Learn the Secrets of Savvy Printers

Many printers struggle to stay in business while others succeed and thrive. Learn what savvy printers are doing and identify new techniques and strategies for success in 2012. Visit **www.OceWow.com** to download the **FREE** *Secrets of Savvy Printers* booklet.

2012: Embracing Change and Innovation

The start of a new year is a time to contemplate what the future will bring. Mal Baboyian, President of Océ Production Printing Systems and a 30+ year Océ veteran, expects 2012 to be a year of great promise. "People have been predicting that the paperless office and digital media would spell the death of the printing industry for years, but it is still alive and kicking," he says. "As I look forward to 2012, I see that the industry has undergone significant changes… but there is still tremendous opportunity. The key is embracing change and developing new, innovative technologies."

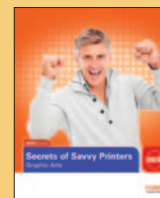**Mal Baboyian, President, Océ Production Printing Systems**

Baboyian highlighted three key areas of focus that will drive the success of service providers in 2012:

1. **Participation in the cross-media world:** Expectations of marketing results are rising, while budgets are either being reduced or moved to new, more observable channels. Cross-media promotion is a way for marketers to both improve their marketing ROI and gain more visibility. "If you haven't invested in robust technology platforms to power cross-media marketing services, this is the year to move forward," Baboyian says. "There are a number of great software tools available. Cross-media is the new reality… and it's time to get in the game!"

2. **A focus on applications that will move from offset to digital… now:** Baboyian predicts that inkjet printing will become even faster and cheaper as time goes on, and significant quality improvements will occur all the while. He explains, "This means that more and more jobs will migrate to inkjet. The new high-speed inkjet presses will challenge offset for many applications, including books, magazines, and direct mail for long run lengths. It is time for printers to assess applications that can easily migrate from offset to inkjet, while also ensuring that they have the right capital investment strategy in place."

3. **Efficiency reigns:** With the growth in customized communications and ever-shorter runs, streamlining workflow is critical to the overall print operation. According to Baboyian, "Automated workflow solutions are no longer a pipe dream. For the printing companies that have automated operations, the bottom-line results are already starting to show."

An Application Approach to the Market

When asked about how Océ will help its customers capitalize on the market opportunity, Baboyian indicated that education and training internally and externally will be a key focus. He notes, "We will educate our people internally about new technologies, but more importantly on how to help customers deploy solutions that enhance their profitability. Océ has established a team of Solutions Architects that work closely with our sales teams and customers to design the right applications and workflow to meet customer needs."

Baboyian believes that there is a strong need for customer education. He reports, "We are going to invest in educating our customers, make the industry more aware of the impact that workflow has on business, and explain how to effectively deploy technology. Service providers also need support in business development. Whether it is personalized direct mail, TransPromo, or books on-demand, service providers need education on how to sell and deliver the right applications to their client base."

The Bottom Line

Success in 2012 will be directly linked to delivering innovative and relevant communications programs that leverage a mix of media types. Baboyian concludes, "Printing is a critical part of the offering, *but it is only part of it*. Regardless of the application, service providers need the right tools and technologies for delivering the right messages via the right channels at the right time."

Science + Imagination = Illumination

Don McKenzie, President and CEO, SourceLink

Marketers of all sizes are seeking providers that can create data-driven programs to acquire new customers, cross-sell and up-sell to existing customers, nurture new leads, increase customer satisfaction, and retain customers. Fundamentally, today's marketers want to add science to the art of marketing. SourceLink is a new breed of service provider that supports marketers with a solid mix of services that unite marketing creativity with marketing science.

"We blend the science of data with imagination. It all starts with data because data is what drives understanding and customer insight," explains SourceLink President and CEO Don McKenzie. "From there, we work with our customers to design and deliver what we call 'illuminated' customer communications programs."

SourceLink is a results-driven marketing communications organization with six locations across the United States. According to McKenzie, "The organization was created through a roll-up of firms with expertise in agency services, data-driven direct marketing, direct mail production, and transactional document outsourcing solutions. We have revenues in excess of $70 million and employ more than 400 people. Our capabilities include agency services, modeling, and analytics with traditional and online communication channels. All of these services are designed to improve marketing ROI through greater relevance and increased response. We have also created solutions to reduce costs through more efficient operations and postal optimization."

