmaceutical industries and is optimistic that the company’s speed and agility can open more doors as it seeks to grow its packaging business.

He said, “The solution that we’ve developed here has much wider relevance, in that it can be used globally by like-minded people. We see ourselves working very closely with Xerox to explore that opportunity and deliver success elsewhere in the market.”

Philippe Laude is vice president of Photo and Packaging for Xerox Europe. He can be reached at Philippe.Laude@xerox.com



We Do It All

Alliance Print & Design sets high bar
with Xerox® iGen3® and ORIS Press
Matcher Pro ... *by Heiner Mueller*

For over 60 years, the California State Employees Association (CSEA) Printing Services Department was the exclusive provider to CSEA's union affiliates. But with growing affiliate independence and changes in the way Californians communicate with one another, they started to lose business to more flexible and productive printing companies.

The CSEA print shop now had to sustain itself on the free market or shut down operations.

So in 2008, CSEA affiliates and the Board of Directors approved a massive modernisation project, including the purchase of a five-colour offset press, a Xerox® iGen3® Digital Production Press, and colour management with ORIS Press Matcher Pro. Rommel Hernandez, Plant Manager of the company says the name Alliance Print & Design better conveys their range of services, and helped manage the transition.

In a very short period of time, Alliance has been transformed into a modern commercial printing facility offering a wide range of services – digital, conventional, and large format, as well as finishing and fulfilment.

“We have always been somewhat special, as a lot of our work, even today, is political printing,” Hernandez remarks. “But we’re also working with a wide variety of large and small businesses, non-profits and even individuals.”

He continues, “Turnaround time is almost always a key issue in the decision on whether a job will be printed digitally or conventionally. A few hundred business cards printed on one of our offset presses can take hours to dry. On the iGen3, they are printed and ready to be shipped in 30 minutes.

“Another key difference is that all of our employees are very dedicated craftspeople and all are cross-trained. This high level of professionalism allows us to run the entire operation with just 13 employees.”

Although most of the business still comes through four affiliates, the new digital press and its capabilities boosted the number of jobs coming from outside.

“Two years ago, less than 5% of our business came from the outside,” says Hernandez. “Today, that figure is 20%, and it’s going to grow.”

Currently, Alliance Print & Design is seeking a sales representative to grow the business, particularly with local and national corporations.

“Some people were surprised when we started looking for a digital high-volume production press last year with print volumes in general being at an all-time low.”

He continues, “But we saw an opening. With print-on-demand becoming the rule, and the use of more and more variable data, there is no alternative to digital printing.

“We looked at a number of different presses but we have had a long, successful business partnership with Xerox, and the iGen3 provided what we were looking for in cost-effectiveness and quality. One of the challenges however, was absolute colour consistency on and between the digital and conventional presses. Digital quality had to be as close as possible to our offset press output since our clients want high-quality printed materials and do not particularly care about the process.

“Xerox introduced us to CGS and the ORIS Press Matcher Pro solution. We did a number of tests and found that it perfectly suited our needs. It was one of the key factors in our decision to purchase the iGen3. ORIS Press Matcher allows us to produce consistent colour in our digital department, closely matching the output of our conventional presses. As well as on the iGen3, we are using ORIS for the Xerox DocuColor® 250 equipped with an inline saddle stitch finisher. With ORIS we can now run small jobs on it with the quality being identical to the larger equipment.

“We see personalised printing as a perfect fit to our finishing and mailing facilities and are currently considering an option to the Xerox FreeFlow® Print Server. With the Xerox Device Link Integrator, we can use our ORIS system to generate Device Link profiles and feed them into the FreeFlow Print Server to colour manage data on the fly, an ideal way to use the superior ORIS colour management for VDP jobs.”

Alliance Print & Design is shaping up for the future. Whatever a customer may require, Alliance is prepared to answer: “We do it all!”

Heiner Mueller, 53, started his career in graphic arts in 1980. He has held various management positions at Scitex, Dalim and other companies. In 2004, he joined CGS, a Xerox Business Partner, and he was appointed Director of Communications & Business Development in 2009.



