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Transactional Printing

Welcome to Océ... Welcome to WOW!

Wow is leveraging cross-media marketing to drive response. Today's technologies support cross-media marketing tactics, but it's imperative that service providers learn how to combine data with digital color output to drive action.

August 2011

RT Associates: Differentiation with a Cross-Media Focus



Bob Radzis
Owner, RT Associates

Established in 1982 as a typesetting firm, RT Associates, Inc. has evolved into a marketing logistics provider in step with the ever-changing marketing needs of its customers. With RT Associates, the entire campaign management process is handled under one roof. The firm helps clients execute all aspects of their marketing campaigns, whether they are print, web, or mobile. RT serves as a strategic partner to its customers, opening unique channels of communication and elevating messaging to a new level of impact. Consistent messaging across multiple channels increases the likelihood of a positive response. RT's one-stop execution makes integrated marketing fast, easy, and effective.

RT was an early innovator with digital print. In 1995, RT Associates invested in its first Agfa Chromapress (serial number 13). While some early investors of digital color struggled with market development, RT Associates was profitable within 6 months of the installation. A year later, the company purchased a second unit.

Since then RT expanded its digital printing capabilities by moving to HP Indigo technology, and adding offset capabilities as well as some large format capabilities. Most recently, RT Associates invested in a Canon imagePRESS® series 7010. Bob Radzis, owner of RT Associates, explains, "We have a number of clients where we provide web-to-print services for their distribution networks. This means small order quantities over the web. The unique 'saddle press' inline booklet-making technology on the Canon imagePRESS 7010 series streamlines our operations."

Differentiation Through an Integrated Campaign Approach

As an early adopter of digital print, RT Associates is also a market leader in cross-media services. Radzis attributes his company's success to its Integrated Campaign Management service offering. He notes, "RT's Integrated Campaign Approach (ICA) uses our tools, technologies, and experiences to help companies develop marketing campaigns that will perform at their best in all critical areas. While the market has heard about a number of B2C cross-media campaigns, the majority of our customers are B2B. Our ICA approach is focused on helping clients understand how to build and cultivate their B2B clientele."

Discover the WOW! FACTOR

Visit www.OceWowFactor.com

Available for Download:

InfoTrends White Papers:

- Production Printing Summit
- Data-Driven Marketing... It Requires a Desire to Act!



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Questions?

Call Us:
1-877-OCE-4WOW

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us.oceinfo@oce.com



The ICA process starts with insightful customer analysis of data and enables the client to develop accurately targeted message strategies, choose the right channels of delivery, and implement successful trigger-based campaigns. The ResponseTrack online toolbox allows B2B marketers to collect valuable, real-time data about prospects to see who is responding and when.



Radzis states, “We quickly learned that in the B2B space, analyzing data to drive the initial campaign and then leveraging our findings to drive follow-on interactions is critical. We partner with a data analytics firm and bring that firm into the process. Data analytics has become a key differentiator for RT Associates. The objective is to help the B2B customer identify the most likely prospects, develop

a cross-channel strategy, and ensure that they are being reached via their preferred channel of communication. The end result for our clients is more customers and enhanced loyalty among existing customers.”

Cross-Media Success

According to Radzis, “I believe that our key to success is directly linked to our data-driven focus. We have learned how to leverage the customer’s information, continuously optimize it, and provide iterative improvement. This is the deployment of a test-and-learn, test-and-learn, test-and-learn philosophy. Today’s companies are wallowing in data, but to be successful, service providers need to learn how to combine data with digital color technology to drive action.”



Visit www.OceWowFactor.com to:
Download the InfoTrends White Paper:
Data-Driven Marketing... It Requires a Desire to Act!

Give Your Business a Shot of Wow!

Recent economic turmoil, combined with the rise and expansion of new media forms, has accelerated changes in the printing industry. Print service providers (PSPs) are transforming their business models to capitalize on evolving media dynamics. Succeeding in today’s market requires an understanding of new technologies, revised sales and marketing strategies, automated workflows, and new skill sets.

In a recent InfoTrends study, “Business Development and Professional Services that Work,” print service providers (PSPs) ranked “cross-media marketing” and “online storefronts” within their top five new applications. PSPs get it. That’s why they are beginning to use a marketing mix that features cross-media, mobile marketing and social media – in addition to print. Clearly, PSPs are becoming more sophisticated in their go-to-market approaches and paying closer attention to new marketing techniques.

That’s why Océ created the Océ Press Go! Business Development Program, designed to provide PSPs with a wide range of tools and training to help grow page volumes and capture profitable new opportunities.

