Digital Printing Insider

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Welcome to Océ… Welcome to WOW!

WOW at Work demonstrates the power and flexibility of today's digital print solutions. As an industry, we have entered a new phase where transaction printers are becoming true marketing service partners with their customers. Now, your direct marketing tactics can be enhanced to increase your bottom line with strategic use of eye-catching color, and optimizing workflow and project management for improved efficiency and accuracy.

The Case for Color

The digital color print market has experienced dramatic changes over the past year. Inkjet technology is taking hold, providing organizations with more choices for addressing high-volume transactional/direct mail applications and offering an affordable alternative to pre-printed color shells. These new developments make it possible to produce full-color variable data and image-oriented documents where personalized information was historically limited to monochrome text. Océ's JetStream printers offer high quality and are cost effective at the highest speeds, even if the documents contain the corporate logo and footers only, or graphs, pictures, and full-color photos. The result is a significant enhancement to marketing communications as well as positive ramifications for overall operations.

Color Communicates

There is no question about the role that color plays in business communications. Color increases brand recognition and improves response rates. Organizations use color strategically depending on the purpose of the document. By blending transaction data and full-color, customer-specific messages into sophisticated communications, you can turn transaction documents (e.g., bills, statements, purchase orders) into attention-grabbing marketing tools that reinforce branding and promote a dialogue with customers to cross-sell and up-sell products and services. Blending transaction data with personalized color enables you to avoid the "swamp effect" of classical mass mailings because you have an all-in-one document instead of a separate promotional flyer.
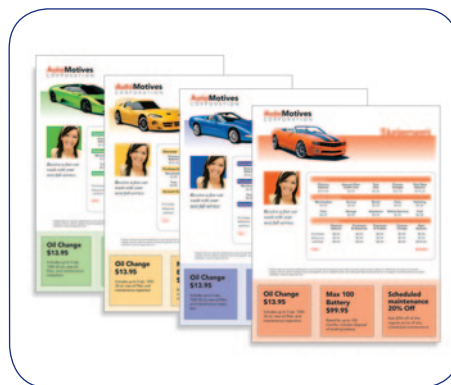
Business documents that need to communicate important information rely on color to make them reader-friendly. The advent of inkjet technology means that business document content previously printed in grayscale can affordably be rendered in vivid full color using unprinted paper. Color logos, branding elements, charts, data-driven graphics, key marketing messages, and critical document elements (like the amount due) can simply be printed simultaneously in color on Océ JetStream devices along with the transaction data.

Speed

"White paper in and color out" also delivers improved turnaround time. For today's marketing executives, nothing is more important than time-to-market. The vast majority of the direct mail produced today is pre-printed on offset and digitally overprinted in monochrome. The production of mass direct mail in digital full process color is still in its early stages. The elimination of pre-printed shells through full-color digital direct mail reduces the time-to-market for direct mail campaigns (from design to distribution) from weeks to days.

Operational Excellence

Imagine the improvements and cost savings in warehousing, processes, and workflow when pre-printed forms are eliminated. Users of Océ JetStream products have highlighted key areas where their clients achieved significant savings by going to a white paper solution. These include:

- A reduction in postal costs by consolidating jobs into a single run, thereby increasing the number of mail pieces that qualify for the maximum postal discounts;
- A reduction in storage and management of multiple paper stocks and selective inserts;
- The elimination of separate direct mail pieces sent to existing customers (replacement with full-page, dynamic, in-statement promotions).

In many cases, clients didn't just save money… they made money. End-users as well as service providers benefited from the implementation of a white paper solution. Service providers were able to reduce costs associated with inventory management, paper

Océ JetStream 3000

changes, and improved inserter efficiency. They were also able to reduce turnaround times and improve quality metrics. One Océ user, DST Output, estimated that going with a full-color, white-paper-in solution that also supported MICR enabled the company to produce two to three times the volume with half the warehouse space and 75% less staff.