At Richfield Graphics, Automation Revolutionises Working with Customers ... *by Gina Testa*

Richfield Graphics is a full-service commercial printer with over 25 years in the print industry, offering a broad range of services, including creative design, digital and offset printing, storage and distribution and – in partnership with sister company, Herald Chase – direct mail services. They are the print provider of choice for several well-known brands. To expand their already broad capabilities, Richfield sought to build on their strong data and information technology background, significant mailing operation and digital printing capabilities to explore variable information printing for direct marketing and other applications.

Adding Digital to Offset Business

Already successful in the offset printing realm, Richfield faced increasing demands for shorter run lengths and faster turnarounds. To accommodate those demands, Richfield first introduced digital colour printing services in 2004 with the acquisition of a Xerox® DocuColor® 6060™ Digital Colour Press. As a result of this new, digital capability, the number of discrete print jobs rapidly grew and processing and managing them became a challenge.

While customers sought increasingly faster turnarounds, staff and the workflow struggled to meet the demand. To maintain a high level of customer satisfaction, the leaders at Richfield recognised that continued growth required a more efficient workflow. After researching various options, Richfield chose to build on its already successful relationship with Xerox.

Digital Powerhouse and Automated Workflow Speed Productivity

First, Richfield implemented a Xerox iGen3® 110 Digital Production Press with a Creo Spire Colour Server, boosting capacity to one million or more pages per month, while maintaining outstanding image quality and colour consistency. With the addition of Xerox FreeFlow® Web Services, an automated web-to-print



solution, Richfield enabled customers to order and submit jobs online, freeing staff for other tasks. Completing the solution, Richfield set up their system with Xerox FreeFlow Process Manager®, automating many processing functions, allowing jobs to move through the shop with minimal staff involvement.

Since installing the Xerox solution, Richfield has experienced volume growth in both digital and offset litho print. Volume on the Xerox iGen3 Digital Production Press increased to more than 500,000 images per month on 30 to 50 jobs per day. About 40% is new, digital-specific work that Richfield would not have won without the new equipment.

Automation Improves Customer Satisfaction – and the Bottom Line

The automated workflow has enabled Richfield to produce more jobs in less time to meet customers' demands, without adding staff. More than a third of Richfield's customers submit their orders using FreeFlow Web Services, which provides 24/7 access to place and proof orders. Many jobs are prepared entirely by FreeFlow Process Manager with no human intervention, enabling jobs to move through the shop in hours rather than days and resulting in better margins. With the iGen3 and its automated processes, Richfield is capable of handling shorter runs, increased demands and quicker turnarounds and in so doing, satisfying customers and expanding their business.

Gina Testa is the vice president of Graphic Communications for Xerox Corporation. She can be reached at Gina.Testa@xerox.com



“We have revolutionised the way our customers work with us.”

– Andrew Townsend,
Richfield Graphics



Ford Motor Company and Budco Drive Results with Relevant Marketing

Xerox 1:1 Lab programme boosts extended service contract sales by 35% ... *by Shelley Sweeney*

September 2008 marked the 100th anniversary of production start-up for the world's first best-selling automobile, Ford Motor Company's Model T. But few in the industry were celebrating. Rather, the U.S. auto industry teetered on the brink of collapse, as top automaker executives testified before Congress about the crisis.

The recession had hit the industry hard. Consumer confidence was down, credit was tight and vehicle sales were down 35%, according to market research firm R.L. Polk. One possible bright spot: many owners were keeping their vehicles longer, making them candidates for extended service contracts.

Indeed, Ford was looking at ways to boost sales of the Ford Extended Service Plan (ESP) for cars and trucks. The company generates millions in annual revenue from the programme, much of it through direct mail appeals. Ford's partner, Budco, a leading fulfilment and direct marketing organisation based in Highland Park, Mich., runs the direct mail programme. As a long-time Xerox customer, Budco turned to the Xerox 1:1 Lab for help in boosting sales.

