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CANON GROUP



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Transactional Printing

Welcome to Océ... Welcome to WOW!

Wow is being ready for change. Change is the only certainty, and Océ is committed to providing strategic support to architect the right solutions and back them with modular software and equipment to help you future-proof your business.

Future-Proof for Future Growth

The concept of “future-proofing” a business is not new. Future-proofing is described as the process of attempting to anticipate future developments, so that action can be taken to minimize possible negative consequences and seize opportunities. It is about mitigating and eliminating the impact that future events may have on a business. Future-proofing means spending wisely, obtaining maximum business value, and lowering risks while leaving options open to efficiently scale up or down depending on the market opportunity as well as economic conditions.

With any type of information technology investment, executives want to work with suppliers that will support future-proofing with a strategic technology infrastructure plan. They want business partners that can evaluate current systems, recommend a long-term infrastructure and upgrade schedule, and include cost-saving measures to minimize support needs. Preventive maintenance and proactive planning with information technology can make a huge difference, eliminating technical headaches and keeping business processes running smoothly.

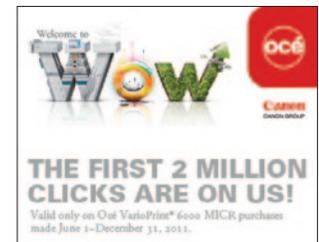
Designing Solutions that Scale

Ed Jansen, a 22-year industry veteran, has spent his career working with customers to ensure that they have the right strategies in place to protect their technological investments. Ed started with Océ in 1990 as part of its service organization and later moved into systems engineering. Today he is Vice President of the company’s Technology and Software Support Groups.

Ed leads a team of more than 80 solution development managers, systems engineers, and integration specialists. He stated, “Success in protecting the customer’s investment starts even before the sale. We have a team of solution delivery architects that work with the customer to understand both their tactical and longer-term strategic business needs. We don’t commit to projects loosely — we work with the client to understand their overall business processes and strategies and then implement a technology backbone in pursuit of longer-term strategic objectives.”

June 2011

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Print MICR and standard documents all on one hybrid cut-sheet platform — the Océ VarioPrint 6000 MICR line. The first 2 million clicks are on us! Learn More: www.OceWowFactor.com

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The Next Wave For Cross-Media Communication



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The project's solution development manager works with the customer to understand his/her needs before designing the system. Once the customer commits to the solution, the solution development manager engages the systems engineer to handle the solution implementation in the customer environment. If the customer and systems engineer need additional support, the company has a second-level headquarters support team that comprises 26 specialists.

According to Jansen, "Ongoing technological shifts represent one of the biggest challenges that our customers face when attempting to truly future-proof their businesses. We are seeing black & white move to color while printed materials move to electronic communications. We are seeing a strong drive from our customers to leverage color and business intelligence to deliver relevant messaging. They are turning to Océ to help them compete while technology is rapidly changing."

When asked about the Océ approach to handling market dynamics, Jansen outlined four critical strategies that Océ deploys:

- 1. A Service-centered approach:** Jansen noted, "Our team is committed to its existing base of customers. We don't just install products... we offer services to ensure that they are efficiently and effectively optimizing their existing investments. We are working closely with customers on color and leveraging data. With color, you need to understand at the time of rendering the content and how to deal with the overall workflow."
- 2. Océ PRISMAproduction® software as a management tool:** Océ PRISMAproduction software for transactional and production environments unifies workflow to Océ and non-Océ devices to help customers control workflow, contain costs, improve efficiency, and eliminate delays and errors. According to Jansen, "While Océ PRISMA software started out as an output management tool, it has since become a flexible backbone. It effectively manages data flow, conditional routing and near-time dashboard presentation of the enterprise. If requirements shift in the future, customers will still have a backbone that acts as the foundational element. We can add additional Océ software modules in addition to integrating third-party software components to meet future needs."

3. Partners and systems integration support: Partnerships are a key to developing and efficiently delivering the industry's best document solutions to the people who need them. Jansen elaborated, "The strength of these partnerships enables us to provide the industry's most comprehensive end-to-end document solutions and make them accessible to the customers who need them. We ensure that we have stable partners for software solutions and finishing. Our combined resources and unified project management can rapidly integrate solutions into the customer's environment."

