



WOW! at Work

Digital Printing Insider

Corporate Enterprise | June 2012



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Welcome to Océ... Welcome to WOW!

Wow is... turning business challenges into a competitive advantage! Industry-wide concerns like print and mail integrity, postal optimization, automating business processes, streamlining operations and increasing productivity can keep you up at night. Océ recognizes the complexity in today's multi-channel marketing environment and offers a full end-to-end solution to address these critical business challenges. Océ's PRISMA® workflow software has earned its position as one of the industry's most consistent, open, and compatible platforms, and when teamed with high-speed production systems as well as award-winning professional service and solution partners, you will confidently gain a significant competitive advantage.

Workflow: Your Competitive Advantage



Bill LaRoss, Director of National Software Sales, Océ Production Printing

As print volume grows and new applications emerge, print operations face mounting operational challenges. In some instances, organizations are dealing with multi-vendor and multi-location environments, which can create system, device, and output incompatibilities. This can result in downtime, idle equipment, job delays, and inefficiencies that impact revenue flow, cost-efficiency, and profitability. Bill LaRoss, Director of National Software Sales for Production Printing at Océ, highlights six key critical business processes where Océ PRISMA workflow software provides the flexibility to easily adapt to its customer's infrastructure and adds significant value to the technologies that its customers have invested in. The result is a full end-to-end solution to turn your business challenge into a competitive advantage.

Océ PRISMA: Streamlining Business Processes

According to LaRoss, Océ's PRISMA suite of software products provides the core architecture for the company's workflow management solutions, which enable organizations to maximize the performance and cost-effectiveness of multi-vendor operations independent of location, system, or print device. LaRoss states, "It provides the flexibility to adapt to the customer's infrastructure. The tools are easily integrated with partner offerings to provide end-to-end solutions."

LaRoss highlighted six key critical business processes where Océ PRISMA workflow software works in concert with Océ's leading digital print engines, award-winning professional services, and solution partners to bring significant value to customers.

Put WOW! to Work, Visit:
OceProductionPrinting.com/CorporateEnterprise

FREE Downloads!

- InfoTrends White Paper: Workflow Automation Priorities and Efficiency Initiatives Revealed
- InfoTrends White Paper: SourceLink Takes Action, Integrating Social Media and Direct Marketing
- InfoTrends White Paper: TransPromo... The Key to Touchpoint Optimization



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- From Web-to-Print and Print-to-Web: Integrate Print and Digital Communications
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Questions?

Call Us:
1-877-OCE-4WOW
(1-877-623-4969)

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us.oceinfo@oce.com



Workflow: Your Competitive Advantage (continued)

Print and Mail Integrity

There are many things that can keep you up at night – ensuring that Frank's EOB doesn't end up in Jane's envelope, meeting service-level agreements (SLAs), page integrity, and tracking. These challenges can easily be addressed by using Océ PRISMA workflow software in conjunction with Ironsides Technology. This combination facilitates tailor-made document integrity and piece-level tracking solutions, enabling customers to provide the reporting necessary to meet HIPPA, PHI, SOX, and PIPEDA requirements for print and mail environments.

LaRoss states, "Océ PRISMA workflow software capabilities include virtualization of the print data, building of indexes to facilitate manual or automated re-print requests, adding barcodes for page/piece integrity, tracking while creating an audit trail of missing/damaged/orphaned documents by comparing printed output with electronic print data files, and capturing discrepancies in an SQL database. Once the discrepancies are identified, operations personnel can proactively address any issues to ensure that customer SLAs are met and *all* jobs are 100% complete before leaving the facility."

For customers whose investments include industry standard "intelligent" inserter systems, Océ PRISMA workflow software also provides re-print automation versus going upstream to document composition. Regardless of the print/mail integrity challenge, Océ's PRISMA suite of software products, in conjunction with recognized partner products, provides complete solutions that save time and reduces costs to maintain customer profitability.