The Xerox 1:1 Lab is a proving ground for demonstrating the power of fully variable direct marketing. It tests direct marketing campaigns by comparing results from a customer's existing campaign to the same campaign with customised, one-to-one messaging that makes each piece more relevant to the recipient. For Budco, the lab engaged the services of Terminal Van Gogh, Ltd. (TVG), Mississauga, Ontario, as its creative design and variable data programming partner.

By September, Budco, Ford and the 1:1 Lab had agreed to test campaigns for its Ford F-150 truck, a high-selling vehicle, but one of the poorest performers in the ESP direct mail programme. The test objectives: improve the response rate, increase contract sales and identify best practices to apply programme-wide.

Testing New Creative

Over years of testing, Budco had found direct mail letters to be the most effective way to generate F-150 ESP sales. The existing letter was personalised by name, address and vehicle information; included some limited graphics; and highlighted the call-to-action with red type.



This highly personalised self-mailer boosted Ford Extended Service Plan sales by 35.7% over alternatives in testing by the Xerox 1:1 Lab.

The 1:1 Lab test sought to boost Extended Service Plan sales for the F-150 truck.

With that piece as the control, the 1:1 Lab developed three additional pieces:

- A more personalised and relevant letter
- A more graphical, creative approach using the same relevant personalisation in a self-mailer format
- A similar self-mailer piece with less personalisation to serve as a second control

The new creative sought to convey a sense of urgency for using an extended service contract to mitigate future repair costs. It used more images and expanded personalisation with four new variables – gender, income, age and geography – to enable more than 40,000 possible combinations. New variable images included a graph showing the time and mileage coverage an extended service contract could provide beyond the manufacturer’s warranty.

The campaign’s timing was another issue. “We were concerned that we were testing during a time when sales were going to be negatively affected by the economy and bankruptcy discussions,” said Jeff Sierra, vice president of Budco Marketing and Product Development. “We talked about delaying the test, but at the end of day, we decided to push forward.”

Budco printed the mailer on Xerox® iGen3® 110 Digital Production Presses and executed the mailing. About 5,000 of each piece – 20,000 total – were mailed in four drops from November 2008 to February 2009.

Stellar Results

The fully variable self-mailer substantially outperformed all three other approaches. Its response rate was 5.7% better than the second best performer, the basic letter, and its sales were 35.7% greater. The results are especially noteworthy given that the mailing intersected with the heavy-mail holiday season and the sharp economic downturn.

“The test tells us that traditional direct mail still works, even during one of the most turbulent periods in the history of the U.S. auto industry,” said Sierra. “And relevant personalisation can drive improved performance, creating a meaningful customer dialogue that increases responses and product sales.”

Ford was also pleased. “The campaign was a huge success and now we are rolling it out across Ford’s entire portfolio of extended service products,” said Mark Bardusch, national sales and marketing manager, Extended Service Business, Ford Motor Company. “Simply put – the campaign will drive millions of dollars into our extended warranty business.”

Subsequently, the F-150 programme switched over to the fully variable, self-mailer approach in November 2009. Increased levels of relevant personalisation are now being incorporated in many other letter, postcard and self-mailer ESP campaigns.

“This has been a very positive programme,” Sierra said. “We’re using the results to continue to improve the programme. That’s going to make our customer happy, so everyone who participated is going to come out a winner.”

And that’s a result worth celebrating.

Shelley Sweeney is the vice president/general manager of the Data Processing Service Bureau and Direct Mail Segment for the Worldwide Graphic Communications Business, Xerox Corporation. She can be reached at Shelley.Sweeney@xerox.com

Go Paperless at Your Peril

Rethink electronic-only in your communications strategy ... *by Scott Baker*



Resistance to moving to all electronic

communications won't go away – so perhaps it's time to take a fresh look at new ways of making those statements and other correspondence work for you using new technology and the latest marketing techniques.

