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CANON GROUP



**Transactional Printing**

## Welcome to Océ... Welcome to WOW!

Wow is listening to and learning from our customers! Who else is better qualified to advise us on what the market likes, needs, and where it's heading? Through our customers' voices, we can ensure superior value and the right product mix.

### Océ Product Management: Capturing the "Voice of the Customer"



Brian Dollard  
Director of Product  
Marketing

Quality is defined as meeting customer needs and providing superior value. According to Brian Dollard, Director of Product Marketing at Océ, "Meeting customers' needs requires a clear understanding of those customers. The Océ product management team meets with customers to understand their specific requirements by target market segment."

As the leader of Océ's product marketing team, Dollard heads a group of 11 product managers that focus on the production printing space. Each individual has responsibility for a specific product line and focuses on all activities associated with the success of the product in the field. This includes product specifications, application requirements, competitive differentiation, pricing, service, technical support, and the overall go-to-market plan.

Dollard stated, "There is no monolithic customer voice. Customer voices are diverse, depending on industry segment, size of organization, and even the specific personality of the customer organization. Our product managers are directly involved with customers to discuss their specific needs, environment, and the actual use of our production solutions. These product managers communicate directly with the development organizations at Canon and Océ, as well as our third-party partners, to ensure that the delivered products meet the needs of customers and deliver the superior value that Océ customers have come to expect."

Beyond the ongoing product management discussions, Dollard explained, "We also leverage additional points of contact with customers to ensure that we are delivering optimal solutions." Océ has two customer advisory councils: one focused on the transactional and direct mail markets, and another on the graphic arts industry segment. According to Dollard, "These councils meet three times a year and include 12-14 companies. Not all participants are existing customers. We share our strategy and direction, and they provide feedback on what they like, need, and where they see the market heading."

September 2011

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They also provide suggestions and recommendations. Océ takes a list of action items and responds to the customer during the next session. Our response is not always exactly what the customer wants in the desired time frame, but it is critical for customers to understand what to expect from us. That open dialogue is crucial to a quality relationship.”

Dollard added, “Our commitment to quality is also demonstrated in the tools and monitoring capabilities that we build into our technology. We want to be proactive and fix problems before they occur. We continuously gather data about each device in the field, ranging from meter reads to toner coverage to how long drums last. Our objective is to analyze system performance so that the customer doesn’t experience outages, and we are proactive versus reactive.”

In closing, Dollard’s offered his perception about quality. “Quality extends way beyond the printed page and even beyond customer service... although we do feel that ours is the best in the industry. The role that our product managers and development organizations play in listening to the voice of the customer means that the products are conceived and designed with customer input. This is the best way to deliver quality solutions.”



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## Meeting the Demands of a Changing World

As industry and customer requirements change, printers are seeking a digital, full-color printing system that delivers the right combination of flexibility, productivity, and quality. The Océ JetStream® Family of high-speed inkjet color printers is designed to meet these customer needs with a lower cost of ownership.

### Flexibility

The Océ JetStream Family features five field upgradable models that can grow with your business. Full-color output speeds range from 714 to 2,865 letter-size images per minute. All systems in the Océ JetStream Family are field upgradable to the next level of speed and volume, providing a genuine growth path and investment protection.

While much of the print volume for direct mailers, transaction documents, books, and published materials is still in monochrome, there is a strong trend toward color. With the Océ JetStream 1000 and 1400 models, users that don’t have adequate full-color volume can start with a monochrome configuration and upgrade to full-color later. The Océ JetStream 1000 and 1400 enable users to incorporate additional print head arrays as their requirements evolve. Users can start with a monochrome configuration for production for books and upgrade to a 4/4 configuration for full-color printing.

## When Quality Counts

The Océ JetStream is powered by Océ DigiDot® technology. This piezoelectric inkjet technology is built on the industry’s fastest drop-on-demand inkjet print heads. It jet-drops the ink only when it is needed. Océ DigiDot technology has the ability to vary dot sizes, which enables users to create images with different density ranges to optimize quality levels for individual jobs and media types. This provides for multi-level printing of photographs and halftones that require richer grayscales, contour-free gradients, and better reproduction of fine details. The smaller dot size results in a lower drying temperature that consumes less energy and reduces paper distortion to deliver higher quality output. The result is truly exceptional quality in record time, every time.