Postal Optimization

U.S. postal rates continue to rise each year, and direct marketers are continually challenged to offset these costs. Yet many marketers fail to focus their cost-reduction efforts on postage, trying instead to reduce expenses involving printing, materials, and other campaign elements. By focusing more on reducing postage costs and optimizing campaigns, marketers can proactively manage



budgets for profitability while still maintaining the integrity of their direct mail programs. LaRoss explains, "In response to this challenge, businesses are exploring alternative methods such as cross-media communications to reduce mail volume as well as the number of mailings they send out. At the same time, however, traditional mail is not going away. For many, it is still the only secure and accepted method of communication, and a critical component in the marketing mix. Because of this, Océ and its partners are focused on postal optimization solutions."

Today's tools help users execute an effective, intelligent postal strategy, using both digital and traditional mail. As printed documents come off the production line, they can be processed and sorted for the best discounts and biggest savings.

Building New Revenue Streams and Customer Loyalty

Offering services such as TransPromo, variable data, and cross-media marketing can increase campaign effectiveness, build new revenue streams, and enhance customer loyalty. In an environment where marketers want to optimize the effectiveness of every customer touchpoint, TransPromo communications offer the opportunity to significantly heighten the value of bills, statements, and confirmation notices. TransPromo documents are directed at individuals that have opted-into a relationship with a company. These documents can build loyalty and trust, cross-sell, educate, reinforce the brand, and activate and retain clients.

LaRoss elaborates, "Océ PRISMA workflow software, with integrated partner products from GMC, Crawford Technologies, Sefas Innovations, and Insight Forums, can help service providers and marketers utilize white space on the face of the statement and transform it into valuable marketing real estate. This means new revenue opportunities and increased customer loyalty for service providers."

Océ PRISMA Software

WORKFLOW LEADERSHIP

With years of industry leadership and thousands of installations, Océ's PRISMA workflow software has earned its position as one of the industry's most consistent, open, and compatible platforms. Teamed with high-speed production systems as well as award-winning professional service and solution partners, Océ offers a full end-to-end solution to address today's critical business challenges.

Océ partners include:

- Bell + Howell
- Sefas Innovation
- Crawford Technologies
- GMC Software Technology
- Ironsides Technology

Workflow: Your Competitive Advantage (continued)



Streamlining Operations for Increased Productivity

Managing production environments with a variety of IT platforms, printer technologies, and software tools into a single, centralized workflow solution is critical for service providers. LaRoss explains, “Océ PRISMA workflow software’s open architecture enables seamless integration with diverse platforms, equipment, and software to meet your needs today while also addressing future requirements. Users can add the appropriate Océ PRISMA workflow software components to link to another application environment as needed.”

Tools like Océ PRISMAaccess™ software also help customers submit jobs to the print shop as easily as they can print to their local printers with a customizable job ticket. The all-digital workflow makes it easy for customers to stay up-to-date on the status of their orders. This means that printers can process jobs faster, take control of costs, expand print room access, and add new services as business grows.

Automating Business Processes with ADF

Achieving higher efficiency and effectiveness by simplifying and automating time-consuming processes is top-of-mind for many customers. Today, many organizations are establishing strategic visions to evolve their print/mail operations into robust value-added customer communication distribution services. With a focus on delivering information about consumer transactions across the distribution channels of choice, organizations are seeking mechanisms to accommodate dynamic digital manipulation capabilities, workflow automation, and transaction-level visibility throughout the entire production and distribution process.

According to LaRoss, “Océ’s PRISMA workflow software, in conjunction with Sefas’ Open Print Producer ADF solution, enables production operations to fully automate the on-boarding of newly composed or enhanced digital applications via workflow automation to trigger, track, and audit both the digital and physical processes. As a result of this workflow automation, organizations can track granularity at a transaction level from host to post.”

Digital Book Printing

Digital book printing continues to be a major focus for Océ, particularly as the digital era brings new opportunities for publishers and printers. A digital printing system can produce runs as short as a single copy, while still making economic sense. This is an innovation that will revolutionize the world of publishing. Digital book manufacturing enables true demand-driven production, with run lengths and production cycles geared exactly to the demand of the moment. Océ provides solutions for the just-in-time digital production of high quality books (from pre-press to finishing), including online administration. The entire workflow is fully automated for maximum profitability.