4. Scalable capacity and capability: Flexibility for future-proofing business comes with modularity. Jansen highlighted the recently introduced Océ ColorStream® 3500 system as an example. The Océ ColorStream 3500 allows users to adapt the printing mode to match their pace in the transition to color. A full-color Océ ColorStream 3500 can be set up as a monochrome-only system. When business calls for color, the system can be field-upgraded to support the transition of applications and business models to more sophisticated documents with variable personalization in full color. Jansen said, "Of equal importance in flexibility for capacity and capability is our software tool set. As facilities scale with the addition of printers regardless of the vendor, Océ PRISMA software is the centerpiece that makes everything work and centralizes data flow and reporting."

The Bottom Line

Jansen concluded, "Change is the only certainty and Océ is committed to providing strategic support to architect the right solutions for our customers. We back that promise with modular software and equipment and the right partners so we can design solutions to accommodate change. We focus on working with customers' existing systems to integrate and interoperate emerging technologies and take them into the future."



Visit www.OceWowFactor.com to view the archived webinar, "Value-Added Selling. What services, besides print, will drive revenue for your company?"

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Océ Press Go! Business Development Program

There is clear indication that print service providers (PSPs) understand the need to move higher up the value chain. In a recent InfoTrends study entitled “*Business Development and Professional Services that Work*,” PSPs ranked cross-media marketing and online storefronts within their top five new applications. PSPs are recognizing the need to understand and deliver services linked to cross-media, mobile marketing, and social media. PSPs have a clear desire to become more sophisticated in their go-to-market approaches, and they are paying attention to new marketing techniques. At the same time, however, there is also recognition that the skills associated with marketing and sales are actually more challenging than those associated with production. Making the transition from traditional print services to marketing services requires PSPs to think strategically about how they are currently positioned within their marketplace and what steps they can take to position themselves as marketing service providers (MSPs) in the minds of their customers and prospects.

A top priority for PSPs is developing sophisticated go-to-market approaches to accommodate market requirements for cross-media communications. To that end, PSPs are beginning to embrace new marketing techniques and testing online, social, and data-driven marketing. As PSPs move into cross-media services (for example, online, mobile, social, and print), they will need support and guidance on identifying target markets, reaching these markets appropriately, and offering the products and services that meet clients’ needs. The question, then, is where do printers get their information from? In terms of data gathering, trade magazines and newsletters still play a major role for PSPs and in-plants. While these resources provide a wealth of information, PSPs are also seeking educational webinars on critical topics, access to third-party whitepapers and information, and a good understanding of the options available in the market for solution implementation. As PSPs make the transition to MSPs, they require information on how to build a strategic marketing plan, how to target market, and how to pursue vertical markets. They will also be seeking a hands-on approach to business development.



To address these needs, Océ launched the Océ Press Go! Business Development Program. The Océ Press Go! Business Development Program gives customers a wide range of tools and training to help grow page volumes and capture profitable new opportunities. Based largely on the suggestions of its own customers, Océ built its Press Go! program from the ground up. It offers practical advice, white papers and workshops for marketing, relevant case studies, monthly webinars, online forums, videos, and technical /operational guidance. The antithesis of “one size fits all” business development activities, Océ’s Press Go! Program is custom-fitted to the very different and unique needs of printers from a diverse range of industries, including transactional, direct mail, in-plant operations, graphic arts, book publishing, periodicals, and general commercial printing. A dedicated portal, MyPressGo.com gives customers quick access to a vast repository of valuable business-building resources.



Visit www.MyPressGo.com to view archived webinars and register for monthly live webinars.

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Taylor Corporation: Taking Care of Business

Background

Taylor Corporation is one of the largest privately-held companies in the United States. The holding company operates more than 80 subsidiaries devoted to print services and marketing solutions. It employs more than 9,000 people, serves 275 of the Fortune 500 companies, and provides products to 3 million small- and medium-sized businesses (SMBs). Chairman and CEO Glen Taylor assembled the family-owned company through acquisitions, starting with Carlson Wedding Service in 1975. Carlson specialized in printing invitations and related materials for weddings and other special events.

Today, Taylor serves three primary target markets in both North America and Europe:

- **Consumer and life occasions through consumer retailers:** Taylor provides retailers with highly personalized products (social stationery; wedding, holiday, and baby products; and all-occasion offerings) as well as merchandising support to grow sales activity.



- **Micro-sized and small businesses through a network of office supply retailers:** Taylor helps to serve the needs of small- and medium-sized businesses. The company provides products and services that help SMBs stand out in the crowd, including document management software, business identity products (for example: business cards, letterhead, envelopes), custom and stock stamps and accessories, all-occasion stock and in-line stationery papers, custom printed invitations and announcements, custom promotional products, custom signs, banners, and displays.
- **The Fortune 1000 companies:** Clients work with Taylor for marketing execution solutions, Web-based services for consistent brand identity, retail services (gift card design and manufacturing, one-to-one personalized gift card fulfillment, newspaper inserts, and commercial print) retail point-of-purchase, and tools that improve every aspect of the sales and fulfillment process to optimize the marketing supply chain.

