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**DIGITAL
PRINTING
INSIDER**

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knows.**

CORPORATE ENTERPRISE
NOVEMBER 2012

**SOMETIMES THE GREATEST
RISK IS THINKING TOO SMALL**

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Recent predictions of massive consumer shifts away from printed bills and statements in favor of electronic bill presentment have yet to materialize. Close to 90% of North American consumers still prefer to have their corporate enterprise documents printed and mailed to them. While electronic bill presentment and payment options have emerged, printed communications are clearly able to cut through the clutter better than any other channel. Printed communications remain ideal for educating and connecting with clients. The power of print is increasing – market leaders are leveraging digital color printing technologies to create personalized, engaging communications for their customers. Learn what they are doing in this informative newsletter!

CONVERGENCE: THE CANON imagePRESS FOR ALL MARKETS



Paul England, Océ Manager,
Color Cutsheet Products

With the introduction of new high-speed continuous feed digital color printers, the corporate enterprise print market is expected to undergo a shift toward full-color production over the next 5–10 years. According to InfoTrends' *2011–2016 Production Print Application Forecast*, overall digital print volumes are expected to increase at a compound annual growth rate (CAGR) of 2.9% between 2011 and 2016. Some applications are expected to surpass that average growth rate quite noticeably. Although books-on-demand will likely see the largest gain in terms of pages, other applications (for example, direct mail, TransPromo, brochures) are also expected to record very high gains, largely driven by increased demand for color (see figure 1).

Paul England, Océ Manager, Color Cutsheet Products, stated, "Over the past several years, the industry has witnessed a significant growth in the share of color in established digital printing markets like corporate enterprise. Nevertheless, there is clearly a demand for cutsheet solutions as well, used as proofing systems or back-up for continuous feed systems for very short runs. Our high-speed continuous feed user base told our development team that there was a clear market requirement for a cutsheet system in their production environments. They needed a cost-effective solution to validate production runs, produce high-quality financial reports for high-profile customers, and support special/mixed media applications and reprints. In essence, sometimes these customers wanted a speedboat and not a battleship."

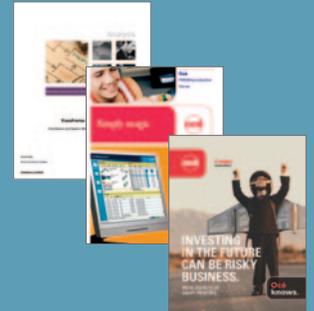
The result was the newest release of the Océ PRISMAsync™ color controller with native IPDS support for the Canon imagePRESS® C7010VPS. England explains, "This solution enables users to benefit from secure and productive cutsheet print solutions. This helps corporate enterprise print and direct mail houses to shorten preparation times and take on high margin short-runs." Corporate enterprise

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CONVERGENCE: THE CANON imagePRESS FOR ALL MARKETS (continued)

environments demand delicate data handling and complete integration into existing AFP workflows. Real-time feedback between host and printer is vital for data security – it is the entry ticket for a real corporate enterprise print solution.