Océ PRISMAprepare™ software is designed to automate the book preparation process. It allows easy one-click book creation, with productivity-enhancing capabilities for Graphic Arts applications like training manuals, product guides, and technical materials. In addition to easily and flexibly creating spine captions, it can generate duplex-printed tabs with up to three lines of text. Using pre-defined criteria, the software automatically calculates adjustments for creeping and spine captions. These labor-saving features also work with custom sizes and multiple-up impositioning.

Océ PRISMA workflow software also automates book printing and reprints through a batch, barcode, and scanning process. LaRoss elaborates, “Customers can streamline the digital book production and reprint process from order entry through shipping and delivery. With automation in place, jobs start and finish with less waste and downtime, minimizing production costs while maximizing revenue.”

The Bottom Line

With years of industry leadership and thousands of installations, Océ’s PRISMA workflow software has earned its position as one of the industry’s most consistent, open, and compatible platforms. Teamed with high-speed production systems as well as award-winning professional service and solution partners, Océ offers a full end-to-end solution to address today’s critical business challenges. LaRoss concludes, “Océ is committed to helping customers within print shop, transactional, and graphic arts environments achieve a more streamlined and unified document production processes, gain maximum value from legacy applications, and add critical ADF capabilities to succeed in a highly competitive market. We work to transform technology into added value. No matter what the critical business process or new requirement entails, Océ has the complete solution to turn your challenge into a competitive advantage.”

 Visit OceProductionPrinting.com/CorporateEnterprise

Learn how you can build the right solution to turn business challenges into a competitive advantage:

- Call us at 1-877-623-4969 to receive a Complimentary Consultation!
- Download the InfoTrends White Paper: Workflow Automation Priorities and Efficiency Initiatives Revealed.



TransPromo: Optimizing Marketing



Today's organizations face increased budgetary constraints, staffing issues, and boardroom and investor demands for favorable quarterly returns. More than ever before, business is focused on cost containment and measurement. Success in this budget-constrained, ROI-dominated marketing world can be achieved by:

- Focusing on customer retention and loyalty,
- Increasing the focus on message relevancy and intimacy to enhance and develop a more personal relationship,
- Applying data analytics for greater cross-sell, up-sell, and retention results,
- Effectively managing every customer touchpoint, and
- Focusing on tangible measurement.

Leveraging the Touchpoint

As new high-speed inkjet technologies emerge in the marketplace, TransPromo communications will receive more and more attention. In its *2010 Household Diary Study*, the U.S. Postal Service reported that U.S. households received more than 34 billion bills, statements, confirmations, requests for donations, and bills/confirmations for charitable organizations – in other words, transaction documents. Whether an organization begins with a cost-savings approach, a revenue-generating approach, or a blend of the two, TransPromo communications offer the opportunity to significantly heighten the value of these important customer touchpoints.

Being Personal + Being Relevant = ROI

Capturing consumers' attention is becoming increasingly difficult. Typical direct marketing response rates average between 1% and 2%. Personalization and customization go a long way toward securing stronger response rates. Personalization works because it tells your clients that you know them and recognize their uniqueness. Because TransPromo is directed toward existing customers that you already know, the offer and the message can be personalized and relevant because of your strong history with the targeted recipient.

TransPromo for Customer Lifecycle Marketing, Loyalty, and Retention

Innovative marketing organizations are leveraging the customer data that they already have (e.g., transactional information, types of purchases, size, frequency, demographics, payment history) and intelligently using it to cross-sell the next logical product through true one-to-one marketing initiatives. They are utilizing the transactional/TransPromo document to perform effective lifecycle marketing where they blend personalized messages based on past purchases or responses to previous offers.