Based on input from Océ customers, the Océ Press Go! Business Development Program offers practical advice, white papers, webinars, workshops, case studies, online forums, videos, and technical/operational guidance.

You will find a robust source of information all on one dedicated portal

- **Marketing Tools:** for promoting your business specialty
- **Case Studies & White Papers:** tailored to your application or industry
- **Webinars:** featuring monthly live insights from industry leaders
- **Production & Operations:** presenting trends, tips and technology for technical staff



Visit www.OceWowFactor.com to: Download the InfoTrends White Paper: *The Transition From Print Services Provider to a Cross-Media Marketing Services Provider Takes Hold.*

Already an Océ customer?
Visit www.MyPressGo.com.

InfoTrends' Assessment: Océ Demonstrates Leadership in High-Speed Inkjet

Océ has a long history of market leadership in high-speed continuous feed printing. The shift toward inkjet and color is disruptive and presents an opportunity for competitors to capture market share. In the three years since Océ announced its first inkjet color machine (the Océ JetStream®) at drupa, the company has expanded its product line to meet a broader range of applications and volumes. The success of the Océ JetStream helped Océ secure the top spot in the continuous feed color market in 2010. At the end of 2010, the firm launched its Océ ColorStream® 3500 product line, which is designed for sites currently running continuous feed monochrome to facilitate a simple path to full color.

In June 2011, Océ held a new Production Printing Summit at its Poing factory. During this event, the firm added two new machines to its Océ JetStream range, the 1400 and 3000. These new machines bring Océ's total number of continuous feed color inkjet products to nine. While such a broad range ensures that there is a device for almost any conceivable application, this can also make things confusing for those trying to identify the correct product for their needs.

To simplify the purchasing process, Océ has sub-divided its range into four categories: compact, twin, dual, and wide. In addition to providing greater clarity about its product range during the Production Printing Summit, Océ showcased various Océ JetStream and Océ ColorStream lines as part of 11 end-to-end production solutions that

were running recreations of customer applications in the transactional/direct mail and graphic arts spaces. While the company has historically been strong in the transactional and direct mail markets, the burgeoning graphic arts space is also crucial to success in the high-speed continuous feed market. To that end, partner manroland was also very visible at Océ's event, providing an executive presentation for analysts on day one. The two firms also provided more information on their alliance.

The scale of the Production Printing Summit and the raft of solutions and partnerships on display highlight Océ's strength in the sector. Clearly, the company has no intention of relinquishing its position as the market leader. Since its acquisition by Canon, Océ has retained its strong identity and is following its own strategy, but with the security of a committed and strong parent company.

For other vendors in the continuous feed market, the Production Printing Summit highlighted that Océ is a formidable competitor. This event also illuminated the steps that are necessary to show a comparable range of solutions and a breadth of application experience.

 Visit www.OceWowFactor.com to:
Download an InfoTrends Industry perspective
on Océ's latest technology developments and read the
White Paper titled: *Production Printing Summit*.

Questions?

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Océ JetStream



Océ ColorStream



What's the WOW! Factor?

WOW!

Follow a fast, seamless path to future growth with the Océ JetStream family!

Achieve high volume variable production color with up to 3,220 letter impressions per minute. Choose from eight flexible configurations to deliver up to 656 feet per minute and up to 30 inches wide.

WOW!

Deliver consistent, outstanding quality – from 5 million to 90 million impressions per month!

The entire Océ JetStream family offers industry standard 600 x 600 dpi resolution – at any speed. All Océ JetStream engines use Océ Digidot® printheads, the latest innovation in high-speed, inkjet technology. Fast inkjet print heads deliver maximum uptime and reliability.



WOW!

Discover a world of new applications with wide-ranging media and ink choices.

Print on a broad variety of substrates and in numerous weights and sizes – from newsprint to books, transpromo statements to targeted marketing campaigns. In fact, Océ JetStream is the only inkjet platform to offer both pigment or dye inks in one system, and it's the first to integrate MICR ink into a full process digital inkjet engine.

WOW!

Enjoy seamless integration with industry-standard workflows!

Océ JetStream printers are engineered for the rigorous demands and data rates of high-speed, full-color printing. Expand your digital print portfolio to include variable transactional or transpromo, direct mail, collateral, books, and more – with Océ PRISMA® for Transaction Suite.



Visit www.OceWowFactor.com to: Download the Océ JetStream Dual Series brochure and view the Data-Mail Case Study video.



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