

**WOW! at Work**

# Digital Printing Insider

Graphic Arts | February 2012

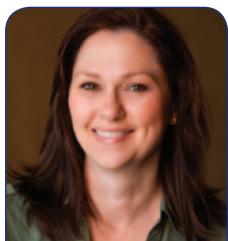


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## Welcome to Océ... Welcome to WOW!

WOW is... customer loyalty. In a business environment punctuated by rapid changes in technology, marketing platforms, and consumer preferences, achieving customer loyalty requires commitment. Commitment to understanding current market requirements while anticipating future needs. At Océ, our customers are true business partners.

### Building Customer Loyalty



**Stacy West, Director of Marketing, Océ Production Printing Systems**

Achieving customer loyalty is the goal of every business. Most people can quickly think of a business that they feel loyal to, will talk about with others, and return to again and again. Customer loyalty requires commitment, and Océ is determined to make this commitment. According to Director of Marketing Stacy West, "All of our marketing efforts are focused on putting the customer first. This is a culture that permeates our organization."

West has responsibility for all of Océ's customer-facing marketing initiatives. Once the product is ready for the market, Stacy's team handles all of the customer events, marketing communications, customer demonstrations, advertising, and demand generation. West outlined four Océ initiatives that are key to building a loyal customer base:

- 1. Listening:** The first step in developing positive relationships is to listen to customers. Océ has established a Transaction Print Advisory Council (TPAC) and a Graphic Arts Summit designed to integrate the voice of the customer into current and future product offerings. In addition, salespeople provide great insight. "We have established the Making Océ Better Squad (MOB) to get a salesperson's perspective on business issues, products, and services," West explains.
- 2. Benchmark Products and Services:** Quality in products and services is essential in the creation of a loyal customer base. West's perspective is that Océ equipment is the most reliable in the industry. When John Yurchak Jr. from Yurchak Printing was asked why he has become a loyal Océ customer, he said, "The equipment is best suited for our needs. We have a service that we can always rely on, and the technology is designed to be scalable so it can grow as our business grows."

**Put WOW! to Work, Visit:**

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

#### FREE Downloads!

- **InfoTrends White Papers:**
  - Cross-Media Services... Beyond Personalization
  - Road Map 2012: Business Development Strategies
- **Presentation: Building a Loyal Customer Base**



#### View the Press Demos!

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- InPlants: Opportunities in Value-Added Services
- From PSP to MSP:
  - Making the Transition
  - Business Plan Modification
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- Compensation Plans
- Social Media Marketing
- Estimating and Pricing

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## Building Customer Loyalty (continued)



3. **Flexibility:** Océ understands that in the production environment, one size does not fit all. "We have teams of people that work closely with customers, leveraging Océ technology to build custom solutions that meet their specific needs. They support customers in everything from application design to workflow re-engineering," West notes.
4. **People:** There is a high level of commitment on the part of Océ staff to not just meet, but exceed customers' expectations. According to Spectra Integration President Walter Kohn, "Océ has the most professional sales and support staff. It really starts with that human element."

## Keeping Your Most Valued Customers

Great companies win new customers and then bring them back for more. In challenging economic times, customer loyalty is of the utmost importance. Belt-tightening consumers will choose to buy from businesses that they know and trust.

Believe it or not, Americans hold 1.8 million loyalty club memberships. In fact, the average U.S. household is enrolled in more than 14 loyalty and rewards programs. While they may be enrolled in many programs, Americans are active in fewer than half of them. Marketers are seeking tools and partners that can make loyalty programs engaging. For print and marketing services providers, this means opportunity.

To help marketers keep their customers coming back, service providers are leveraging multiple media channels to create programs that will be actively used in the long term. In today's complex cross-media environment, there are several key considerations for program creation.

### The Bottom Line

In wrapping up, West states, "We never forget that our company can't exist without its customers. Day in and day out, we work to listen, create custom solutions that customers need, resolve problems quickly, and provide a human touch. Hopefully our customers will view us as a partner that is willing to go above and beyond."