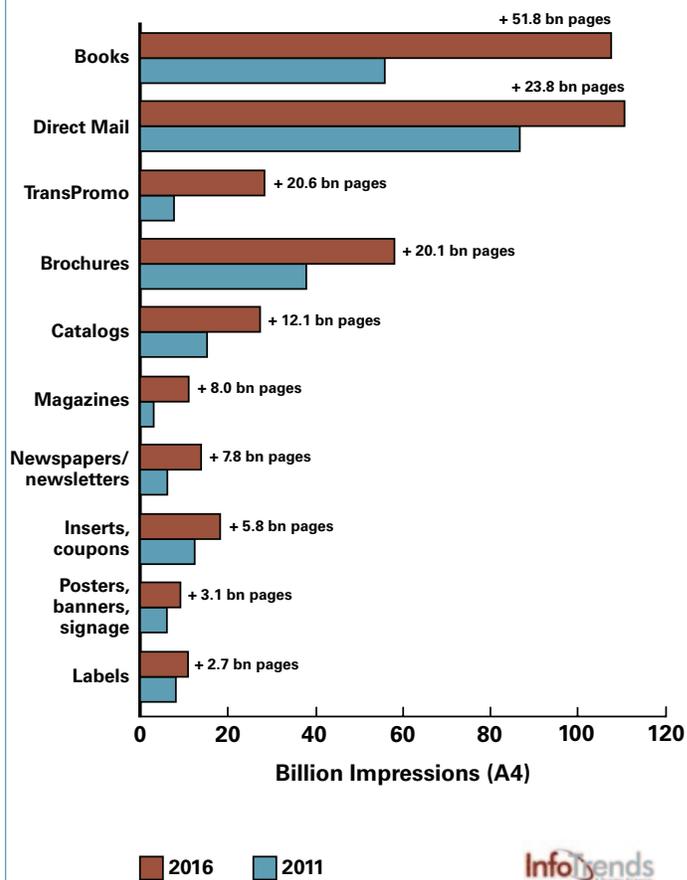
Corporate enterprise print providers and commercial printers can also benefit from expanding their services with the hybrid print approach enabled by the Océ PRISMAsync controller. Due to cyclical print volumes, corporate enterprise printers are occasionally idle. To boost utilization, applications beyond corporate enterprise printing can be produced on the Canon imagePRESS C7010VPS. Examples include print room jobs and outsourced collaterals. This is enabled by on-the-fly switching from corporate enterprise printing mode (IPDS) to graphic arts printing mode (PS/PDF).

England notes, “Native IPDS support is a field-upgradable option on the Océ PRISMAsync controller to all three members of the Canon imagePRESS S-series – the Canon imagePRESS C7010VPS, the Canon imagePRESS C6010VPS and the Canon imagePRESS C6010S. This development underlines the Canon/Océ ambition to become the global leader in the printing industry by expanding the corporate enterprise portfolio to toner-based full color cutsheet printing systems.”

“This development underlines the Canon/Océ ambition to become the global leader in the printing industry by expanding the corporate enterprise portfolio to toner-based full color cutsheet printing systems.”

*Paul England, Océ Manager,
Cutsheet Color Products*

Figure 1: Ten Fastest Growing Applications by Absolute Print Volume Gain



Canon imagePRESS C7010VPS

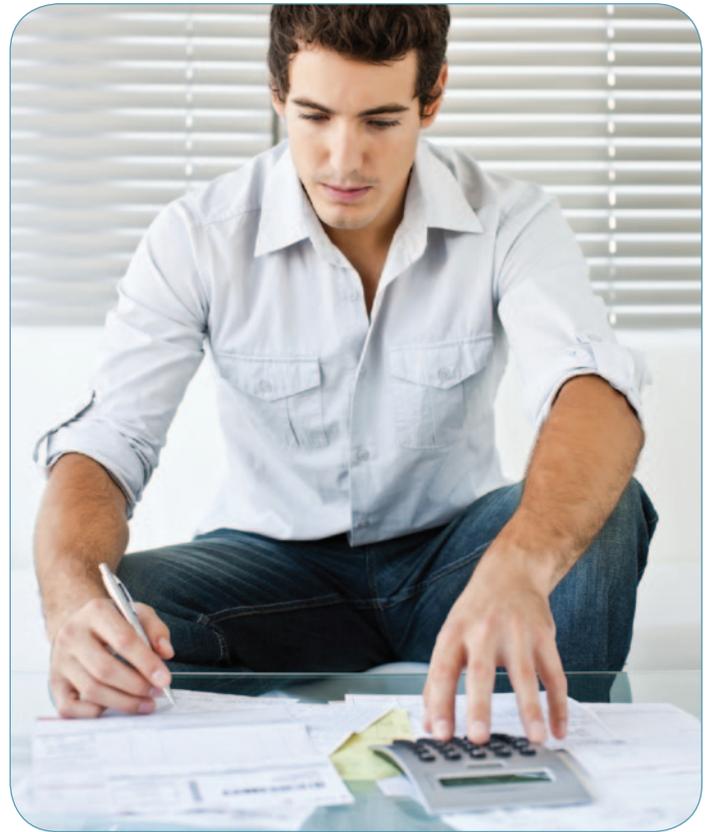
FLEXIBILITY REIGNS FOR STATEMENT PRODUCTION

For the past decade, consumers have been moving many of their day-to-day activities to the Web. Millions of people have adopted communication technologies like instant messaging, email, and social networks to engage with each other in a virtual way. Online shopping is more prevalent than ever, and it is becoming even more diverse. Moreover, people are using the Web to manage all of their financial activities, from managing investments and checking accounts to paying bills.