The Simple Message

High-speed inkjet and "white paper in, color out" is delivering value to marketers and service providers alike. It provides enhanced communications and market opportunity through affordable digital color and the associated improvement in response rates, time to market, and reduced call center traffic. For high-volume producers, it is also becoming an operational imperative for overall cost reduction.

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Learn how to enhance effective marketing communication with your customers. Download *TransPromo… The Key to Touchpoint Optimization.*

Optimize Your Workflow

Success in today's production transaction print operations means improving productivity, efficiency, and accuracy of mission-critical documents. Océ has developed easy-to-use workflow solutions that automate the entire document lifecycle in production data centers, direct mail facilities and service bureaus. Océ PRISMAproduction® workflow software brings customers automation, integration and functionality, resulting in business-impacting benefits in terms of greater flexibility and control. In transactional and commercial markets, this flexibility translates into more business opportunities with greater control and tighter productivity. Automation drives cost savings from requiring less work to get the same results and more accurate processes.

Océ PRISMAproduction software enhancements for transactional environments include:

AFP-to-PDF Conversion

As the transaction market deals with the legacy of mainframe applications, transactional printers need better ways to handle, store and reprint mainframe-generated AFP documents. Retrieving a complete AFP document from the mainframe involves resource managers and other applications. The new AFP-to-PDF component converts a mainframe AFP file to a fully composed, highly portable, more compact PDF file that can be easily stored

on a local network and retrieved at any time. It streamlines day-to-day operations by using the built-in capabilities of the Océ PRISMAproduction server instead of adding another layer of third-party software. Users can generate PDF files from AFP data not only for print and reprint purposes, but also for electronic document delivery.

Electronic Forms and Preprinted Forms Replacement

The need to change out paper for every print job adds hours to production schedules and creates opportunities for mistakes. The newest version of Océ PRISMAproduction software helps eliminate inventories of preprinted forms and supports print-on-demand business models. Multiple forms can be stored electronically on the Océ PRISMAproduction platform, populated dynamically with data, and printed as needed on Océ JetStream or Océ ColorStream Flex systems using white paper, instead of preprinted stock. Users gain the flexibility to change from form to form on the fly as needed. Multiple jobs using multiple forms can be run on a single roll of paper, providing greater flexibility and continual uptime, again saving time and money. Reduced operator intervention saves hours per day in changeover time. Users also benefit from cost savings through reduction of stored and obsolete inventory, warehouse space, and paper waste.

Executive Workflow Module

Transaction environments thrive on automation to increase productivity, contain costs and avoid errors. Also, when print and business managers have more information about processes and performance, they can make better operational decisions. Océ PRISMAproduction and the Executive Workflow module integrate different phases of print production for more automated communications, connectivity and richer business feedback. Users gain more connectivity to other departments, systems and interfaces, such as order entry, accounting, logistics, inventory, shipping and order processing. Users can tap into a broader range of information about their production workflow and better manage the business based on the additional data. In addition to

data stream communication, Océ PRISMAproduction workflow software can now use inbound and outbound commands across the connected points. Customers gain centralized control over more stages of their printing workflow and related business processes. Complex workflows, including connectivity to external software, can be defined and managed with the user interface. Examples of how this can be used are: determining accurate hourly labor rates, creating cost-per-page models, or calculating consumables costs using data from multiple databases. The new module lets users build automated processes for incoming data and also validate production integration from beginning to end to eliminate errors in advance of printing. This saves time, money, and labor, and promotes smoother workflow across the business.

The Bottom Line

In an environment where businesses are increasingly under pressure to become more productive, more efficient and at the same time more competitive, Océ PRISMAproduction software is a key driver for print operations. It is part of Océ's focus to help customers make the most of available budgets, maximizing existing assets and providing innovative solutions that support the specific needs of your business.

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Learn how your business can improve productivity and gain greater flexibility. Download the Océ PRISMAproduction software brochure.