### Meeting Customer Needs

The Océ JetStream Family provides high-performance continuous feed printing with productivity and flexibility for TransPromo and direct mail applications as well as the highly reliable production of books and manuals. In an environment where production print requirements are changing every day, the The Océ JetStream Family enables customers that are currently handling black & white print volumes to simply and smoothly transition to full-color printing without compromising quality.



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See the Océ JetStream in action –  
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## HMSA: A Healthy Approach to Customer Communications

Hawaii Medical Service Association (HMSA), an independent licensee of the Blue Cross and Blue Shield Association, is a reliable name in Hawaiian health care. Established in 1938, it is the largest and most experienced provider of health care coverage in the state. Over half of Hawaii's population has chosen HMSA for their coverage.

HMSA's mission is to provide quality, affordable health plans, employee benefit services, and work site wellness programs. HMSA also offers a variety of programs, services, and support to help improve the health and well-being of its members and community.

In the complex and dynamic world of health care, nothing is more important than high-quality, effective communications about subscriber benefits. Assumpta Rapoza, Director of Enterprise Risk Management for HMSA, clearly understands the importance of ensuring clear communications about benefits for subscribers. Rapoza stated, "Quality communications are essential for customer satisfaction as well as the retention of a loyal customer base."

### Clear Messaging to Drive Loyalty

With health care on everyone's agenda, HSMA wanted to effectively communicate the true value of the individual's health insurance policy. The company decided to create an annual cost savings report that raised the subscriber's awareness of the actual costs for medical procedures and medications, the amount covered by HSMA, and the resulting financial benefit.

According to Rapoza, "If the subscriber went to the pharmacy to pick up a prescription, he or she typically didn't know the actual costs and the HMSA benefit. We wanted an agile solution where we could customize communications based on the specific member profile. We were seeking tools that would enable us to create personalized messaging for each subscriber in the form of an annual summary report."

Rapoza continued, "We needed to push out the messaging. We knew that we wanted to mail out customized statements. While electronic delivery is a more cost-efficient way to deliver information, we are cognizant that a high percentage of our membership still prefers paper."

### The Solution

HMSA leveraged Océ's Technology & Software Support (TSS) Solution Development Manager and Systems Consultant resources, its existing investment in Océ digital print technology, upgrades to its Océ PRISMAproduction® workflow software, as well as the GMC PrintNet Variable

Data Composition software to design a solution for its annual benefits summary statement. This combination enabled HMSA to design, compose, produce, present, manage, and automate printed documents with individualized targeted messaging that was HIPPA-compliant. The system design also needed to accommodate production in print and electronic formats, created by PrintNet. Rapoza noted, "The end-result was a customer-friendly communication that clearly articulated the value that HMSA was delivering to its membership."



### Applying Technology to Insource Membership Materials

With a focus on economic, efficient, and high-quality communications, HMSA decided to explore the production of membership materials in-house using this same variable data software infrastructure. The organization added a Canon imagePRESS® C7010VP from Océ for full-color membership cards.

Rapoza stated, "This has had a very positive financial impact. In less than a year, we recovered the cost of our investments in software and equipment. Moving this variable data application in-house will provide significant savings over the next few years. Océ has been a great partner in both the creation of an annual savings summary and moving the membership cards in-house."

### When Quality Communications Count

Rapoza concluded, "Keeping subscribers well-informed is critical to our success. Whether it is membership enrollment materials or annual benefit summaries, quality communications are essential. Océ has been a good partner in helping us develop the right solutions for effective communication with our members."

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## Quality... It's Critical to the Selection of a Cross-Media Services Provider

The cross-media market is dynamic, growth-oriented, and a major contributor to the future of the printing industry. InfoTrends recently completed a study entitled *The Evolution of the Cross-Media and Marketing Services Provider*. This study surveyed more than 280 print service providers (PSPs) to understand the current state of cross-media and the evolution taking place in the graphic communications market. The first key message is that service providers as a community understand the critical importance of getting into cross-media services. Of the 285 total respondents, over 58% are currently offering some level of cross-media services (see figure 1).