With this increased Web adoption, many analysts, journalists, and technologists have predicted that most people would opt to receive and pay their bills entirely online, thus reducing or eliminating paper-based bills and statements. It makes sense – consumers are moving many common activities entirely online, and organizations are seeking ways to cut costs (with paper bills and statements being an obvious target for cost reduction). The question is, has this shift actually occurred?

In 2011, InfoTrends set out to investigate Electronic Bill Presentment and Payment, commonly referred to as EBPP. In a study entitled *The Future of Electronic Bill Presentment and Payment in North America*, InfoTrends surveyed 1,032 consumers on the adoption of electronic presentment and other online corporate enterprise activities, as well as 123 billers in areas like banking, financial services, healthcare, insurance, telecommunications, and utilities. In addition, InfoTrends conducted 15 in-depth interviews with key stakeholders to get a clearer picture of the changing market dynamics of EBPP. Some key findings include:

- Despite predictions of a massive online shift, only 11% of North American consumers' total bills and statements are electronically presented. InfoTrends estimates that over 26 billion recurring bills and statements are delivered via the postal services and paid through traditional methods each year. Conservatively, these traditional methods result in a cost of over \$16 billion per year in printing and postage alone.
- While there are many driving factors for electronic presentment, it is clear that customers largely prefer to receive printed bills and statements as opposed to electronic. Printed copies act as physical record back-ups, as well as tangible reminders to pay bills on time. While there are email and text message equivalents to payment notifications, printed copies still cut through the clutter more than any other channel.
- Cost reduction remains a top priority to drive billers and payment processors to adopt and promote the use of electronic presentment. Delivering information to multiple channels, especially in the growing mobile space, is another top priority that is catalyzing the shift to electronic presentment.
- Depending on the industry, billers vary widely in their adoption of EBPP. Financial and Telco organizations have the greatest level of electronic presentment adoption, while the healthcare sector has not taken to EBPP as quickly. We find that these differences can be dependent on the demographics of the customer base, as well as regulations in certain markets and marketing initiatives that companies may be pursuing.



- In spite of the printed copy's solid standing in general, consumers between the ages of 18 and 24 are more likely than other demographics to receive and pay bills exclusively by electronic means. Many in this age group are comfortable performing many other activities natively and exclusively online. These decisions might also be influenced by other factors, such as the perceived environmental impact of eliminating paper-based communications.

What does all of this mean? For billers and payment processors, it means flexibility. Organizations must provide consumers with the ability to receive communications in the medium that they prefer. This means offering a holistic set of communication preferences to customers that include print, Web, email, mobile text messaging, mobile Web access, and mobile application access. A variety of options need to be delivered with a great customer experience across each channel. In addition to providing straight corporate enterprise information to consumers, these channels can also be used as touchpoints for educational, informational, and promotional purposes.

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Download the InfoTrends white paper
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Océ PRISMAPRODUCTION: WHEN INTEGRATION IS EVERYTHING

As operations look to optimize and automate their business and production processes as well as launch new marketing services, the topic of “integration” is something that is bound to come up. With so many different software tools, systems, repositories, and technologies that often exist within print businesses, defining what exactly integration entails can be challenging.

Integration requirements need to be aligned with the goals of optimization and automation as well as the ability to offer new marketing services. The end point is to successfully create a logical, efficient flow of information. In approaching integration, businesses need to consider the scope and scale, the choice of internal versus external execution, and the associated technical issues that need to follow to ensure an effective end-result.