For a long time now, it's been accepted wisdom that customers should be encouraged to accept financial information electronically via email, Internet or text. Many elect to do so, but even with incentives, many others are reluctant to do away with this most traditional way of receiving their personal financial details.

And is it such a good idea, anyway? We know from research that the one item of written correspondence most likely to be read and retained is a financial one. People, especially the more mature, also trust paper information more and feel that in hard copy, it is solid proof of their financial status. Rather than run something off the Internet, receiving it from the bank is a physical connection that is not to be dismissed lightly in a society where customer loyalty can be taken less and less for granted.

Following on from the backlash on branch closures and the perceived part the banking community played in the current financial crisis, banks need to make the most of every chance they get to connect with their customers. Gone are the days when people were more likely to get a divorce than change their bank. To push too hard towards a paperless future can look like another slap in the face for clients who increasingly want to bank on their terms.

But that doesn't mean turning the clock back, and it doesn't mean giving up on cutting the costs of supplying printed material, either.

Instead, by using some imagination, looking at marketing and all other communications – including financial correspondence – as part of an integrated strategy, it's possible to innovate, cut printing and postage costs, build customer loyalty *and* grow the business, thanks to next-generation personalisation technology.

This is not pie-in-the-sky. It's already being done around the world by all types of businesses, including financial institutions. And it works.

But it means thinking across traditional barriers, combining financial, sales and marketing messages to make the most of the proved additional attention span that printed personal financial information commands. This is made possible by an easy-access, single software platform to design and produce all personalised customer correspondence.

Marketing, design and sales personnel can input into the all-important layout of this new type of printed material without having to go through the IT department first. Full-colour images bring the pages to life, and the wastage of printed inserts or separate marketing mailings, which so often end up in the bin, can be avoided.

Technology also means an end to weeks and months of lead times in trying and testing new layouts – up to now another formidable barrier to change. Sophisticated personalisation properties ensure that any information, offers or advice is tightly targeted and highly relevant. This adds to the feeling that the institution really does know who they are talking to and cares that the contact is timely and relevant.

By combining different information streams, it's possible to use written material in new ways: electronic contact for day-to-day matters and a colourful printed quarterly report with financial summaries and seasonal offers, for example.

This does not mean a financial institution has to have its own printing facilities; the software enables personnel to outsource the print via the web to anywhere in the world while retaining the security and control of its own data management.

So look again at your printed correspondence with a fresh eye. Make it work harder and smarter for your business.

Scott Baker is vice president of business development at GMC Software AG, a Xerox Business Partner.

Wittusen & Jensen has been in business for over 100 years and has headquarters in Oslo as well as sales offices throughout Norway. Always keeping at the forefront of their market, W&J added XMPie® to their business in 2007 and acquired both a Xerox® iGen3® Digital Production Press and a Xerox iGen4® Press.

To promote its XMPie one-to-one cross-media marketing services, Wittusen & Jensen ran a customer acquisition campaign using personalised postcards to drive prospects to response URL Web sites (RURLs). Intrigued by the approach, Elixia Health and Wellness contacted W&J for help in increasing its fitness centre's membership.

Personalised E-mails Pump Up New Member Referrals

A W&J team planned an integrated, interactive campaign to foster member loyalty and help Elixia acquire new members. The campaign used postcards and e-mail to leverage existing Elixia members by driving them to a RURL site where they could earn as many as six months of free membership by recruiting new members. Campaign components were designed with the Adobe® Creative Suite and an XMPie plug-in that facilitated use of common design elements, linked to the Elixia customer relationship database for personalisation and enabled generation of each component using one set of business rules.

Relevant, variable content included addresses, names, gender- and age-specific photos and language, a greeting from the nearest fitness centre and an attention-getting graffiti-style image of the recipient's name on a locker, created with XMPie uImage™. RURL visitors saw three "lockers" to click on to update personal membership data, learn about the benefits of training and access the member recruitment page. To refer a friend, they entered their friend's e-mail address, and the XMPie system automatically generated a personal e-mail with an RURL. The campaign began with a mailing of 65,000 postcards printed on a Xerox iGen3 Digital Production Press, followed by an e-mail.



