



Canon  
CANON GROUP

DIGITAL  
PRINTING  
INSIDER

CHANGE COMES QUICKLY  
IN DIGITAL PRINTING.

Océ  
knows.

CORPORATE ENTERPRISE  
OCTOBER 2012

## OCÉ KNOWS. OCÉ CARES. OCÉ DELIVERS.

Don't miss Océ in Canon booth #400 at Graph Expo! New Applications and Profits for Commercial Printers, Supply Chain Optimization, Océ's Inkjet Strategy, The Changing Face of Publishing – these are just a few of the live educational sessions hosted by WhatTheyThink at Canon booth #400 at Graph Expo. **Don't miss them! Add these to your Graph Expo agenda today!**

### GRAPH EXPO 2012: OCTOBER 7–10

### DON'T MISS OCÉ IN CANON BOOTH #400 AT GRAPH EXPO!

See real life applications in production – including Book Printing, Commercial Print, Transactional, and Direct Mail. Learn how you can integrate your production workflow into a single, centralized workflow utilizing Océ PRISMA® scalable, modular open-architecture and streamline your operation from job creation to archival – and everything in between. Then find out how Océ's Press Go! business development program can help you grow your business. Also, be sure not to miss the live series of educational sessions hosted by WhatTheyThink, featuring Océ and Canon customers and key industry experts! Want to schedule a meeting with an Océ representative? Call us! 1-877-623-4969.

Get IN THE KNOW, Visit:

[OceProductionPrinting.com/CE](http://OceProductionPrinting.com/CE)

#### FREE Downloads!

- Webinar: *The Times They are A-changin': Critical Trends in the Printing Industry*
- Webinar: *Putting Statements to Work*



#### View the Press Demos!

- Océ JetStream® Dual Series
- Océ ColorStream® 3500

#### View Webinars On-Demand:

- Workflow: Business Challenge or Competitive Advantage?
- Building New Revenue Streams
- Building a Loyal Customer Base

#### Questions?

Call Us:  
1-877-623-4969

Email Us:  
[us.oceinfo@oce.com](mailto:us.oceinfo@oce.com)



**Be sure to see these WhatTheyThink/Canon Live Theater Sessions (in Canon booth #400):**

**Monday, October 8**

**10:30 A.M. CT – Flatbed UV Printing:  
New Applications and Profits for Commercial Printers**  
*Featuring Océ Display Graphics Group; moderated by  
Cary Sherburne*

**2:00 P.M. CT – Supply Chain Optimization**  
*Featuring Chris Petro with GlobalSoft Digital Solutions  
& Steve Dylo with Segerdahl; moderated by Cary Sherburne*

Description: According to a recent Chief Marketing Officer Council study on the marketing supply chain, 30% of marketers spend 20–30% of their budget on marketing materials – printed collaterals topped the list of those materials produced. The level at which this portion of marketing operations is managed and controlled can materially impact go-to-market effectiveness, as well as the optimal use of marketing dollars in creating business value and a competitive advantage.

**4:00 P.M. CT – Océ's Inkjet Strategy**  
*Featuring Francis McMahon with Océ North America,  
a Canon Group Company*

Description: As an industry leader in robust inkjet platforms, Océ's VP of Marketing, Francis A. McMahon, gives insight into Océ's inkjet strategy moving into 2013 and beyond.

**Tuesday, October 9**

**2:00 P.M. CT – Changing Face of Publishing**  
*Featuring Jeremy Hess with Gasch Printing, Edward Innes  
with Daydream Alchemy Press, & Matthew Jankiewicz (Author);  
moderated by Cary Sherburne*

Description: Changes in reading behavior and disruptive technologies are causing the book market to become more volatile and unpredictable. Book publishers are looking for ways to streamline their value chain, and book manufacturers must adapt to these evolving demands.

**3:00 P.M. CT – What to Look for in a Business Partner**  
*Featuring Jack Glacken with Today's Graphics Inc. & Larry  
Vaughn with Seebridge Media Inc.; moderated by Rich Romano*

Description: Printing companies need a business partner that understands their unique needs and can architect an end-to-end solution. The value must extend beyond the products and services and include professional support and consultancy that enables faster on-ramping of jobs and expansion into new opportunities and markets.