### All Channels ON!

Print is an important part of the mix, but it is representing an increasingly smaller slice of the pie. If you want to engage and hold customers, you must talk to them through multiple channels. In late 2010, InfoTrends conducted a multi-client study entitled *The Cross-Media Direct Marketing Opportunity*. This survey explored marketers' use of media channels, from websites to newspaper ads to podcasts. To build that loyal customer base, marketers are using an average of three channels (see figure 1 on next page).

Marketers want to integrate their messages and ensure consistency across all channels. In a world where they are strapped for time and resources, marketers are seeking a single partner to deliver the complete loyalty campaign.

## Keeping Your Most Valued Customers (continued)

### Relevance Reigns

People expect today's communications to be personal and relevant. Any messages that don't fit these criteria will be tuned out almost immediately. Marketers want to personalize their offers based on past purchases and preferences. Marketing must follow their customers rather than expecting their customers to follow them. They must truly customize their communications to customers' specific needs. In InfoTrends' *Capturing the Cross-Media Direct Marketing Opportunity* study, marketers were asked about levels of personalization they were utilizing. More than 60% of respondents were conducting personalized 1:1 marketing or one-to-few marketing (see figure 2).

### It's about Engagement

When people interact with you, they remember you and develop an affinity with your brand. If you send a direct mail piece, you want consumers to interact with it. This interaction might occur by visiting a personalized URL, scanning a QR code, or clicking through links in an e-newsletter. Ultimately, the form of interaction doesn't matter... but you want consumers to do something.

### Measurement is Key

Because audiences are so fragmented, you must track what's working and what's not. Marketers who do not track their results risk throwing money away without even realizing it. While we think of big brand marketers as being tracking experts, this is not always the case. They can have a lot of holes in their strategies. Additionally, monitoring and measurement can actually be foreign concepts for smaller companies. The more information you can provide about loyalty campaign effectiveness, the more valuable you can be as a marketing partner.

### The Bottom Line

Both you and your customers are seeking repeat business as well as good ratings, reviews, or testimonials. Loyalty building is a process, a program, or a group of programs that is geared toward keeping a client happy so he or she will come back for more. Given the focus on loyalty in today's competitive environment, this is an opportunity for you!

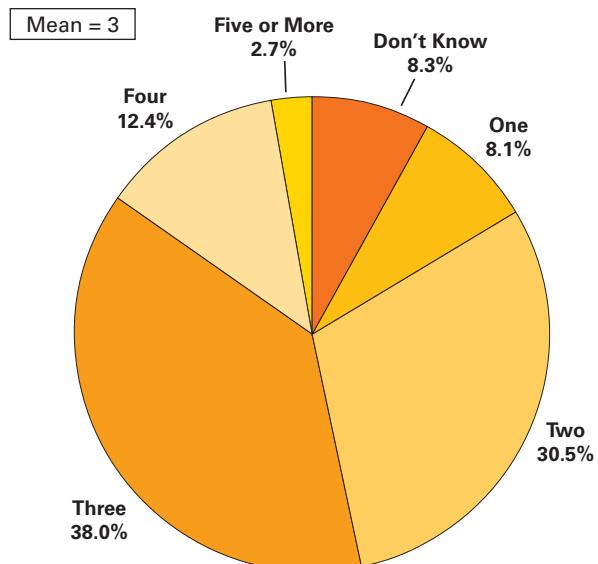
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Multiple channel communications are essential to building lasting relationships with your customers.