A Healthy Return

By fostering an ongoing conversation among Elixia, its customers and prospects, the campaign recruited 2,500 new members worth €1.5 million in annual Elixia revenue – a vast improvement over the 39 new members generated by a previous non-XMPie “refer-a-friend” campaign. The response rate – the number of people who visited their RURL – was a healthy 27.5%, and many responders updated contact information that could be used to improve the next campaign. The browser-based XMPie uProduce™ Marketing Console enabled W&J to track results in real time.

W&J Assistant Manager of Web Applications, Espen Borg Larsen, said, “It would be really hard to do this using four or five software packages that don’t communicate. The way XMPie enables campaigns to be managed from a single dashboard is brilliant.”

Elixia has since become one of W&J’s largest clients. With successes like the Elixia Campaign, Wittusen & Jensen has been able to grow its annual digital business by 30%.

Karin Stroh is the vice president of marketing for XMPie. She can be reached at Karin.Stroh@us.xmpie.com

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Latest development in evolving Xerox Business Innovation Partner Programme is a global focus that integrates office and production solution initiatives ... by Arnold Hackett

At IPEX, Xerox and partners Ultimate Technographics, Inc. and Horizon International, Inc., will demonstrate the first production system that automates signature optimisation in pre-press and selection of the corresponding finishing template on the back-end.

The innovation solves a problem the industry has been grappling with for the last decade or so, cutting typical job setup time from 15 minutes to 26 seconds and eliminating human intervention to support no-touch Web-to-print production.

But the way the innovation came about is equally remarkable, sparked by the revitalised Xerox Business Innovation Partner Programme. A routine “discovery” session – one of hundreds that take place each year for Xerox and partners to share insights into customer challenges – led to the unusual, three-way collaboration. The discovery sessions approach are among recent changes in the Xerox Business Innovation Partner Programme, which include:

- A global focus, announced in April, when, for the first time, Xerox moved all of its partner initiatives under a single global umbrella. International and global customers will now work with “one Xerox,” making their business interactions easier. Partner-based solutions that have global reach will soon receive validation and management from one location for global distribution, improving the businesses of customers and partners alike.
- The merging of two Xerox partner programmes – covering office and production products – into a single organisation, also part of the April announcement. Customers now have one store to go to for all of their partner-based solutions, some of which are relevant to both office and production environments.

Continued on page 25.

Partners Drive the Innovation

in Newly Global Focused Xerox Business Innovation Partner Programme

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Partners spanning both office and production now have a single Xerox contact and a single business process, simplifying their Xerox relationships. And the organisation is optimised, having leveraged best practices from the office and production groups.

- A renewed emphasis on developing solutions, rather than working product-driven programmes. The partner programme is now part of the new Solutions Business Group within Xerox, which brings together all of the strategy, development, partners, marketing and other resources required for industry solutions. Now the organisation is targeting industry-specific solutions in healthcare and education. And customers can expect more leadership solutions like the one from Ultimate, Horizon and Xerox.

The decades-old Xerox partner programme has several partners, including OEMs (original equipment manufacturers), resellers, service providers, ISVs (independent software vendors), hardware and software providers, and VADs (valued-added distributors). Their products and services fill gaps in Xerox product lines and add value to Xerox offerings. And they are pervasive. In production environments, nearly every Xerox customer uses partner products in its workflow, finishing or both. Partner products are also prevalent in office niches, such as scanning and cost accounting, and in certain industries, such as legal.

For customers, the partner programme provides complete solutions that boost productivity, help manage the business, drive revenue in print-for-pay operations and offer a single point of contact and accountability for the entire solution.