Custom Graphic Business Solutions — Meeting Customer Expectations



**Randy Bice, Vice President
of Digital Solutions**

Randy Bice, Vice President of Digital Solutions for Taylor's Custom Graphics Business Solutions Group, provided an overview of his company. "While we started out in the consumer personalized product space, Taylor now views itself as a communications company that has print capabilities. We work as a strategic partner to an array of clients, providing data, direct mail, and fulfillment services. Our

service mastery is derived from decades of experience in the printing, finishing, data, and mail industries."

Bice continued, "These days, customers expect more from us than printed products. They expect focused solutions that streamline their entire marketing process, from document, e-mail or text message creation and requisitioning through billing and reporting of campaign results. They expect personalized service on a local basis. They demand proven, industry-leading e-business tools."

Customization is Key

Bice shared some of the keys to Taylor's success in the cross-media world for medium-sized businesses and Fortune 1000 clients alike.

- **The right services for your target market and a personal touch:** Medium-sized companies have very different requirements in relation to large corporate clients. Because they typically can't afford agencies, they need a partner that provides full service. This includes everything from software to integrate with CRM solutions and e-commerce platforms to personalized communications for salespeople and mailing and fulfillment. Taylor has a staff of more than 300 programmers across China and the U.S. to build these solutions platforms. Alternatively, the company's Fortune 1000 customers are very focused on brand integrity. They typically have agencies involved with the engagement and are seeking a partner that can protect digital assets and ensure that they are consistently used across all media channels (print, e-mail, and mobile) as well as within distribution channels and across the enterprise.
- **Technology:** Taylor believes that every produced piece must work as hard as the marketing executive does to meet a company's goals. Taylor is focused on

leveraging the latest technologies, from electronic prepress to sophisticated data and finishing services. This keeps client projects on the cutting edge of direct marketing and printing solutions. Bice notes, "We were an early innovator in digital print technologies. While we also offer traditional printing technologies, our 80 subsidiaries have more than 200 digital devices. We are one of the largest digital printers in the world." Taylor recently invested in high-speed inkjet with an Océ JetStream® system. Historically, a portion of Taylor's direct mail business was imprinted shells and personalization was done with monochrome devices. Bice continued, "Having high-speed full-color capability eliminates the need to print the master and content can be much more engaging. This provides faster cycle time and streamlines the manufacturing process by aggregating volume on a common substrate."

- **Workflow driving efficiency:** As the number of print jobs grows, print runs get shorter, and new applications emerge, print operations like Taylor face mounting operational challenges. The company is currently leveraging the Océ PRISMA workflow software. Its scalable digital workflow management software eliminates the inconsistencies, investment redundancies, and many of the thorniest issues that plague a multi-vendor environment like Taylor.
- **Data:** Taylor has decades of experience in turning consumer and business-to-business data into useful marketing information. Improved overall delivery rates, approved regulatory and USPS requirements, reduced postage costs, and maximized ROI are all key benefits. According to Bice, "Taylor does a lot of data analytics. We work with our clients to identify the profile of the right target and get a relevant message to the recipient. We have integrated Google maps because we know that fallout rates are directly linked to travel distance. Going to versioned messaging by demographic or region provides a much stronger response rate. If communications are not relevant, they will wind up in the trash."

- **All channels "on":** Taylor is well-positioned to capitalize on the cross-media opportunity. As an early innovator for Web-enabled solutions and variable data, the company has custom-built tools. Taylor has integrated with third-party solutions on the market for campaigns, leveraging personalized URLs and custom landing pages and has developed solutions utilizing several proprietary and partnered tools that develop automated trigger-based campaigns that incorporate appropriate content schedule and distribution across all media channels.

The Bottom Line

Bice views Taylor as a communications company that has printing capabilities. Taylor is clearly delivering against this promise to its customer base. The company's interactive channels extend direct mail campaigns beyond traditional print to reach the right target, and it is working with clients to reach audiences through the channels they prefer. Bice concluded, "To be truly effective and improve ROI, interactive and print channels must be fully integrated from start to finish. Our approach is to provide seamless multi-channel integration to ensure brand integrity and deliver a common experience across all print and electronic channels."



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Preparing for the Cross-Media World: The Future is NOW!