Federal Direct – Transforming with the Needs of Customers

Federal Direct traces its origin to 1926 when it traded as Federal Printing Company. Federal was originally located on Gold Street in New York City in the heart of the then burgeoning financial district. Federal's initial business was to provide printing and related services to some of the largest financial service firms in New York City. The company's trademark then – as it is now – was to manufacture what the customer wanted. When ledger cards were ultimately replaced with multiple part carbon interleaved forms, Federal was a pioneer in the "new" technology. When continuous forms for impact printers became en vogue, Federal Direct was a leading distributor. Many years later, when the migration to single-ply printed rolls for laser printers became what customers wanted, the company delivered. Federal has grown from a small 30,000 square foot facility to an organization that owns over 5.5 acres of manufacturing/office space in Hazleton, Pennsylvania and Torrington, Connecticut as well as a headquarters/pre-production facility in Clifton, New Jersey.

According to Project Manager Laura Hresko, "Our organization is entering the next phase in its evolution and focusing on expanding the level of marketing services we offer to our customer base. The printing industry talks about making the migration from a print service provider to a marketing service provider… and that's where we are taking our business."

From its art department and data processing specialists to its printing, lettershop, mailing, and distribution professionals, Federal Direct has been serving Fortune 500 insurance, pharmaceutical, and banking customers. The company continues to be a market leader in variable data solutions. It utilizes web offset presses to create full-color forms and then blends them with Océ continuous feed monochrome print technology (466m Océ PageStream™ MICR and the Océ VarioStream® 7550) for laser printed

personalization and MICR. Federal Direct combines its state-of-the-art printing capabilities with a full range of advanced services, including off-line finishing for unique mail formats, high-volume mailing and inserting operations, proprietary equipment for cost-effective postcard and self-mailer production, and extensive client security procedures.

Customers Are Changing... And So is Federal Direct!

Hresko stated, "Our most recent investment was in a Canon imagePRESS® CV7000VP from Océ. Our clients started to change. They wanted to send a more limited number of personalized mailers in full color to their customer base. They also wanted someone that could do everything for them, including postcards and direct marketing materials. Our relationship with Océ and changing client needs for high-quality, short-run color made the Canon imagePRESS C7000VP a logical choice."

Hresko continued, "We are beginning a journey into marketing services. We have an advantage based on our skills at managing massive amounts of data and our deep understanding of variable data, mailing, and fulfillment. Our customers trust us with their data. We are expanding into a full range of cross-media offerings, and we're excited about the future. We can complement the high-end, long-run direct mail support that we provide to our customers with short-run, ultra-targeted materials from the Canon imagePRESS C7000VP."

An Eco-Friendly Approach

Hresko also discussed Océ's eco-friendly approach to the market. She explained, "When you serve Fortune 500 corporations, you need to be focused on contributing to the future of the planet. We most recently worked with our utility provider, Constellation New Energy, so that a portion of our electrical supply is now generated through renewable wind power energy. In addition, we are FSC Certified. We recycle every waste stream we can. Paper, cardboard, metals, etc. are recycled to create new products. Of equal importance, we encourage our clients to increase effectiveness and reduce costs by cleansing and qualifying customer and prospects lists, thereby greening the mail. By following a 'Get it clean, keep it clean' mantra, our clients can reap the benefits of clean addresses for years while protecting the environment by reducing landfill waste."

The Future is Bright

From a business perspective, Federal Direct is opening new possibilities for its business as well as the support that it provides its customers. Understanding customer needs and taking the right steps to transform business will lead to a bright future for the company. Furthermore, the steps that Federal Direct is taking to ensure that it is eco-friendly contribute to a bright future for the planet.

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Learn how to streamline your productivity with a unified print production solution. Download the Océ VarioStream 7000 Series brochure.

Questions?

Call Us: 1-877-OCE-4WOW (1-877-623-4969) or Email Us: us.oceinfo@oce.com

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