The company recently introduced an electronic billing presentment and payment service called BLINK. This tool can efficiently allow users to have secure, authorized access to billing statements and notices by utilizing an existing and familiar online framework.

Print is in the Mix, but Cross-Media Reigns

Print is an integral part of SourceLink's overall services offering. In addition to a number of Océ continuous-feed monochrome laser devices, the company will install the first Océ ColorStream® 3500 inkjet printing system in the U.S. market. Commenting on the investment, McKenzie notes, "The Océ ColorStream 3500 system will become part of our multi-channel marketing environment and provide fast, versatile, high-quality color to drive return on marketing investment for our clients. The recent innovations in continuous, full-color variable printing have greatly reduced the cost of color personalization, while also giving service providers and marketers the ability to communicate to diverse market segments in a shorter period of time, i.e., fast presses, data-driven enhanced targeting, lower cost per impression, and very quick turn times."

SourceLink has combined print with other media to create a full cross-media services portfolio. McKenzie states, "We clearly understand that print is not enough. One of our biggest assets is our ability to provide extensive data services. Marketers can no longer afford to make broad generalizations about their targets… they need to leverage the data at hand (and most have it) into a highly personalized and engaging message."

SourceLink is positioned to be a partner that thoroughly understands data, digital asset management, and how to coordinate complex campaign metrics into an automated marketing platform. "We have truly entered the age of the consumer," McKenzie observes. "As marketers, we must not forget that our customers and prospects are not the audience, but active participants in the conversation. We are marketing to highly engaged individuals with more choices, offers, and product research at their fingertips than ever before. It really is about science and imagination."

Visit www.SourceLink.com to learn more.

Visit www.OceWow.com to:

Download the Océ ColorStream 3500 product brochure.

TOP 10

Best Practices for Adding Cross-Media Marketing Services

Print service providers have repeatedly heard that the key to survival is expanding their offerings beyond print to include a host of media options backed by marketing services. Unfortunately, this message is seldom backed by solid how-to strategies. InfoTrends conducted a research study titled, *The Evolution of the Cross-Media Marketing Services Provider* to assess the current state of the shift toward cross-media marketing services and identify the best practices for successfully making the transition.

This research study surveyed more than 280 firms offering cross-media marketing services. It also conducted telephone interviews with 30 profitable firms that made the cross-media transition. The research revealed the following top ten best practices for making the move to cross-media services:

1. **A leadership focus on marketing and business development:** Firms offering cross-media marketing were more focused on sales, marketing, and business development.

2. **Repositioning:** If you smell like a printer, marketers will run! Firms offering cross-media marketing services were more likely to describe themselves as cross-media marketing service providers or marketing service providers. The majority of interviewed firms repositioned themselves by dropping print from their name, keeping print but adding other descriptors, or creating a spin-off company.

3. **Identify and solve a chronic business problem:** Firms that have successfully evolved into cross-media marketing service providers reported that a key catalyst to capturing business is identifying a unique business problem in a particular market and solving it.

4. **The conversation is on the solutions – tactics, strategies, and goals – NOT print:** The trick is to focus clients on the actual solution and its potential results rather than stressing the print component. A common message among leading cross-media marketing services firms was to stop talking about printing and frame the discussion into business language that solves the client's problem, such as:

   – Driving in-store traffic and revenue per store

   – Re-igniting relationships with orphan customers

   – Speeding up and automating the moving parts of complex and fast-moving campaigns

5. **Walk the walk and self-promote:** Educating customers and demonstrating credibility are critical success factors in offering cross-media services. Successful firms are offering a mix of self-promotion efforts that include developing educational events, entering awards competitions to gain recognition, producing promotional campaigns that demonstrate competency in the ability to deliver on all facets of a cross-media campaign, and documenting efforts in a case study that is accessible to clients and prospects.

6. **Educate customers:** Successful firms reported hosting ongoing educational events, both virtual and brick-and-mortar.

7. **Educate staff:** Educating and training staff beyond technical training was a common practice among top providers.