Download the InfoTrends White Paper:  
*Cross-Media Services... Beyond Personalization.*



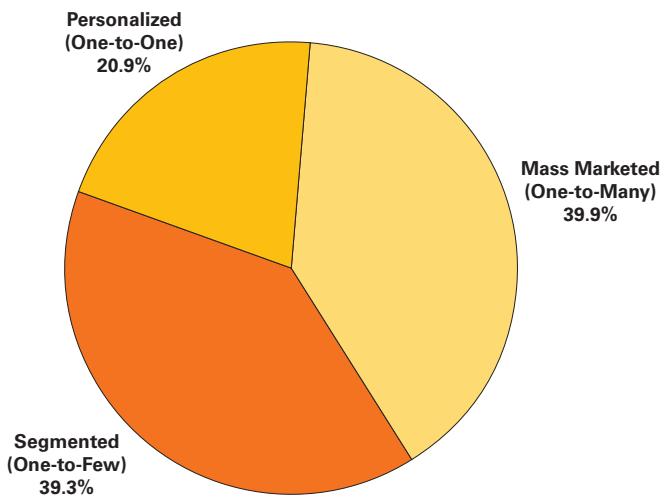
**Figure 1: How many different types of media does your company use for a typical direct marketing campaign?**



N = 518 Marketing Respondents

Source: *Capturing the Cross-Media Direct Marketing Opportunity* InfoTrends 2010

**Figure 2: What percentage of your marketing campaigns are personalized as follows?**



N = 518 Marketing Respondents

Source: *Capturing the Cross-Media Direct Marketing Opportunity* InfoTrends 2010

## Spectra Integration: Outsource to the OneSource



Walter Kohn, President,  
Spectra Integration

Spectra Integration (Columbia, SC) is a full-service incentives, marketing, print, and fulfillment company that is focused on integrating strategies and technologies to help its clients grow their businesses. The company's mantra is *Outsource to the OneSource*. Spectra Integration provides clients with a comprehensive offering of integrated services, including the ability to tailor campaigns, increase response rates, and provide a true 1:1 experience.

President Walter Kohn notes, "I've been in the printing industry for more than thirty years. Initially, I was part of a family-held traditional printing company with 40" offset presses. I realized that the market was changing and that I wanted to be part of an organization that was focused and nimble. Spectra Integration became that company."

Spectra, which offers an array of digital printing equipment, produces full variable data content in monochrome as well as color. The Océ VarioPrint® 6000 has proven to be a real "workhorse" for digital monochrome applications. According to Kohn, "We have naturally evolved our business. We started out doing short run digital print applications. Our next major initiative was web portals for online print ordering."

Spectra Integration has created a unique, secure, online e-business for clients and their authorized users to process pricing requests, order print, transfer files, review status updates, and more via web-to-print portals created with PTI's FusionPro. "These capabilities are available 24/7 through standard Internet browsers. It makes the entire print buying process easier, reduces response time, and accelerates production," Kohn explains.

Spectra Integration combines its web-based tool set with its fulfillment programs to provide clients with a highly efficient and cost-effective method to design, manufacture, store, manage, and distribute all of their marketing kit materials on demand.

The company's web-oriented fulfillment capabilities ultimately led it into the loyalty incentive business. Kohn notes that the move into this market began with an existing client. He recalls, "We responded to an Ariba bid process for the printing and fulfillment work of a large automotive distributor. We won the deal and began printing and fulfilling the auto distributor's marketing materials, point-of-purchase communications, and signage. When this client told us that they were unhappy with their existing rewards and incentives program for their dealer network, we saw a new opportunity and took action."

Spectra has since formed Spectra Incentives, LLC. It has become a one-stop shop for creation, online management, and marketing of incentive and reward programs for dealer and distributor networks. While a key element of all these programs is print and fulfillment, Spectra Incentives also created a network of partners to provide

IT infrastructure, as well as a rewards program that features over 15 million products in its online catalog. These include dealer incentives for everything from trips to Tahiti to television sets.

Kohn is passionate about his business. He concludes, "It has been a journey and an evolution. Five years ago, 95% of our business was print-related and 5% was fulfillment. We have totally transformed the company since that time, and our revenue distribution is now 50% print, 25% mailing and fulfillment, and 25% incentives and loyalty programs. We have clearly become a marketing services provider."

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

Learn how creating a one-stop-shop with all the services your customers need will build long-lasting, loyal relationships. From design, manufacturing, and online asset management to fulfillment and distribution, developing an integrated strategy will improve your bottom line and create happy customers.