In fact, according to InfoTrends’ *2011 Production Software Investment Outlook*, close to half of print businesses that place a high priority on workflow automation priorities indicated system integration as an initiative to increase efficiency. System integration encompasses connecting disparate systems together to work in concert with each other, ensuring continuity between systems and business or production processes across the entire organization. This includes integration of all production processes and integration within your infrastructure.

For print service providers, one of their top purchasing criteria is “ease of integration” as shown in the figure below. What printers

want are systems that will easily integrate with other systems and that are easy to use when up and running (see figure 2).

When it comes to print or Web-enabled output, and meeting the need to tie together the data center, departmental, network and in-plant graphic arts environments, Océ PRISMAProduction workflow software is the integration platform. No matter which module you start with, your options are open for future convergence. Users have the ability to add other components to Océ PRISMAProduction software to link to other application environments.

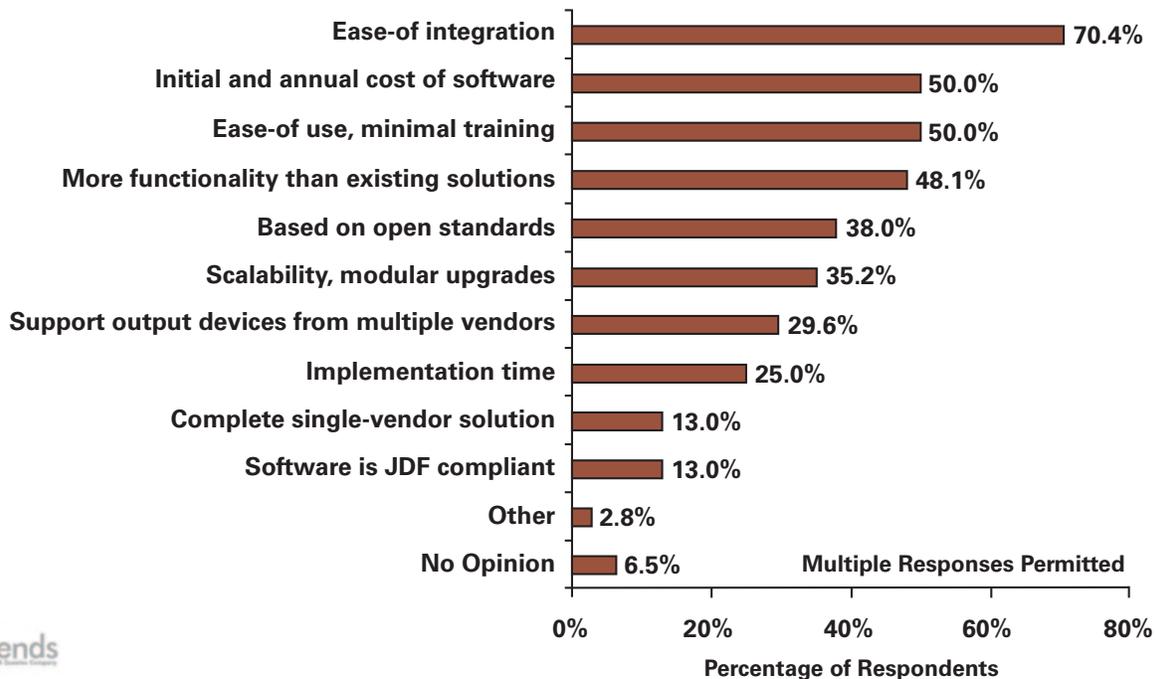
Accelerate your AFP Data Processing – the APA-Module

Handling AFP data in transactional environments requires maximized performance and security – that is the business of the highly developed APA-Module. Are you are tired of wasting time and money with preprinted shells? Have a look at the brand new option to replace preprints without making any changes to the application. Do you also require a solution to add barcodes or other items on legacy applications, or sort documents before they go into production? With the CIS option all of these tasks can be completely automated. Would you like to avoid unnecessary downtimes due to improper print data? Just add the unique AFP-Preflight option and you gain tremendous utilization on your production systems.

Océ PRISMAProduction Server APA-Module – the most perfect fit for AFP and line data application regardless of monochrome, spot color or full color.

Figure 2: Ease of Integration a Top Investment Consideration

What are your top criteria for purchasing print production workflow management solutions?