Xerox partners benefit from technical and marketing support, relationship management and access to Xerox worldwide sales channels and associated sales opportunities. Technical support includes validation that their products work with Xerox systems and Xerox software development kits (SDKs) and application programming interfaces (APIs), which are available for developing integrations and open solutions. Partners also can use the Xerox Business Innovation Partner Programme logo to promote their preferred relationship with Xerox.

Xerox tightly vets partner candidates, and tracks measurable objectives for each partner – including solutions delivered, revenue generated and other factors – to ensure mutual success. Meetings are held regularly, including quarterly evaluations, an annual meeting at which Xerox presents its strategic direction, and the frequent discovery meetings, which serve as informal catch-up sessions.

The discovery meeting that led to the Ultimate-Horizon solution occurred at the Graph Expo trade show. Xerox SDK Programme Manager Chris Mazur watched a fellow staff member changing the signature on a demonstration job in the Xerox booth, prompting him to call on his contacts at Ultimate, which also had a booth there. Ultimate reported that Horizon, also a Xerox partner, was anxious to automate the process as well.

So right there at the show, the Xerox, Horizon and Ultimate teams mapped a draft integration, kicking off the project. Eventually, the solution integrated two Xerox® FreeFlow® components – FreeFlow Print Server and FreeFlow Process Manager® – with two Ultimate products, Ultimate Imposition On-Demand Digital and Ultimate Bindery, which, in turn, integrates with Horizon finishing systems.

The solution is unusual in that it represents the collaboration of three partners. But only by taking advantage of the incredible technology our partners have – only by pulling together the best of the best – can we deliver the amazing solutions that meet and surpass our customers' expectations.

With our new global reach, solutions focus and streamlined organisation, the Xerox Business Innovation Partner Programme is well positioned to do just that.

Arnold Hackett is the vice president of the Alliance and Partnership Management Group, Xerox Corporation. He can be reached at Arnold.Hackett@xerox.com.

Working Together to Diversify for Success

Xerox and their worldwide business partners team up to deliver solutions for One to One Marketing

... by Doug Houser



Because of the lagging business environment,

One to One Marketing set out to diversify its business. President Mike Robben looked for new avenues to leverage his company's core competency: facilitating the output of digital print. The company's existing customer profile was a reseller looking for a high-end digital print provider that could help them deliver state-of-the-art business solutions for variable imprint programmes, direct mail and other business collateral. So how could One to One grow a new revenue stream without damaging its core business? Competing head-to-head with their resellers would damage a valued relationship of trust with their clients. Robben, however, knew he had to develop a direct relationship with the consumer to maximise the company's potential.

With the one-to-one experience the company absorbed over the years with web-to-print solutions, Robben decided to apply those techniques to his own business. He decided to pursue small, niche consumer groups with websites that would yield a consistent print revenue stream, which would then flow into a common backend operating workflow.

Initially, Robben focused on digital scrapbooks, but after attending a Xerox Thought Leadership Workshop, One to One changed the focus slightly to serving the consumer photo market. InfoTrends research from the meeting suggested that this business was an emerging market, possibly only 10% developed. It is currently dominated by giants such as Shutterfly, Snapfish, Blurb, etc., so going head-to-head was not an option.

One to One already had a Xerox® iGen3®, Xerox FreeFlow Process Manager® and plenty of other variable data products, such as Printable and XMPie – but it did not have the needed web technology. Reflecting back on that Xerox meeting, Robben remembered being introduced to Xerox Business Partners that could help deliver solutions to get him in the game, namely FastBind for case binding and DigiLabs for photo marketing. He also learned about Lumapix software for facilitating the yearbook needs. Today, One to One Marketing currently uses the two software solutions teamed with a FastBind H32 pro casemaker and an Elite XT to satisfy the custom book requests.

Doug Houser is vice president of Sales and Marketing for FastBind USA, a Xerox Business Partner. For more information, please visit www.fastbind.com or call 954-357-1180, ext. 502.