**View the *Building a Loyal Customer Base* webinar and download the webinar presentation.**

*Building a Loyal Customer Base*  
A presentation by Océ

# It's 2012... the Transformation of the Printing Industry is Happening NOW!



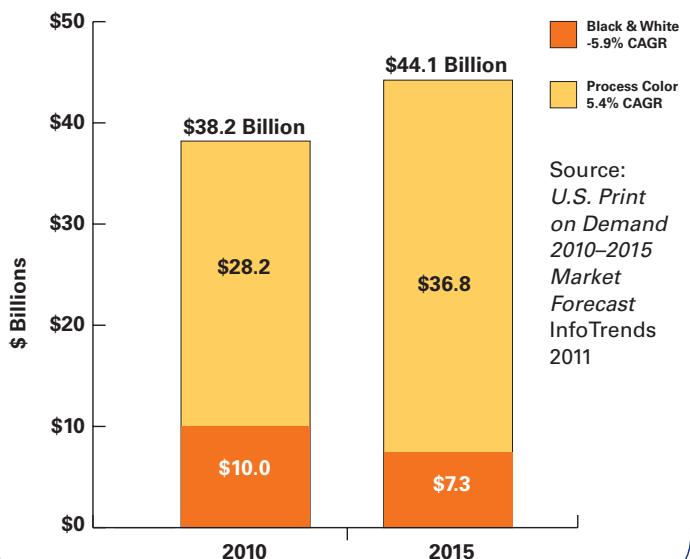
Well, 2012 is upon us already. It's time for us to contemplate what is in store for the production printing market and make a few predictions. One of Océ's favorite quotations comes from Yogi Berra, who stated, "It's tough to make predictions, especially about the future." While this may be true, predictions are fun for writers and readers alike. Our crystal ball dedicated to the intersection of the printing industry and digital technology has brought forth the following predictions for 2012.

## Digital Color is the Present and the Future!

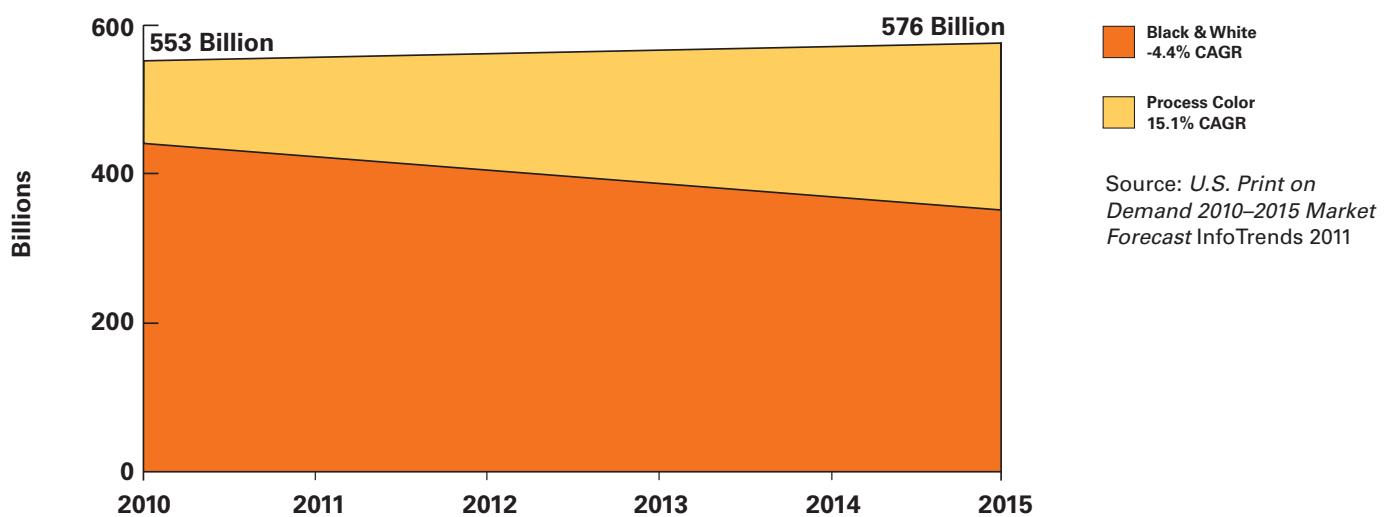
First and foremost, the year 2012 will be all about digital color. Digital color represents a market growth opportunity for technology vendors as well as users. InfoTrends continually measures the retail value of print – the dollars that change hands between your customers and their customers. Projections indicate that while digital monochrome will decline, the retail value of digital color will experience a compound annual growth rate (CAGR) of 5.4% between 2010 and 2015 (see figure 1).

