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## Graphic Arts Printing

# Welcome to Océ...Welcome to WOW!

Wow is a new approach to printing and document solutions. Wow solves problems creatively and delivers results dramatically. Wow is versatile, flexible and ready to get the job done. Wow can help you take your printing to new levels of profitability. When you're ready for Wow, Wow is ready for you.

### Welcome to Wow!

Francis McMahon, Vice President, Marketing



It gives me great pleasure, on behalf of Océ Production Printing Systems, to officially welcome you to "Wow!"

"Wow!" is Océ's central campaign theme for 2011. You've probably noticed the "Wow!" logo at the top of this newsletter. And it's a pretty good bet you'll be seeing the "Wow!" graphics again—in Océ's advertising and marketing materials. Many people have already asked me, "What is Wow?" and I'd like to tell you what I've told them.

The idea for "Wow" started with your peers. One of the first things I did when I arrived at Océ late last year was to invite customers and non-customers alike to visit us in Boca Raton.

Why? I wanted them to have a firsthand look at Océ print solutions. To get their hands on the equipment. To bring their own files for printing. To evaluate performance and quality for themselves. To talk directly to service and support people. To test various applications. To share our plans and hear their honest feedback.

And you know what I heard again and again? Literally, it was the word "Wow!" It's true! Your peers were hearing and seeing so many things about Océ for the first time. They even described us as "one of the best-kept secrets in the business."

Think about that. When was the last time your equipment manufacturer made you say "Wow"?

We believe 2011 is just going to be an incredible year: an awakening economy, new market trends, technology shifts, and an epic year of expansion for digital print solutions.

We're excited about the year ahead, and especially about meeting and working with you. We're working hard with the hope that you'll have that same "Wow" experience as your peers. That's our goal. Believe me when I say, "Wow! It's a great feeling." See you soon!

February 2011

Visit [www.OcéWow.com](http://www.OcéWow.com) to:

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## Trickel Talk



*Named for Ron Trickel, Océ North America's VP of Service, Trickel Talk is a way for Ron to regularly communicate his team's philosophy and approach on customer service to the broader Océ community.*

*In this first issue, Ron shares some of the activities and principles that helped the Océ service team earn the title of "Best in Class" for Service Optimization. Evaluated in 13 separate categories, Océ bested the service divisions of Xerox, IBM, Kodak, HP and nearly 200 firms in the industry.*

*We asked Ron for some insight into his organization's success.*

**Question:** How does Océ Service consistently earn such high grades from customers, while simultaneously outperforming the competition?

**Ron:** Well, I can tell you that "besting" our competition isn't the objective; it's just the result of pursuing operational excellence. Our Customer First approach differentiates us from industry competitors, and is the foundation of our success. If you talk to our customers, you'll often hear them talk about the spirit of partnership they experience with our field service representatives, and this all stems from the fact that the entire organization is focused on the customer's needs and expectations.

**Question:** You've heard customers talk about a strong spirit of partnership, why do you think that is?

**Ron:** Océ knows production printing and the foundation of our partnership with our customers is that we share a common goal; to maximize the production on each piece of equipment.

We teach our staff to look at everything from the customer's perspective and understand that it is in Océ's interest to maximize the productivity and availability of each device. We do this by:

1. Maintaining the equipment to volume based performance expectations, enabling the customer to focus on growing their business to fill the available capacity.
2. Meeting with our customers to review performance and discuss even better optimization.

**Question:** That all sounds good, but how do you put that into practice?

**Ron:** First, we hire outstanding people. We actively pursue the best and brightest talent to work with us.

Second, training, training, and more training. As a result, our 1,200 dedicated Service and Support personnel are among the most knowledgeable and experienced in the industry. Because of this extensive training, our customers enjoy the comfort of knowing that when an Océ technician is onsite, the fix is in.

Third, we employ a highly sophisticated continuous improvement process based on Six Sigma methodology. Simply put, we never stop looking for ways to improve.

Fourth, we have a superior logistics infrastructure. Our service operations are based strategically across the country, giving us the advantage of responding rapidly when we're needed. Adequate parts inventories ensure that technicians have the part they need on hand to fix it right the first time.

Our standard response time is 2 hours, but in some cases we have onsite technicians. We provide our customers with a range of response time options to meet their individual business needs, in the most cost effective manner possible. Our customers tell us over and over again how impressed they are with our response time.

**Question:** Wow... that's a pretty complex operation. Sounds costly?

**Ron:** That's another key differentiator for Océ. Many other service organizations concentrate their efforts based on machine profitability. We take the opposite approach. We focus on machine performance, knowing that if our printer is running smoothly, the customer's business is running smoothly—and we've done our job. This aligns our goals with our customer's, creating a partnership between us, and bonds our success.