The second key message is that companies taking a leadership posture in cross-media are growing revenue from both cross-media as well as expanding digital print. Respondents offering cross-media services indicated that offering cross-media marketing services increased their digital printing volume by an average of 13.7% (see figure 2).

## Participating in the More Lucrative Cross-Media Revenue Stream

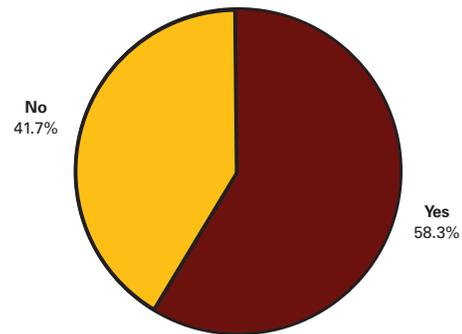
The marketing executive is the key decision-maker in cross-media services. These marketers are facing a number of challenges in the transition to cross-channel marketing, from strategy to design and deployment to tracking and measurement. The sheer scope of the cross-channel marketing model, and the new innovations that continue to appear, make it difficult for marketers to keep up.

Marketers are reaching out to their traditional print service provider and agency partners for assistance. To date, they are primarily doing this selectively for specific functions. No single partner fits the bill for a wide range of services.

During an October 2010 study entitled *Capturing the Cross-Media Direct Marketing Opportunity*, InfoTrends surveyed more than 500 marketers. These respondents reported working with a number of different external service providers to execute cross-media marketing campaigns. Almost 42% of respondents work directly with a commercial printer. Over a third of respondents reported working with an advertising agency, a direct mailer, or a graphic design firm. Since marketers work with commercial printers and agencies the most, it would make sense that these service providers are well-positioned to offer new cross-media services to their existing clientele (see figure 3).

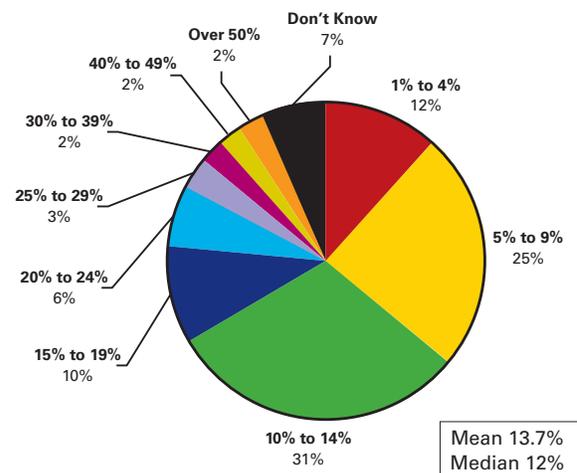
The key question is this: what selection criteria are essential to the marketer? How does that service provider move to the top of the list so they can participate in the more lucrative marketing value chain and the incremental digital

**Figure 1: Do you offer cross-media marketing services?**



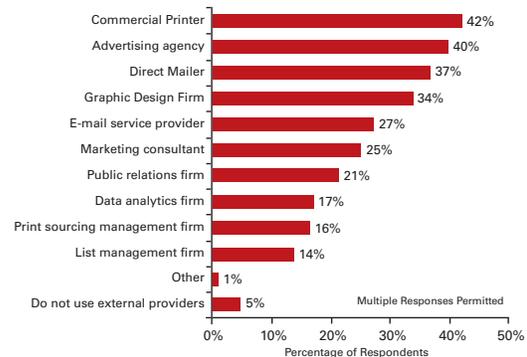
N = 285 Print Service Provider Responders

**Figure 2: How much did your digital print volume increase as a result of offering cross-media marketing services?**



N = 119 Print Service Providers who have seen an increase in digital print volume

**Figure 3: Which of the following external service providers does your company use to execute multi-channel marketing campaigns?**



N = 518 Marketing Respondents

print revenue associated with cross-media services? Price was the top criteria when selecting an outside partner (65%), followed by very closely by quality (59%) and customer service (53%). Creative/design capability (40%), past relationship (39%), and customer data security (33%) were also frequently selected.

