Welcome to Océ... Welcome to WOW!

Wow is transforming marketing from an expense into an investment. With an expanding range of digital production presses capable of supporting a diverse set of substrates, finishing systems, and workflow solutions, Océ delivers the tools necessary to maximize marketing ROI.

Measuring Marketing ROI:
A Perspective from the Financial Executive

Dale Drufke, Vice President of Finance, Océ

Financial executives have their own unique functional expertise that can add new perspectives on marketing. They look at the world in a different way and see different things. Dale Drufke, Océ’s Vice President of Finance, wants to be engaged in the marketing process to build a collaborative relationship that will benefit both parties. He explains, “I want to work with marketing to identify the right metrics to measure success. If you can’t identify metrics and measure effectiveness, then marketing is an expense and not an investment.”

Drufke has been in the graphics communications industry for more than 30 years. He started out at Bruning, a Division of AM International Multi-Graphics that was ultimately acquired by Océ. In his current role, Drufke supports the business operation of the division by operating financial activities such as budgeting, expense control, reporting, and analysis. Drufke’s primary role, however, is analytically supporting the sales and marketing processes to make better business decisions.

Measuring Success

According to Drufke, “Answering the question on the value of a marketing program is a key challenge for marketers everywhere. What is the value of marketing, and what if we just stop doing it?” Drufke and Francis McMahon (Océ’s Vice President of Marketing) have teamed up to examine facts and data to understand what and how much to budget to deliver the right Return on Marketing Investment (ROMI).

When asked about the metrics, Drufke said, “We define goals for our marketing spend and then track the expenditures in terms of overall return. Different programs have different objectives. Océ has a lead generation program that tracks response rates and conversion rates to assess effectiveness.”
Collaboration is Key
Drufke had some key recommendations for marketers when it comes to working with financial executives:

- Engage finance. They can help marketers build out barometers for success.
- Work with finance on measuring and monitoring programs. With the right metrics, they can take the guesswork out of program effectiveness and help marketing replicate success.
- Involve finance and their team in the marketing process. They want to collaborate and drive revenue-generating activities that truly work!

Visit www.OceWowFactor.com to:

In-Plants and Data Centers Converge...
Océ VarioPrint 6000 Ultra MICR Delivers ROI for Enterprises

Over the years, there has been much discussion about the consolidation of in-plant print shops and data centers and the utilization of a single digital device for transaction printing and print-on-demand (POD) applications. This trend is starting to take hold. In June 2011, InfoTrends released a study entitled Production Printing in North America: An Evolution in Progress, which surveyed more than 220 in-plant print shops. According to the results of this study, 12% of respondents had already consolidated their in-plant and data center environments. Another 16% expected to integrate these environments within the next 12 months, while 21% expected to consolidate within two years.

Developed with an understanding of these changing dynamics, the Océ VarioPrint® 6000 Ultra MICR system is designed for hybrid environments. It handles the diverse challenges of MICR, book, transactional, and reprographic jobs with a single solution. Unlike dedicated MICR devices that sit idle when not printing checks, the versatile Océ VarioPrint 6000 MICR Line can stay busy around the clock. Users can print applications like payroll, balance transfer, and refund and convenience checks at night and then use the same engine to print books, booklets, manuals, invoices, statements, direct mail, policies, and other standard duplex jobs by day.

“There’s a significant advantage in not having to purchase, run, and maintain separate devices for check printing and regular applications. With a hybrid solution like the Océ VarioPrint 6000 MICR system, users can take on more work, offer more services, and maximize their printing resources,” stated Alex Gergely, Product Marketing Manager at Océ.

Protecting the Customer’s Investment and Delivering ROI
Gergely continued, “The Océ VarioPrint 6000 MICR systems use paper, toner, and energy economically. They provide a low level of energy consumption and occupy a smaller footprint than configurations combining multiple systems to print both traditional and MICR output. To protect the customers’ investment, scalability is built into the Océ VarioPrint 6000 MICR model. Systems are scalable in speed, processing power, and additional capabilities, providing a growth path to higher performance without purchasing another system or training operators on different equipment. The various MICR models have speeds of 160 to 234 letter prints per minute and a monthly duty cycle of up to 7.5 million prints per month.”

ROI in a World of Convergence
In a world where environments are converging, the Océ VarioPrint 6000 MICR model switches easily between on-demand publishing and MICR or transaction printing. That is a big plus for businesses. It means that printers and in-plants can be a one stop resource for a wide variety of jobs (for example, checks, bills, statements, TransPromo documents, tabs, books, booklets, brochures, direct mail) without having to purchase, run, and maintain multiple systems to print different job types. Gergely concluded, “The Océ VarioPrint 6000 MICR delivers the versatility essential in a world where print production environments are consolidating. It means improved volumes through a single device and lower costs. That is ROI.”