**Question:** How do you know if your team has been effective or successful?

**Ron:** We have another motto: "If the customer says it's a problem, it's a problem." Simple as that. We have all sorts of performance goals and training metrics for ourselves, but—at the end of the day—unless the customer is wowed by our service, we're not satisfied.

In future issues of Trickel Talk, Ron will share more interesting insights and success stories. Until next time, we will leave you with this "Trickelism" from Ron: "Hard work always beats talent, when talent doesn't work hard."

Visit [www.OceWow.com](http://www.OceWow.com) to hear what Océ customers have to say about Océ Service.

## Customer Highlight:

### Larry Vaughn, President of Ideal Printers



It was a full house at Ideal Printers in Houston, Texas, when Larry Vaughn threw open his doors to Océ customers and prospects alike. All there to network and share best practices, as well as to examine the issues, trends and technologies that are shaping the world of graphic arts now and in the future.

If you've never had the pleasure of meeting Larry Vaughn, here's a little bit of friendly advice: Either give him a call or introduce yourself at a trade event. Guaranteed you'll never forget him, and equally guaranteed he'll never forget you.

Larry is just "one of those guys" that make the print production industry so interesting. As owner of the fifth largest print facility in the Houston metropolis, Larry befriends and knows each of his 80 employees on a first name basis. You could probably multiply his circle of friends and acquaintances in the print world by a hundred fold. He's a knowledgeable businessman, generous with his expertise and advice, and a frequent industry spokesman, particularly on behalf of digital printing.

Larry Vaughn started his business in the 1980s in Houston, Texas with a handful of staffers. "A lot has changed since

I opened my doors. Back then most of our business came from conventional printing. As the business world and customer needs evolved in the 90s, we evolved with them by adding digital capabilities. Today we run about sixty percent digital and about forty percent offset," he says. With multiple Océ black and white digital presses—both web and sheetfed—Ideal is also regarded as one of the largest providers of monocolored print materials in Houston.

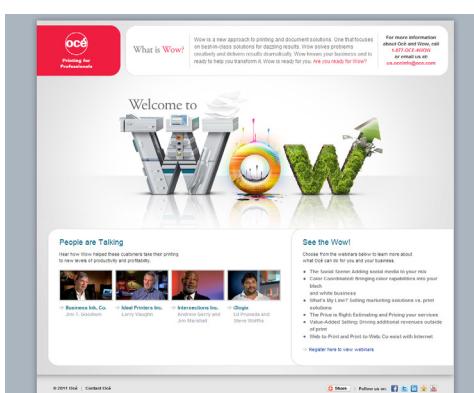
"We haven't stopped changing," Larry says. "Today, we see a growing need in the market for even faster, more affordable digital color output." Responding quickly to these current market dynamics, Ideal has installed the Canon imagePRESS C7010VP, a high-performance, highly affordable solution for delivering full-color, cut sheet solutions to graphic arts customers.

Top of mind for Larry when he thinks of Océ is the service and support team, which he calls proactive and dependable. "They just come in to check in on us just to make sure that we're not having any kind of issues. And if we are having any kind of issues, they'll help fix it right then and there."

Larry also factors in the human/emotional benefits of his Océ partnership. "Knowing that I'm getting dependable equipment—with terrific support—is a great feeling, and I've heard the same thing from other Océ customers.

When Larry's not printing, or helping others in the industry, he's an avid fisherman and loves to travel with his wife Jodie. And if you get a chance to talk with Larry, be sure to ask him about his two children AND his brand new grandbabies. Until then, you can see a video of Larry talking about the industry, his business and the Océ experience.

**View Larry's video at [www.OceWow.com](http://www.OceWow.com)**



### Wow is Océ Service!

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Call Us: 1-877-OCE-4WOW or Email Us: [us.oceinfo@oce.com](mailto:us.oceinfo@oce.com)

Visit [www.OceWow.com](http://www.OceWow.com) to:

- Register for educational webinars
- View customer videos



## Discover the **WOW! FACTOR**

Limitless Possibilities.  
Bottom-line Profitability.

The wide-open world of digital printing offers limitless possibilities—from collateral and direct mail to photo applications, from short-run Web-to-print jobs to on-demand book printing and beyond.

But learning how to turn all that opportunity into profit can be challenging. Océ can help you discover ways to manage throughput more efficiently, optimize machine simplicity, price and sell your services appropriately, add social media to your marketing mix, and more. **Wow!**



Welcome to **Océ WOW**

- Watch Customer Videos
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Questions? Call Us: 1-877-OCE-4WOW Email Us: [us.oceinfo@oce.com](mailto:us.oceinfo@oce.com)

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