N = 108 Printers that currently own a Production Workflow Management Solution
Source: *Production Software Investment Outlook, InfoTrends, 2010*

Océ PRISMAPRODUCTION: WHEN INTEGRATION IS EVERYTHING (continued)



Take the Lead in Graphic Arts Environments – the POD-Module

Do you need a solution to survive in the highly competitive Graphic Arts market where cost saving and efficient workflows are key? Take a look at the POD-Module of Océ PRISMAProduction Server.

Starting with a wide variety of converters that accept different types of input data, the POD-Module also offers comprehensive RIP and normalization capabilities for incoming PDF and PostScript data. The fully integrated PDF Preflight & Make Ready option ensures that incoming data is optimized for printing in any aspect before going to production. With the Professional Document Composer you can add a powerful and very comprehensive solution to impose and compose documents for printing.

If your main business is book production, would you like to find a solution to produce even the smallest run-length efficiently? With the new Professional Book Module your incoming orders will be batched automatically, tracked, and even prints are handled simply and efficiently.

Océ PRISMAProduction Server POD-Module – gain the best efficiency in Graphic Arts type applications.

Process your Xerox Legacy Applications – the LCDS-Module

Do you need to process Xerox LCDS print applications like any other applications at maximized performance? Then the LCDS-Module should be your choice. It handles this proprietary data and enables you to produce on high performance Océ production devices with speeds up to 3300 ppm. As a result, you considerably increase your printing options for this kind of data.

Do you still have to use Xerox LCDS devices? With the LCDS driver we offer a smooth migration path into the future, which enables you to pass LCDS jobs through to a Xerox LCDS

printer. You gain all the cost savings and the flexibility of Océ PRISMAProduction Server, but you can still use your existing printer equipment.

Océ PRISMAProduction Server LCDS-Module – the utmost solution to boost performance on your proprietary data.

Smart and Powerful PCL and PJJ Processing – the PCL-Module

Is your environment focused on high to very high amounts of PCL based applications? Do you attempt to improve the utilization of your production equipment by adding applications out of the office environment? In either case, the PCL-Module is the preferred solution as it enables you to process either Printer Job Language (PJJ) with encapsulated PCL or native PCL print jobs on PCL devices at the highest performance, like Océ continuous feed printers with speeds up to 3300 ppm. The module also offers smart filters to enrich jobs with barcode information.

Océ PRISMAProduction Server PCL-Module – productivity and functionality for PCL data at its best.

Maximize Automation and Efficiency – the Workflow Module

Your print production is already automated and you have full control on your print production. But how much control do you have on other involved processes? With the new Workflow Module, Océ PRISMAProduction Server can handle this challenge. With this new module you get full control, even on process steps which are only remotely related to printing. The advantages of connecting these processes to one central workflow management solution are:

- no manual intervention saves time and reduces errors,
- automated job information exchange ensures the immediate availability of needed parameters, and
- structured workflows and conditions help to streamline the whole print operation.

Océ PRISMAProduction Server Workflow Module – get control and gain efficiency on your entire workflow.

The Bottom Line

Print service providers have continued to pile on more systems and technologies as the marketplace has evolved. If you are looking for the right combination of the right tools and partners to tie together disparate systems to work in a seamless, efficient, automated manner, look to Océ. We want to be the partner that supports expanding your services portfolio and making work processes more efficiently.

Visit OceProductionPrinting.com/CE

To learn more, download the Océ PRISMAProduction Server brochure.



INVESTING IN THE FUTURE CAN BE RISKY BUSINESS

Océ knows. So do savvy printers. Digital technologies, in both print and Internet environments, are changing the way marketers across the globe are selling products and services. To keep up with these advances, corporate enterprise printers have invested in digital solutions to increase productivity, reliability, reduce security issues for their clients and to secure a growing bottom line for themselves.