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The Top 5

Web-to-Print Success Factors

Leadership, sales and implementation support are critical for successful web-to-print deployment in a corporate print centre ... by Vince Tutino

There are five key attributes that represent the most successful web-to-print implementations: change-focused print centre leadership; executive sponsorship; outward sales effort; technical implementation support; and assumption of shared implementation responsibility. We at Rochester Software Associates have found that organisations exhibiting these five factors experience tremendous success that can be measured in increased print volume without increasing staff, increased productivity due to workflow improvements and increased customer satisfaction.

In any economy, smart businesses look to do more with less, but in a down economy, being efficient is the key to survival. For smart print services providers looking for greater efficiencies, automating workflow enables increased print volume with the same or even fewer resources.

Factor one is print centre leadership that enables change and generates excitement. These leaders foster change in the print centre for new processes and streamlined production. They reward change leaders and are willing to move people unable to change; and they take responsibility for advancing the project.

Factor two is securing upper management sponsorship, which is critical to internally selling a web-to-print project. Most helpful is sponsorship that supports adoption and growth, champions the initiative with

other divisions and all department heads and provides solid business planning.

Factor three is creating a training and publicity campaign to expedite organisational adoption of the new technology. The most successful organisations we have seen are those that have gone beyond just making the new services available. These organisations have made customer service or salespeople available to visit departments to understand and help meet their requirements, provide training, sell the solution and organise open houses or events.

Factor four is involvement of at least one technical person already on staff as part of the project team – whether the solution is installed onsite or hosted (ASP). Typical activities include: technical integration support, such as LDAP and internal systems; producing reports and feeds (i.e. accounting data); and supporting marketing efforts.

Factor five is the print centre working with their technology vendors as partners, sharing the responsibility for implementing the system and taking full responsibility for rolling out to end users and staff. These champions know that with joint commitment comes success.

Good tools are important, but leadership, advocacy, willingness to change, commitment and dedication to moving forward are just as important.

Vince Tutino is WebCRD product manager at Rochester Software Associates, Inc. (RSA). RSA develops web-to-print, scan to print centre and datacenter transform solutions. RSA is a Xerox Business Partner, winning software partner of the year 10 times.

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‘Two Amazing Products’: the New Xerox® Colour 800 and 1000 Presses

Revered industry observer Frank Romano previewed the latest presses from Xerox, then sat down for a Q&A.

Soon Xerox will announce its two new highly anticipated digital colour presses based on a new engine design that mixes Xerox’s best and recent innovations with new technologies, such as clear dry ink. The new Xerox Colour 800 and 1000 Presses, with print speeds of 80 and 100 impressions per minute, respectively, round out what already was the industry’s broadest line.

The new presses have their North American debut at the On Demand Show in Philadelphia April 20-22. Frank Romano, professor emeritus, Rochester Institute of Technology, previewed them in February. *RealBusiness Magazine* was there to capture his reaction.

Q: What were your overall impressions of the Xerox Colour 800 and 1000 Presses?

A: I was very impressed. Going in I knew their print speeds, but I wasn’t knowledgeable of what they did, or of what I consider to be their most significant capability, the clear coating. All the other specs are in line with what I expect in the evolution of digital printers. But that coating capability, and all the other specs combined, make these two machines just amazing products for the printing industry.

Q: What advantages does clear dry ink bring?

A: I'm a big proponent of anything that adds value to a sheet, and coating is one of those value-added areas. Putting down spot coating and flood coating with toner, I can increase the value of that sheet, and sell it for more and make more profit. Most offset presses have coating units. It's unusual in the toner-based world.

Q: What did you think of their image quality?

A: The image quality is just absolutely superb. They have done a phenomenal job in making the quality of these two machines, quality that anyone can be proud of.

The mistake we've made in the digital printing market is using the numbers to describe image quality. I really don't care about resolution or bit depth anymore. The only thing I care about is what you put on the piece of paper. And today, because of short runs, and variable data, what digital presses put on the piece of paper has become the new standard.

Q: What else impresses you about these machines?