For operations executives and marketers alike, the number one challenge in today's market is reaching the customer. Customers are clearly in control of the media that they consume. Mobile devices, iPods, DVRs, and the Internet have changed marketing forever. Marketing executives of the future will need to leverage every customer touchpoint with a mix of interconnected channels. One thing is certain—the effective use of cross-media communications will bring better business results. Delivering multiple impressions and giving prospects a variety of ways to respond can have a dramatic impact.

Media Dynamics are Changing

Over the past several years, we have heard about the importance of transforming into a “marketing service provider” with a focus on one-to-one communications and variable data. Today's media dynamics are changing. As we look to the future, there will be three critical components for success in the much larger cross-media opportunity:

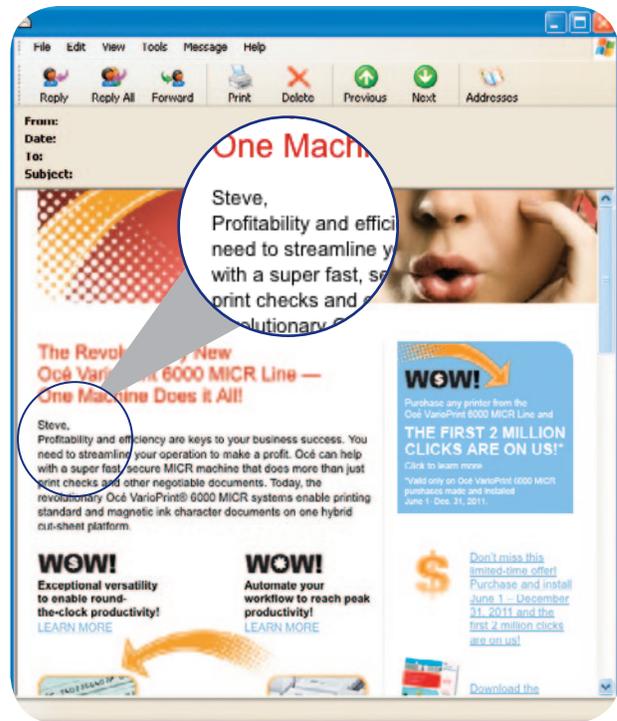
- Data-driven personal messaging
- Delivering messages across all channels
- Campaigns that engage the end customer

Data-Driven Personal Messaging

Marketers continue to see the value in developing intimate and direct communication with consumers. Not so long ago, families gathered around the television set. Now, individuals surf the Web and watch videos on personal, handheld devices. Consumers have grown comfortable with—and have even come to expect—a one-on-one dialogue with marketers. Personalized marketing messages are essential to attracting customers' attention and delivering communications that increase sales. Today's consumers don't have the time or the patience to deal with irrelevant information. Data-driven personalized messaging has never been more important.

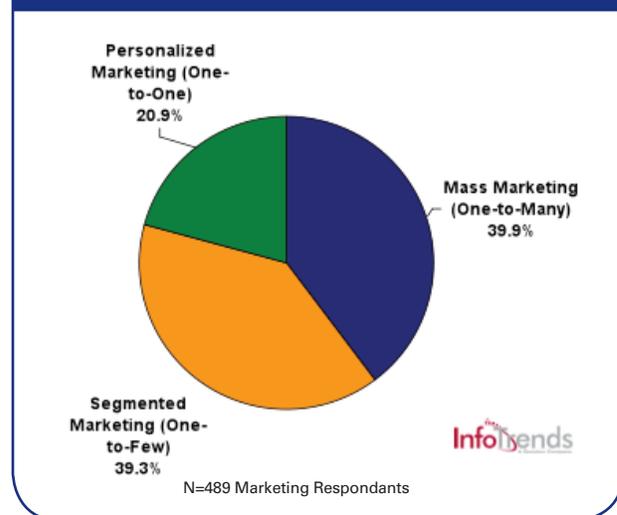
Organizations that sell products or services (business-to-business or business-to-consumer) must gather and use information about their customers' purchases, including how much they spend per sale and when or how often they buy. Knowledge about past behaviors is a valuable tool for predicting future purchases. In addition to guiding business decisions, this information is critical for creating personalized marketing messages that increase sales.

Marketers must work with customers to personalize offers based on past purchases and preferences. The marketing must follow the customer (not the other way around), and the offer must be truly customized to the recipient's specific needs.



In late 2010, InfoTrends published an extensive survey entitled *Capturing the Cross-Media Direct Marketing Opportunity*. The marketing respondents that participated in this study reported that over 60% of their campaigns leveraged personalized (one-to-one) or segmented (one-to-few) marketing.

Figure 1: What percentage of your marketing campaigns fit into the following categories?