Content Critical

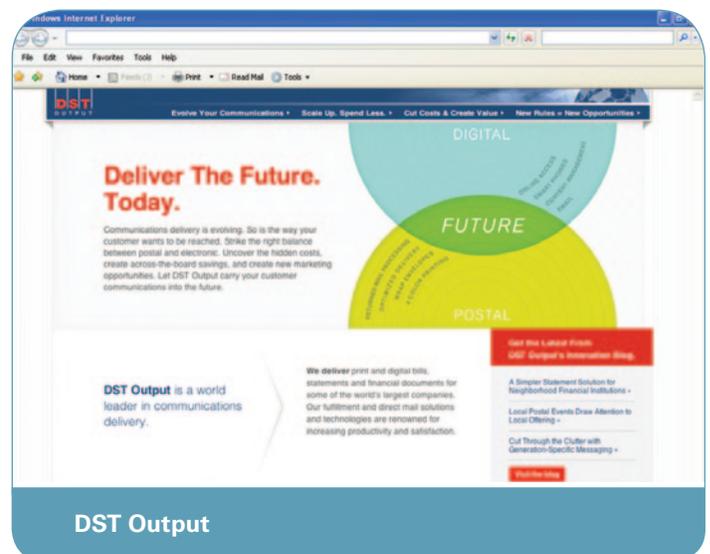
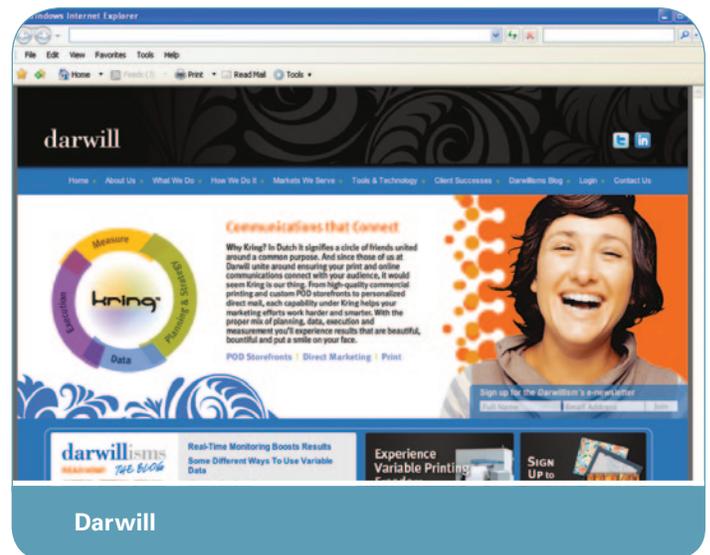
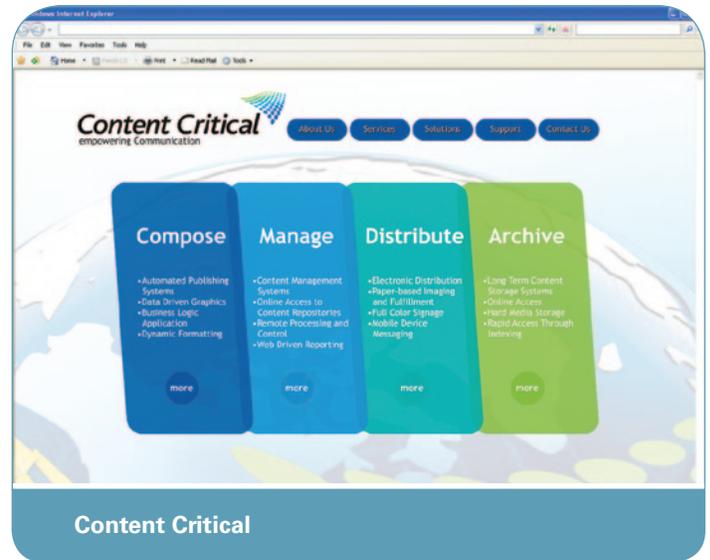
As an example, Content Critical, a leading provider of mission critical business communications and services, provides unique custom solutions for corporate enterprise processing. This incorporates content management, compliance messaging, and reporting solutions such as composition and rendering solutions for institutions requiring distribution of compliance documents. Content Critical also provides services such as programming and development, web development, graphic design, prepress, and production services including digital print, wide format output, mailing and fulfillment, commercial print, and binding and finishing. One of the most critical secure documents they produce is checks. With the increased incidence of fraud, identity theft, and counterfeiting, it is more important than ever to protect customers' documents against unauthorized reproduction and misuse. Using Océ print engines and Océ's expertise in secure document printing solutions, Content Critical has been able to provide end-to-end solutions to its blue chip Fortune 500 client base.