Meanwhile, the actual number of pages produced on production color devices is expected to demonstrate a CAGR of 15.1% (see figure 2).

**Figure 1: U.S. print on demand market: retail value of print (2010–2015)**



**Figure 2: Annual impressions for U.S. production copying and digital printing (2010–2015)**



## It's 2012... the Transformation of the Printing Industry is Happening NOW! (continued)

As the printing industry rejuvenates itself, the focus will be on making investments in production digital color. For color printing devices with a duty cycle in excess of 100K, placements will achieve a 9.5% CAGR between 2010 and 2015 (see figure 3).

### Customers are Driving the Shift to Cross-Media and Printers Understand the Urgency

InfoTrends recently completed a study entitled *The Evolution of the Cross-Media Marketing Services Provider*, which surveyed more than 280 print service providers. 58% of these respondents were offering some form of cross-media capabilities (print, online, social, and mobile) with varying degrees of success. Another 29% were planning to add cross-media to their portfolio in the next 12-24 months. Successful providers are experiencing 9%-10% increases in revenue from value-added services and in excess of 13% growth in digital print volume. Print service providers must build the skills to participate in a world that effectively combines print, mobile, social, and online media.

### The Integration of Mobile Will Be Critical to the Overall Media Mix

Mobile is a critically important technology that has a ubiquitous impact on all societies. In today's market, most consumers don't leave home without their mobile devices. Mobile is becoming

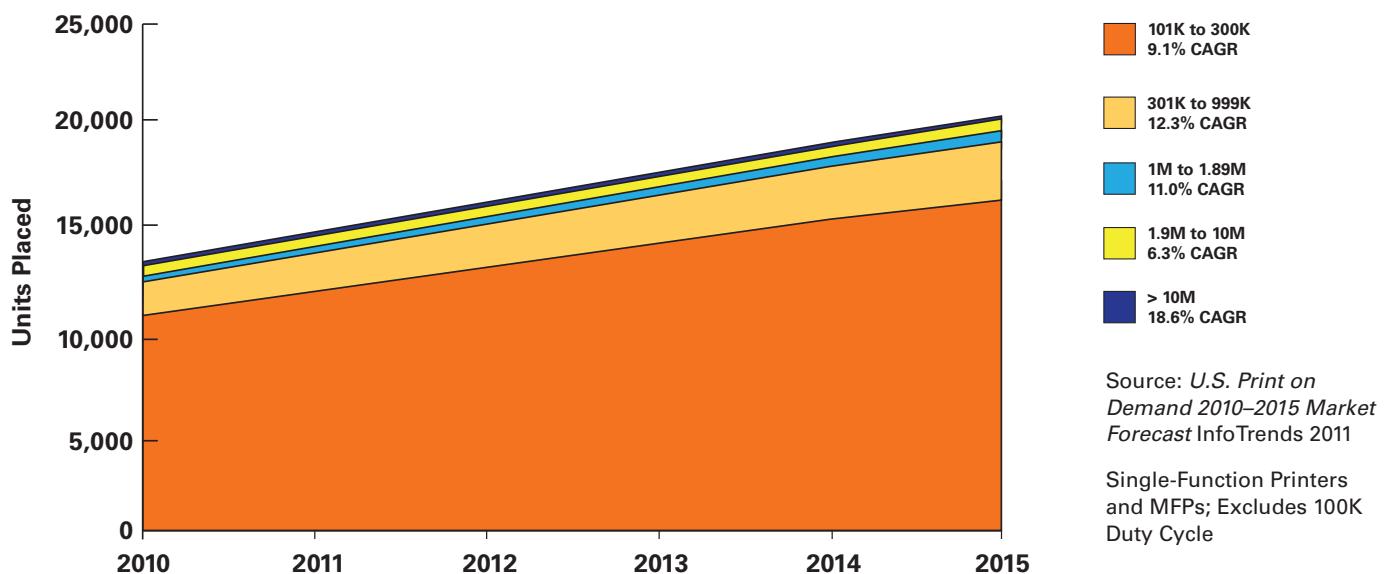
substantially more important as a marketing tool that can engage consumers as well as transact business. As marketers' media mixes continue to diversify, mobile will need to be effectively integrated with other channels.