From the perspective of the print service provider, personalization is the future of marketing communications. Service providers must clearly understand how to work with clients on data-driven campaigns. The problem is that personalization is not enough to remain competitive in today's complex cross-media world.

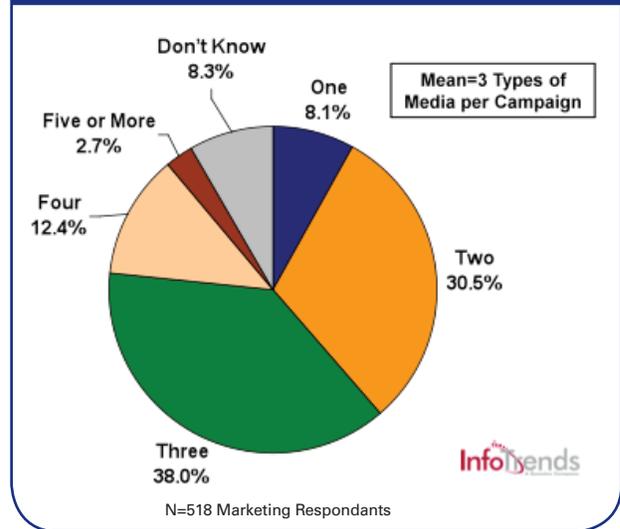
Delivering Messages across All Channels

Even with the right messaging and content, marketers still need to find the right channel. Marketing spend is shifting away from mass media and toward social, online, database/direct marketing, and mobile. According to InfoTrends' Cross-Media Direct Marketing study, marketers are using an average of three channels for every campaign.

Marketers must integrate their messages and ensure consistency across all channels. Since marketers are strapped for time and resources, many will seek a single partner to help deliver the total campaign.

In response to these new market dynamics, printers of all sizes are entering the world of cross-media services by creating new service offerings or acquiring organizations to fill the gap. In 2010, RR Donnelley purchased Nimblefish to deliver automated marketing programs. Meanwhile, Transcontinental has acquired a number of cross-media-oriented firms, including Thindata 1:1, Rastar, Totem, and Vortex Mobile. The company also created a new division called Transcontinental Interactive. In May of 2011, Consolidated Graphics launched its WorkSmart Suite, an end-to-end solution for creating, distributing, and managing breakthrough cross-media marketing campaigns.

Figure 2: How many different types of media does your company use for a typical direct marketing campaign?



Service providers are re-assessing the role that they hope to play in the cross-media world of the future. Companies that are leveraging print only are NOT participating in the entire value stream. It's time to develop skills or partner to become the external partner of choice across all channels.



Campaigns that Engage the End Customer

Marketers realize that exceptional content delivered via the right channel is the key to acquiring customers, but even that isn't enough. It is also imperative to keep customers engaged with a brand via every touchpoint, including print, social, online, and mobile. Successful service providers must understand the role of a diverse set of media channels (ranging from YouTube to Facebook to direct marketing techniques) that help their clients collaborate, partner, and build communities with customers. Campaigns that engage prospects and existing customers will create rich long-term opt-in database relationships for future sales.

Many companies are now using quick response (QR) codes (two-dimensional barcode images that will open a link to a Website, send an SMS, or dial a phone number when scanned by a camera on a smartphone) to interact with their consumers.



Smartphone use is soaring, and QR codes enable marketers to connect with on-the-go customers. Marketers are placing these codes in ads, direct mail, transaction documents, in-store displays, and product packaging and using them to link to a host of features including discounts, Websites, and videos.

SMS-based marketing campaigns are also being used to capture consumers' attention. A number of companies are providing coupons and special offers that consumers can access via their mobile handsets by responding to advertisements displayed in direct mail pieces, store notice boards, billboards, and on the radio. By sending a short message to the published numbers, users receive an immediate reply featuring a free gift coupon or special offer that is exchangeable at local outlets.

The Future is NOW!

Marketers and service providers must accept that the balance of power between buyers and sellers has changed forever. The economy, technological advancements, and cultural changes will continue to drive cross-media direct marketing opportunities. Campaigns must communicate with customers and prospects across multiple channels, including print, mobile, social, and online. Customer engagement and interactivity will be essential to marketers of all types. Engaging customers can create uniquely powerful opt-in preference-driven databases that enhance future communications.

Although there aren't any foolproof methods for getting into the cross-media game, it's time to embrace the cross-media change. While some might consider cross-media to be a futuristic marketing technique, the future is NOW!



Visit www.OceWowFactor.com to Download the InfoTrends White Paper *"The Next Wave for Cross-Media Communications"*

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