While price is always a critical component in the decision-making process, the high importance of quality combined with customer service and past relationship indicate that quality is probably the most critical component when you consider the broader definition of quality (see figure 4).

From a general business perspective, quality is defined as fundamentally relational: "Quality is the ongoing process of building and sustaining relationships by assessing, anticipating, and fulfilling stated and implied needs."

To the marketing executive, cross-media quality first and foremost means a trusted relationship with a supplier that

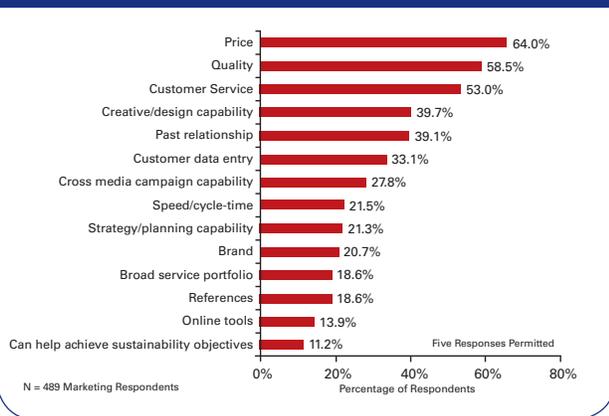
will deliver a quality product. The traditional printer was deemed a manufacturer. In a manufacturing environment, quality is defined as a measure of excellence or a state of being free from defects, deficiencies, and significant variations, brought about by the strict and consistent adherence to measurable and verifiable standards to achieve uniformity of output that satisfies specific customer or user requirements. The print service provider making the transformation into a cross-media player must have proven ability to deliver world-class printing (digital and traditional) when and where it is required. That includes demonstrating proficiency in high-quality printed materials, mailing, fulfillment, and distribution. These are the table stakes in being considered as a partner and building and sustaining a relationship.

At the same time, however, cross-media providers aren't just manufacturers. These cross-media providers must transform into service partners, and that requires understanding what is required to meet the broader needs of the marketer. In the cross-media world, the marketer is faced with multiple challenges. He or she will select a partner that can help address cross-media complexities. Successful providers must assess, anticipate, and fulfill stated and implied needs.

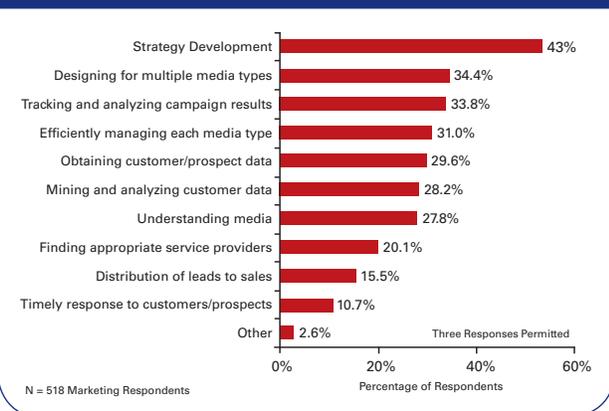
In some instances, cross-media providers will actually need to educate marketers on what needs to be done and how to perform the critical cross-media tasks.

Survey participants were asked to list their top three challenges associated with executing marketing campaigns across multiple media types. The respondents listed a broad array of challenges, and many were equally weighted in terms of importance. This demonstrates that marketers are still struggling with the logistics of cross-media campaigns, and it indicates an opportunity for partnerships. Although respondents weighted all of the listed challenges fairly evenly, strategy development was the most commonly selected (43%) (see figure 5).

**Figure 4:** What are your company's top five criteria when selecting an external service provider for marketing campaigns?



**Figure 5:** What are your company's top three challenges associated with executing marketing campaigns across multiple media types?



### The Changing Quality Dynamic

Quality will always link to meeting and exceeding customer expectations. When transitioning into the cross-media world, service providers must be zero-defect producers of print as well as strategic partners. Everyone wants to participate in the more lucrative cross-media value chain, but the waters are largely uncharted. It is now more crucial than ever for companies to listen closely to their customers, understand business problems and expectations, and deliver the quality products as well as the services essential for growth.

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