Sage Shield Mutual Insurance
Internal Name and Mailing Address: MARIA MARTINEZ, 3333 ESTU STREET, SAN JOSE, CA 95128
Agent: MARIA A CASAGRANDE, 89 SERRILLA AVENUE, BATAVIA, CA 95230
Policy Information: Policy No. 4242P0023-01, Effective Date: January 10, 2001, Policy Period: From: Jan 10, 2001, To: Jul 10, 2001
Preferred Customer Discount: As a preferred customer with 1 car insured with us, we would like to offer you a 5% discount on our Homeowner or Rental Insurance.
Rate Comparison for California Residents:

City	Rate
Albany	1,115
Oakland	1,085
San Diego	925
San Jose	1,115
San Francisco	1,115
San Jose	1,115
Sage Shield	1,065

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Transactions
September 18, 2012

Buy	Symbol	Market Value	YTD Return
Buy	01-01-2008	1,000.00	12.84
Buy	01-01-2008	1,000.00	12.84
Buy	01-01-2008	1,000.00	12.84
Buy	01-01-2008	1,000.00	12.84
Buy	01-01-2008	1,000.00	12.84
Buy	01-01-2008	1,000.00	12.84
Buy	01-01-2008	1,000.00	12.84
Buy	01-01-2008	1,000.00	12.84
Buy	01-01-2008	1,000.00	12.84
Buy	01-01-2008	1,000.00	12.84

Save up to 20% on hire cars with Hire & More
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To find out more, visit www.bank4life.org

Flexible, independent and constantly in funds
There are some things you just shouldn't put off. Especially when they are such good value, it wouldn't be smart to delay them any longer. With a personal loan from Bank4Life, you get the chance to enjoy financial independence from 5.99% APR. Alternately, why not book that holiday you've been planning for so long? Pay right away with your Bank4Life credit card and save 5% on the cost of the trip.
So many opportunities. Just take them!
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Multi-Channel Effectiveness

Multi-channel communications are a reality for traditional direct mail and TransPromo. To maximize their effectiveness, marketers realize that they must reach customers with a blend of print, Web, and e-mail – and in the future, incorporate mobile devices into this cross-media strategy. By tying all of these channels together in an integrated TransPromo campaign, marketers can collect more customer data for use in the next stage, track responses with personalized URLs and QR codes, and learn which media is most likely to get a response from each contact for more successful and cost-effective follow-ups.

TransPromo: Optimizing Marketing (continued)

Operational Cost to Revenue Source

The concept of TransPromo has been around for a long time. In its simplest form, TransPromo is an ad insert or coupon slipped into a regular monthly statement or invoice. Most of us get these every month – offers for perfume or cosmetics combined with credit card statements from retailers, offers for limited-edition coins packaged with bills for gasoline credit cards, offers for rental cars with American Express statements. The problem is that these inserts go to everyone, regardless of whether they have any interest in the product or service. With digital printing technology, marketers can now effectively utilize white space on the face of a statement.

The benefit for document owners is the ability to actually sell the white space on their documents. Business models vary – sometimes the white space is sold for cents per impression or cents per square inch of real estate. In other instances, the co-operative marketing partner is not paying specifically for the real estate on the statement, but based on the number of actual coupons redeemed. The ultimate benefit for corporations is that it changes the statement from an operational cost to a revenue source.

Best of All, It's Measurable!

Loyalty marketing has been around for decades. TransPromo is the ultimate in loyalty marketing because it offers the ability to address critical dimensions associated with customer retention, tailoring the messages that companies use to target offers to specific customers. Based on response rates and purchases, marketers can actually track increases in per-customer revenue. TransPromo also provides a tool for monitoring customer loyalty – one of the most important dynamics in a difficult economy.

Why TransPromo... Why Now? Optimize Marketing Spend!

In a tough economy, everything comes down to making and saving money. TransPromo notifications get opened and read by customers. When combined with relevant messaging, color, and good offers, TransPromo communications can help retain and grow business and optimize marketing dollars.

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For more information and to download the InfoTrends White Paper: *TransPromo... The Key to Touchpoint Optimization.*



SourceLink: Optimizing Marketing in Deregulated Industries

SourceLink, a provider of data-driven direct marketing services, uncovered a unique niche in offering firms born out of industry deregulation with incentive-based customer acquisition programs powered by variable data and high-speed inkjet printing.

Market deregulation continues to change the way some markets operate. Those that were once heavily controlled by government mandates and regulations are finding that they must actively compete for business in a deregulated environment.