**THE TIMES THEY ARE A-CHANGIN': CRITICAL TRENDS IN THE PRINTING INDUSTRY**

**Wednesday, October 17 from 2:00 to 3:00 P.M. Eastern Time**

The emergence of digital and Internet technologies as well as social and mobile media in recent years has brought about new printing trends that will forever change the printing industry. These printing industry trends have changed the way companies do business from the design to the printing phase of operations. Technology has paved the way for new value added services from variable data to data analytics. In this post Graph Expo webinar a panel of industry experts will explore key Graph Expo announcements as well as recent developments across a number of fronts including:

- Digital workflow
- Digital print technology from electrophotographic to inkjet
- Changing customer media demands
- Technology integration
- Emerging applications in the offset to digital transformation



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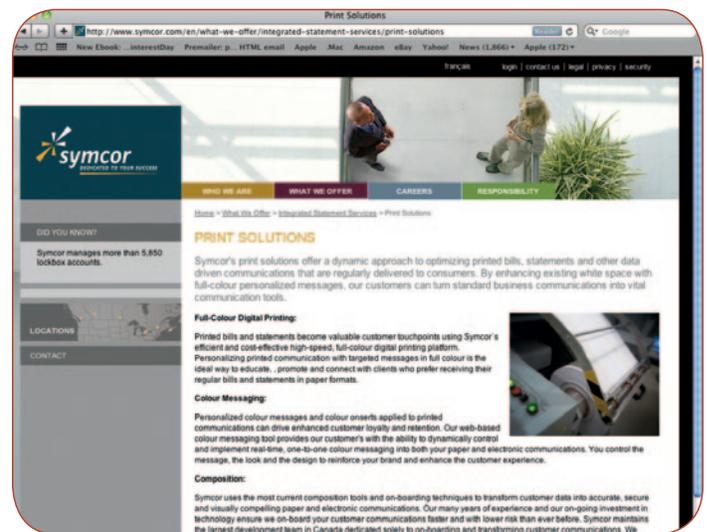
Learn more and listen to the webinar:  
*The Times They are A-changin': Critical Trends  
in the Printing Industry.*



## SYMCOR: BEING STRATEGIC IN RE-TOOLING WORKFLOW

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 end-to-end distribution process. Océ 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.

Meegan Hinds, Senior Vice President and General Manager of Integrated Statement Services, joined Symcor in 2008. During this time, the transaction processing market was beginning to undergo significant changes. Digital color for statement production and the concept of TransPromo were taking hold. Symcor's clients wanted to respond to the demand for electronic presentation, enabling end-users to access documents where and when it was convenient for them, in a secure and cost-effective environment. According to Hinds, "Our goal was to deliver dynamic approaches to optimizing printed bills, statements, and other data-driven communications that are regularly delivered to consumers. By enhancing existing white space with full-color personalized messages, our customers could turn standard business communications into vital communication tools. We also wanted to become the most cost-effective provider in the market, and that meant investing in the tools and technologies to automate operations."



Symcor made an initial investment in high-speed inkjet technology and consolidated print operations to optimize its utilization. The company then embarked on building a technology platform for automation, ensuring that it had best-in-class workflow automation tools in place. The company issued an RFP to major vendors in an effort to understand options and alternatives. At the time, Symcor had significant investments in Océ PRISMA print server technology, Bell + Howell's work order management tool, and two major intelligent insertion platforms. It wanted to select the best long-range alternative for implementation. After exploring its options, Symcor decided to protect its existing investments in Océ PRISMA workflow software and the Bell +Howell work order management tool as well as to further standardize and optimize the 30,000 print jobs Symcor processes each month. The missing component was "post composition." Symcor opted to integrate Sefas technology into the mix. Sefas' software offers seamless integration to the existing environment as well as the ability to secure and transfer data, transform print files, insert control information and index each transaction, and employ intelligent devices and cameras to securely process transactions. It also provides automation and workflow systems to trigger, track, and audit statement processing.

Sefas' technology was critical in the post-composition phase and the re-engineering of existing documents to fix or enhance them for optimized content or processing. Hinds explains, "The triumvirate of tools – Océ PRISMA workflow software, Sefas, and Bell + Howell Performance IQ solution set – gave us a lower cost of implementation and the fastest time to market for automating our production facility."



Visit [OceProductionPrinting.com/CE](http://OceProductionPrinting.com/CE)

Listen to the webinar, *Putting Statements to Work*.



# VISIT THE CORPORATE ENTERPRISE DIGITAL PRINTING RESOURCE CENTER!

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Visit the Océ Digital Printing Resource Center TODAY!  
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## OCÉ KNOWS. OCÉ CARES. OCÉ DELIVERS.

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. [Visit www.OceProductionPrinting.com](http://www.OceProductionPrinting.com).



### Questions?

Call Us: 1-877-623-4969 or Email Us: [us.oceinfo@oce.com](mailto:us.oceinfo@oce.com)

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