Darwill

Darwill, a national leader in print and multi-channel communications, has developed new products and services that leverage new technologies in print and the Internet, and has streamlined manufacturing processes to take cold and impersonal data and transform it into personal, effective communications that speak to people. Darwill, an early investor in digital color, made the decision to focus on high-quality, ROI-driven direct mail and uses the high-speed inkjet capabilities of an Océ ColorStream 3500 to reach its goals. Darwill's business development team focuses on non-profits and associations because they are typically understaffed and don't have time to work with multiple vendors for delivery of an integrated campaign. One-stop shopping is critical. Using a carefully developed plan, Darwill has helped the Art Institute of Chicago reach its 120,000 members on a regular basis throughout the year utilizing its expertise to continually improve the multi-channel marketing process and save on program costs and time.

DST Output

Technology has drastically improved the production process of printing sensitive documents like checks as well as color corporate enterprise documents. DST Output, a leading international billing service, critical order processing, and mail delivery provider, has firsthand experience with the multi-touches required in traditional check printing. To streamline this labor-intensive process, they turned to the Océ JetStream 2200 printer to provide full CMYK production as well as inline MICR. For check writing applications such as EOBs, payroll, payables, and disbursements, the Océ JetStream MICR printing eliminates preprinted forms and their associated security concerns. It also allows for time-sensitive,



INVESTING IN THE FUTURE CAN BE RISKY BUSINESS (continued)

value-added TransPromo marketing on the fly. DST has produced over 10 million checks on the Océ JetStream series without a reported issue in terms of readability. It's clear that in a corporate enterprise environment where every dollar counts, the investment in high-speed inkjet with MICR pays off from both a quality and productivity perspective.

IWCO Direct

While many companies are transforming into marketing services organizations, it would be difficult to find a better model for success than the one that is constantly being perfected at IWCO Direct. Currently generating \$390 million in revenues, IWCO has implemented a strategic planning process focused on an integrated business model. It has combined three distinct organizations into one and began focusing on delivering integrated solutions to its customers. It now offers the "total package," including creative, direct mail, inserts, envelopes, postal optimization, and a complete suite of multi-channel marketing services. With smart use of technology, IWCO has reduced cycle time, cost, and environmental impact. According to VP of Marketing, Debora Haskell, "Direct mail isn't going away. Our customers continually tell us that it is the best mechanism for customer acquisition and reactivation. We continue to invest in new equipment and multi-channel technologies. We're excited about our business as well as the opportunities ahead."

SourceLink

SourceLink, a provider of data-driven direct marketing services, uncovered a niche by offering firms born out of industry deregulation (i.e. energy, utility, and telecommunication markets) a competitive edge with incentive-based customer acquisition programs powered by variable data and high-speed inkjet printing. SourceLink is putting direct mail to work in these markets by providing customized incentive programs with valuable rewards, including cash back, hotel, airline, retail, and even education rewards with contributions to 529 college savings plans. As new firms emerge from industry deregulation, they want to grow their customer base by incenting them 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 output, is providing significant value to firms trying to incent consumers to change providers. The Océ JetStream inkjet platform, combined with Océ PRISMA production software to drive full-color variable data, opens up many new doors for targeted, niche, personalized products.

At Océ, we understand the complexities and opportunities in corporate enterprise printing. To that end, we are happy to share our knowledge of digital print solutions and the experiences of our customers who have embraced change, minimized risk, and invested in their futures.



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More Secrets of Savvy Printers.





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There's a solution for every business challenge. But when you're working in a multi-vendor, multi-location environment, the biggest challenge can be making all of those solutions work together. Océ delivers with full, end-to-end solutions based on Océ PRISMA® workflow software, one of the most consistent, open, and compatible platforms in the industry.

Océ knows.

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.



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