



OneTouchPoint: Taking Efficiency
to the Next Level with Inkjet



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BACKGROUND

Offering end-to-end communication management, OneTouchPoint was founded to make communicating easier, more efficient and more effective. OneTouchPoint supports its clients through multi-channel marketing and print programs, designed to make every touch point matter in a rapidly evolving marketplace. “We are what I would call a big small company. We want to become the single focal point or the one touch point in all of your communication needs,” says Chris Illman, CEO of OneTouchPoint.

OneTouchPoint was founded in 2007 following a series of acquisitions that included CoakleyTech, CCI, Berman Printing, NSO Press and Ginny’s Printing. The company prides itself as a single-source, marketing execution services provider, addressing a multitude of needs from digital printing output to direct mail and fulfillment. With \$150 million in revenue, almost 800 employees and offices in five states, OneTouchPoint helps thousands of clients design and deliver communication across touch points while increasing the return on their marketing investment.

CHALLENGE

OneTouchPoint, while not a stranger to digital print technology — with 90+ devices across the platform including a bevy of Canon varioPRINT 6250s and black-and-white continuous-feed devices and full digital production color — was looking to lower costs, accelerate turnaround times and offer market versatility.

“We’re living in the ‘I want it now’ society,” says Illman. “You have shorter run lengths and more personalized, targeted communications. Every day that goes by, fewer and fewer offset impressions are going to be printed. It’s all about the cost, the flexibility and the urgency.”

“We were looking for a solution that would allow us to build on our existing capabilities and expand our solution offering to clients and prospects,” says Joni Diderrich, president, Midwest at OneTouchPoint.



Chris Illman, CEO, OneTouchPoint

SOLUTION

OneTouchPoint's commitment to quality, speed to market and personalization led them to the inkjet movement. Canon Solutions America, whose relationship with OneTouchPoint dates back 15 years, knew that the VarioPrint i300 was an ideal product to help OneTouchPoint lower costs, accelerate turnaround times and offer market versatility.

"As the industry continues its transformation, the time is now to offer new and diverse applications for our clients," says Illman. "Canon Solutions America is the ideal partner to deliver new technology with reliability, speed and efficiency. They've helped us communicate better with our clients, not just from a pricing perspective. They've opened us up to new ideas."

The Wisconsin headquartered company was the second company in the U.S. to install the VarioPrint i300 sheet-fed inkjet press, highlighting the company's commitment to expanding its inkjet offerings and enhancing its services portfolio.

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RESULTS

“We were very fortunate to have the very first VarioPrint i300 to be installed in a commercial print shop in the United States,” says Steve Henck, VP of operations, OneTouchPoint. “I personally felt that we needed the equipment. We didn’t want it, we needed it.”

Christie Kimbell, vice president of marketing and strategy for OneTouchPoint explains that in an age of 1:1 personalization and variability, OneTouchPoint will focus its equipment investments on production inkjet to foster success and growth for both the firm and its customer base. “We are a technology driven company focused on innovation and being the second printer to install this technology is an indication of our commitment to being a leader in the industry,” says Kimbell.

A large agricultural products and equipment manufacturer relied on OneTouchPoint to crank out its technical manuals, a production process that entailed offset and black-and-white work that required two runs—one for the offset shells, the second for the digital black-and-white printing.

“With the i300, we’re able to batch all these technical manuals and run them at very high speeds in one full pass,” Illman notes. “No more shell covers from commercial offset. Our productivity has increased because we’re running multiple manuals and shorter versions that are more targeted — all in one pass.”

Output quality has won over clients as well. “The quality off that machine has exceeded our customers’ expectations,” says Henck.

“Customers are surprised at how great it looks and are impressed with the sharpness of the picture quality when compared to offset printing,” Kimbell concurs. “It’s very respectable.”

From an operational standpoint, the greatest challenge facing not just the i300, but any

production inkjet device, centers on the current limitations of stocks. Once paper manufacturers catch up with the technology, according to Illman, it will open “an endless amount of possibilities around that unit.”

Illman believes that once more optimized stocks are made available, the quality of printing coming off the i300 will improve even more. “In this day that we live in, the quality is what it needs to be,” he says. “It’s the other value propositions that deliver. Part of the allure of this machine is going to be the new applications that it can produce. You need to be selling the flexibility, the cost, speed and the versioning.”

And while production inkjet won’t transform a printing business overnight, it will certainly accomplish the task in due time, especially for those firms that are careful to cultivate a sales force that is keen to the task. “A traditional sales force is not going to be able to sell these applications,” Illman concludes. “You truly need marketing-based, solutions-based, technology-type salespeople. Make sure you have your sales force and sales strategy done first, then look to this type of technology to support that.”

Illman believes direct marketing will continue to play a major role in developing solutions to solve a client’s problems because of the physical “I want to touch it, I want to see it.” We feel that Canon’s VarioPrint i300 is going to allow us to do that,” says Illman.

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