Although digital media is experiencing strong growth, it is important to remember that physical media is not going anywhere – the two must be integrated. In 2012, mobile will be the bridge that links the physical and digital worlds. This will be enabled through mobile codes, mobile messaging, and Augmented Reality. Print service providers will have no choice – if they don't get in the game, they'll run the risk of being left behind.

### Software-as-a-Service Will Become the Default Choice for Print Service Providers

Print service providers have reached a tipping point, and most companies will go to the cloud by default. Print service providers of all sizes will turn to Software-as-a-Service solutions to minimize capital expenses, lower the complexity of their IT infrastructures, and deal with rapidly-changing end-customer needs. Established players like EFI, PTI Technologies, XMPie, Mindfire, and Pageflex are already beginning to see this shift.

**Figure 3: Placements by duty cycle for color printers (2010–2015)**



## It's 2012... the Transformation of the Printing Industry is Happening NOW! (continued)



### Operational Efficiency and Workflow Automation Will Be Critical for Profitability

With the growth in customized communications and shorter and shorter runs, streamlining workflow is critical to the overall print operation. Automated workflow solutions are no longer a pipe dream. For printing companies that have automated operations, bottom-line results are already starting to show. The firms with the best and most innovative solutions will succeed only if they are also the most efficient. During 2012, savvy print service providers will implement solutions to keep their personnel costs low and get the most out of their production staff.

### An ROI-driven Application Approach Will Be Critical

Commercial printers need to articulate the value of the services they provide in terms that resonate with print buyers and marketers. The value proposition can range from optimizing the marketing collateral supply chain to reducing overall cost to improving response rates through effective cross-media campaigns. Regardless of the application, it needs to be translated into ROI for the end customer.

### The Bottom Line

While parts of the printing industry have been in the doldrums for the past few years, digital printing is the exception. InfoTrends expects 2012 to be a transitional year for digital printing. It will be a year of color (electrophotographic and inkjet) printing, application-driven cross-media solutions with an emphasis on mobile, and developing new ways to streamline work processes. The ultimate watchword for 2012 is transformation. Yogi Berra might believe that the future is difficult to predict, but he did a great job of summing up what 2012 will likely bring for the printing industry when he said, "The future ain't what it used to be."



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Discover 12 market trends that are changing the print industry and creating a win/win scenario for both PSPs and their customers.

Download the InfoTrends White Paper:  
*Road Map 2012: Business Development Strategies*.





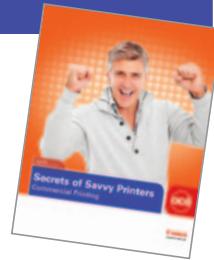
**WOW! at Work**

## Secrets of Savvy Printers

Today's print service providers know they aren't just selling print. They have tapped into a much more lucrative revenue stream that allows them to truly partner with their customers and build long-term loyalty. Learn their secrets and discover **WOW at Work!**

Visit [www.OceWow.com](http://www.OceWow.com) to download the **FREE Secrets of Savvy Printers** booklet to see how these PSPs are creating new revenue streams.

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



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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.

Put **WOW!** to work for you today! Visit [OceProductionPrinting.com](http://OceProductionPrinting.com)



**Questions?**

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