The overall impact of market deregulation is that businesses within that market can be more competitive, as they are bound by fewer laws controlling how they price and supply their goods and services. Examples of recently deregulated industries are the energy, utility, and telecommunications markets. Market deregulation has made utility markets (e.g. electricity and telecommunications) more competitive as it has opened the door for new players to enter, forcing all companies in the market to actively compete to attract or retain customers.

Deregulation expands consumer choice in who they can buy electric, telecommunications, or energy from. This means that customers can shop around for more competitive rates or special incentives for particular services.

SourceLink, a large privately-held CRM/Direct Marketing Agency and one of the top three suppliers to the U.S. Government Printing Office, identified an opportunity to help new entrants in recently deregulated markets capture clients (individuals and businesses) with customized variable data incentive programs. SourceLink is putting direct mail to work for utility, telecomm, and energy companies by providing customized incentives programs with valuable rewards, including cash back, hotel, airline, retail, and even education rewards with contributions to 529 college savings plans.

Increased competition in deregulated markets has firms in these markets partnering with major airlines, hotels, and retailers to provide loyalty reward incentives to “switch” to their company. These programs require blending partner loyalty program databases with demographic and location information to create targeted offers to drive customer acquisition. According to Pat O’Brien, Senior Vice President and Chief Marketing Officer at SourceLink, “This is an application that is clearly enabled by a combination of our variable data management capabilities and high-speed inkjet technology.”

He continues, “The ability to handle a ‘white paper in and color out’ process has made it affordable to deliver rewards-based customer acquisition programs that would not have been cost-effective with traditional technology. We work with the deregulated firms to create matrices linked to demographic data and individual reward program affiliations.”

According to O’Brien, consumers are presented with custom incentives that offer rewards points in a selected partner if they sign up as a new customer. “Each offer is unique to the individual. In addition, each specific state requires different



compliance language. In one of our campaigns, there were 17 different variables and 175 potential different versions. Full color is critical. Program partners want their image properly represented.”

As new firms emerge as the result of deregulation, they want to grow their customer base by incenting consumers to “switch.” High-speed inkjet and SourceLink’s complex variable data skills, plus the ability to take a roll of plain paper in and deliver full-color out, is providing significant value to utility or telecommunications firms trying to incent consumers to change providers. O’Brien concludes, “The Océ JetStream inkjet technology combined with Océ PRISMAproduction® software to drive full-color variable data opens up many new doors for targeted, niche, personalized products. Océ PRISMAproduction software allows SourceLink to take advantage of the scheduling, load balancing, data conversion, and RIP, accounting, impositioning, pre-flighting and spooling to all their continuous print engines. The solution offers the ability to optimize marketing investments with affordable digital color and the associated improvement in response rates, time-to-market, and reduced call center traffic. For high-volume producers like SourceLink, it is also becoming an operational imperative for overall cost reduction.”

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For more information and to download the InfoTrends White Paper: *SourceLink Takes Action, Integrating Social Media and Direct Marketing.*



WOW! at Work

Bill LaRoss
Director of National Software Sales for Océ Production Printing

Turn Business Challenges into a Competitive Advantage



As print volumes grow and new applications emerge, print operations face mounting operational challenges. In some instances, organizations are dealing with multi-vendor and multi-location environments which can create system, device, and output incompatibilities. The result can be idle equipment, downtime, job delays, and inefficiencies that impact revenue flow, cost-efficiency, and profitability.

Océ PRISMA workflow software works in concert with Océ's leading digital print engines, award-winning professional services, and solution partners to help customers turn business challenges into a competitive advantage.

**What business challenge are you trying to turn into a competitive advantage?
Contact us for a complimentary consultation!**

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

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Océ knows production printing. With a company history of 130+ years, Océ has a reputation for high speed and rock-solid reliable solutions that produce outstanding quality prints. Customers recognize the application versatility, workflow expertise, and award-winning service that Océ consistently delivers across a broad range of end-to-end solutions – from cutsheet to continuous feed, monochrome to full-color, and toner to inkjet. These proven, scalable solutions are customized for your business, backed by unparalleled award-winning service, and built to last. Grow your business, improve profitability, and wow your clients with Océ production printing solutions.

Put **WOW!** to work for you today! Visit OceProductionPrinting.com



Questions?

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