Visit www.OceWowFactor.com to:
Download the Océ VarioPrint 6000 MICR product brochure.
High-Speed Inkjet with MICR – Delivering ROI at DST Output

DST Output is a leading international billing services, critical order processing, and mail delivery provider. It supports clients with labor-intensive document outsourcing whether it is mail services, print fulfillment, mail handling, or distribution of business critical documents in print or electronic form. One of those mission-critical applications is producing checks. David Smith is Operations Director at the DST Output Facility in El Dorado Hills, California. He explains, “Check printing has historically been slow and expensive, and this remains the case for many companies today. Checks required special stocks and MICR printing – often on dedicated machines or slower mixed-use machines. When checks are only part of the mailing, this often meant a separate matching step that further slowed down the process. Ideally, checks would be printed in-line with the rest of a job on the same paper and at high speed. This has been a challenge in the past due to the resolution and droplet control on inkjet devices as well as the lack of MICR capabilities.”

Based on the capabilities of the Océ JetStream® 2200, DST Output became an early adopter of MICR printing. Smith elaborated, “The Océ JetStream provided full CMYK production integrated with MICR on a single platform. This offers the ability for full-color TransPromo applications requiring MICR, check production, as well as color transaction documents. For check producers like us, the integrated MICR capability eliminates base stock production costs. For check writing applications such as EOBs, payroll, payables, and disbursements, Océ JetStream 2200 MICR printing eliminates preprinted forms and their associated security concerns.”

Other breakthroughs in the production of digital checks from a blank roll include:
- Integration of selective perfing equipment
- Ability to use a 20# bond or 50# offset sheet

Smith also highlighted the quality. “In testing the MICR signal strength at DST Output, the readability level has far exceeded CPSA specifications and is consistently better than what we experienced using EP printers,” he noted. “We have produced over 10 million checks without a reported issue in terms of readability from our client’s service provider. We are now printing checks at 800 pages per minute versus 150 pages per minute and our costs on white paper at that speed are quite a bit lower than what they were on preprint. Getting more mail produced in one day has the added benefit of increasing postal density and reducing postal costs for our clients.”

In an environment where every dollar counts, the investment in high-speed inkjet with MICR pays off from both a quality and productivity perspective. High-speed inkjet in production environments can create a bottom line ROI for businesses and their customers. Benefits include:
- A reduction in postal costs by consolidating jobs into a single run, thereby increasing the number of mail pieces that qualify for the maximum postal discounts
- A reduction in the storage and management of multiple paper stocks and selective inserts
- The elimination of separate direct mail pieces to existing customers (replacement with full page, dynamic in-statement promotions)

Visit www.OceWowFactor.com to:
Download the Océ JetStream Dual Series product brochure.

Real-Time Accountability... With Help from the Document Services Provider

A New Accountability

Back when the economy tanked, an old word crept back into our lexicon: accountability. Marketers already had plenty of metrics in place, particularly at larger organizations that were well-schooled in tracking sales leads, market share, and CPM. Nevertheless, these pockets of performance measurements didn't provide the big picture that senior managers are now seeking. What was lacking was a way to measure effectiveness of a campaign real-time and communicate the overall impact of the marketing organization.

So as bottom lines were scrutinized and budgets were slashed, marketing became an easy target because it was the least accountable. Today, there's a new accountability in marketing that wasn't there in the past. Companies are beginning to realize that it's important their marketing strategies be aligned with their business strategies. Businesses must develop a real-time understanding of how well any marketing initiative is working.

In a multi-client research study entitled The Cross-Media Direct Marketing Opportunity, InfoTrends surveyed more than 500 marketing executives. According to our research, over 50% of marketing executives do not measure marketing campaign performance while executing a campaign. This means that the marketing campaign is completed and the budget is spent, even if it proves ineffective.

A New World for Real-Time Metrics

In today's market, the tools are available to measure, manage, and monitor campaigns in real time. Technology from a number of sources, ranging from Pageflex to MindFireInc.,
enables marketers to see how people are interacting with campaigns in real-time and allows them to make immediate changes. The service provider can equip marketing professionals with a visual presentation of campaign results with real-time granular detail. The presence of immediate analytics and reports puts service providers and marketing executives in full control. With real-time data, the appropriate adjustments can be made to creative elements, offers, or calls-to-action. The marketing executive can then use the data insight to formulate follow-up campaigns. This leads to higher consumer engagement, more successful campaigns, and improvement in overall ROI.

Service Providers Are Stepping Up to the Plate

Document service providers must position themselves as business partners that can help the marketing department deal with the real-time accountability challenge. Today’s service providers are stepping up to the plate to ensure effective real-time campaign execution. In July 2011, InfoTrends completed a study entitled The Evolution of the Cross-Media Marketing Service Provider. Of the 285 print service providers responding to the survey, 58% were providing cross-media services. Those offering cross-media marketing services were asked about their ability to track campaign responses. Overall, 71% were currently tracking personalized URLs, 66% were providing campaign tracking and management and 55% had the ability to set up real-time campaign dashboards. Among those not currently offering these capabilities, more than 20% planned to start offering them in the next 12 months.

Service providers of all types are beginning to take advantage of technological advancements so they can provide marketers with instant gratification on campaign effectiveness. The real-time marketing industry continues to evolve in response to a recent wave of new software technologies and the increasing accessibility of technology, data, analytics, and advanced marketing techniques. The rapid evolution of technology is paving the way for innovative print service providers and data service bureaus to help marketers understand campaign effectiveness and make the appropriate adjustments. Today’s service providers can help marketing executives meet the need for accountability… in real-time!

Visit www.OceWowFactor.com to:
Download the InfoTrends White Paper Cross-Media Takes Hold: Learning From the Leaders.