8. **Team selling seals the deal:** Successful providers of cross-media marketing services report that placing full responsibility for selling these services on the sales team has not worked. Instead, they are using a team selling approach that includes various project experts, e.g., marketing, data, and IT.

9. **Price = value to the buyer:** Pricing is a critical factor in offering cross-media marketing services. An analysis of pricing levels reported by respondents indicated that firms that have offered these services longer charged more. It is important that firms new to cross-media avoid giving away services to win print work and instead set pricing based on the value to buyer.

10. **Be patient:** Success doesn't happen overnight. The firms that we interviewed were quick to point out that success was the result of a dedicated trial-and-error process.

EFI… Driving Productivity for the Canon imagePRESS

Three Canon imagePRESS® Servers – the A3200, A2200, and A1200 – are powered by EFI Fiery® and are designed to provide maximum performance, vivid color, support of Adobe® PDF Print Engine v2 (APPE) for pure PDF workflows, improved JDF integration, strong ease of use, and powerful workflow integration. The Fiery® platform, System 9 R2, is powering the Canon imagePRESS C7010VP, C6010VP, and C6010 color presses, designed for the high-end production market.

Canon and Océ are establishing long-term relationships with customers that revolve around providing them with innovative technologies and continuous support to help them meet the changing needs of their businesses and secure their long-term future. The partnership with EFI is a key element of that approach. By integrating the Canon imagePRESS Series with the Fiery System 9 R2, customers are provided with a production print solution that will extend their print-on-demand capabilities, handle the most time-critical and premium-quality digital print jobs, and enable them to pursue growth opportunities by making the leap into new business areas.

Driven by software and hardware innovations, the new Fiery technology delivers documents faster with more than a 30% increase in speed over the previous generation platform. The "Spool-RIP-Print Simultaneously" capability guarantees that the Fiery server spools, RIPs, and prints a single multiple page job or multiple jobs at the same time to ensure maximum throughput and increased productivity.

The new Fiery Image Enhance feature improves the output quality of digital photos by applying image-specific corrections such as red-eye removal, cast correction, and tone adjustments. Its automated workflow saves prepress time by eliminating lengthy image editing and file manipulation tasks while ensuring that photos look their best.

Users have a choice of a native PDF end-to-end workflow in conjunction with the conventional PostScript interpreter, which guarantees interoperability and reinforces the fact that Fiery solutions' open platform supports the widest variety of file formats and workflows used in the printing industry today.

The Canon imagePRESS C7010VP, C6010VP and C6010 include next-generation embedded JDF technology resident on the Fiery server, enabling integration with third-party and EFI workflow applications. Fiery JDF integrated technology enables simplified configuration and integration between production workflows, automates data collection, and reduces manual data re-entry. This significantly improves production turnaround time while minimizing waste.

Visit www.OceWow.com to:
Download the Canon imagePRESS Server brochure.

Join Océ at the 2012 AppForum

Three Days and Hundreds of Ways to Spark New Opportunities for Digital Printing

Get the big ideas and proven strategies you need NOW to be more profitable and make more money with digital printing – join us at the AppForum. It may well be the most productive experience of your year.

PODi's AppForum is the top educational event for hundreds of print and marketing service providers, marketers, and brand owners who want to grow business with high-ROI digital print applications. The tenth annual digital printing conference is January 23–25, 2012 at the Tropicana Hotel in Las Vegas.

"The AppForum is the place to meet people who are winning with digital printing, front-liners leading the way with innovative ideas and bold solutions. That's why Océ will be there, front and center," says Francis McMahon, Vice President of Marketing. "It's why we think our customers should be there, too."

The three-day conference features nationally-known power-house keynotes from Harley-Davidson's Ken Schmidt, Valerie Vargas of AT&T, and PODi President, Rab Govil. Five full tracks with 40+ sessions cover vital topics ranging from integrating cross-media and direct mail, workflow automation, transitioning to and selling higher profit marketing solutions services to digital packaging, QR codes and collateral management.

If you want to make money with digital printing, AppForum is the place to be. We hope to see you there. Register now and join us in Las Vegas.

Questions?
Call Us: 1-877-OCE-4WOW (1-877-623-4969) or Email Us: us.oceinfo@oce.com

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