A: Well, I just love great engineering. When I look inside and it's simple, it tells me that there was a great engineering staff behind it, because simple is hard. I think they've done a very good job in the way they transport the paper, the way they handle the two-sided printing, and especially in the way that they can add on all of the different options for finishing, where you could have a machine the length of Fifth Avenue.

Q: What types of customers would you recommend this press to?

A: I would recommend this product to any commercial printer. Now, certainly there are in-plant printers who could benefit from it, as well, but I think the big market will be on the commercial side, because they have the most to do with coating.

Q: How does this press address the real business needs of production printing today?

A: One of my challenges is, convincing suppliers that they have to create machines that help printers to prosper, to advance and profit. If the printers don't make money, if the printers can't do business, there's no reason for suppliers to be in business. And so, what I see on the 800 and the 1000 is a machine that has really been designed for business, for a printer now to create a new digital printing business in that new reality that has formed, which we now call digital printing.

Industry's Broadest, Most Complete Digital Colour Line

With the introduction of the Xerox Colour 800 and 1000 Presses, Xerox has expanded what already was the broadest line of cut-sheet digital colour presses in the industry.

"This is not a replacement product, but an addition to our portfolio," said Kevin Horey, vice president, Production Product Marketing, Xerox Corporation. "With our broad line, we can scale to precisely meet the demands of nearly every print environment. Our customers can start with Xerox and grow with Xerox."

Here's the current Xerox line:

Xerox® iGen4® 220 Press (220 ipm)

Xerox iGen4 90/110 Presses (90-110 ipm)

Xerox Colour 800/1000 Presses (80-100 imp)

Xerox DocuColor® 7002/8002 Digital Presses (70-80 ipm)

Xerox 700 Digital Colour Press (70 ipm)

Xerox DocuColor 5000AP Digital Press (50 ipm)

Xerox DocuColor 252/260 Copier/Printers (50-60 ipm)



Rounding out the industry's broadest line – the Xerox Colour 800/1000 Presses.

The Print Scene



Chicago, Illinois – Xerox guests enjoying an evening Real Business Live dinner and networking event at Carnivale Restaurant. September 2009



Chicago, Illinois – Kari Byron, Grant Imahara and Tory Belleci of Discovery Channel's MythBusters Build Team with Xerox vice president of Graphic Communications, Gina Testa at a Print09 Real Business Live showcase event. September 2009



Mumbai, India – Guests visiting the Xerox Booth at IPEX South Asia. October 2009



Phillip Island, Australia – Michel Fabrizio (#84) and Noriyuki Haga (#41) had a strong start to the 2010 World Superbike Season for the Ducati Xerox Team. After Round 1 of the championship, Michel is in second position with 36 points, Nori fourth. February 2010



Universal City, California – Brian Coriarty from Sir Speedy Whitier with guest Krista Harlow enjoying the reception at the Samba restaurant located at the Universal Studios City Walk. February 2010



Phoenix, Arizona – Xerox guests enjoying the spectacular view at the Waste Management Phoenix Open. February 2010

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Xerox Virtual IPEX 2010

Nothing can replace the real world experience of attending IPEX 2010, with the show's unique opportunity to see and experience all that an entire industry has to offer. However this year, with travel budgets tight and time away from the office at a premium, some simply may not be able to attend. If that applies to you, Xerox may have just what you're looking for, bringing the best of IPEX 2010 to your doorstep.

With Xerox Virtual IPEX 2010, we're hoping to give customers around the world the opportunity to experience this event firsthand. Edward Gala, vice president of Global Experiential Marketing at Xerox comments, "IPEX 2010 is an incredible gathering place, and we're looking to deliver a personalised, cross-media experience in line with what our customers expect. Xerox Virtual IPEX 2010 is helping us deliver on that promise."

Xerox Virtual IPEX 2010 Show Highlights

Show registrants for the Xerox Virtual IPEX 2010 will have the opportunity to tour the Xerox booth and see the latest in innovative technology and solutions. They will also have unlimited access to the Xerox theatre with thought leadership events happening throughout the day.

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