



**Canon**  
CANON GROUP



## Graphic Arts Printing

### Welcome to Océ...Welcome to WOW!

March 2011

Wow is the power of COLOR. Turn everyday black and white transactional statements into powerful marketing tools to help your customers—and you—become more profitable.



#### Strategies for Success in 2011

Barb Pellow, InfoTrends  
Lisa Cross, InfoTrends

Like many print service providers, you have weathered the recession. Although business has started to pick up, you know that you don't want a recurrence of 2009 and 2010. As such, you are seeking the right strategies to transform your business.

In the InfoTrends White Paper: Road Map 2011 Business Development Strategies, Barb Pellow and Lisa Cross share strategies that print service providers should consider in 2011, including:

1. Make the Move into Cross-Media Marketing Services
2. Restructure Compensation Plans
3. Seize the Data and Help Clients Mine It
4. Personalization Isn't Enough... It's Relevance and Engagement
5. Pull the Trigger... Automated Marketing Emerges
6. Mobile and Print Are Better Together
7. Move to the "Cloud" to Accelerate the Delivery of New Value-Added Services
8. You Can't Manage What You Don't Measure
9. Retool and Reeducate Your Staff
10. Promote Thyself!
11. Lean is Still In!

If you are thinking about strategies for profitability in 2011, visit [www.OceWow.com](http://www.OceWow.com) to download the InfoTrends White Paper: Road Map 2011 Business Development Strategies.

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

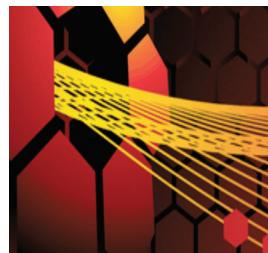
- View the webinar: **Color Coordinated. Bringing color capabilities into your black & white business**
- Download the InfoTrends White Paper: **Road Map 2011 Business Development Strategies**

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

Download Free White Papers:



- Road Map 2011 Business Development Strategies
- Six Good Reasons To Invest in Digital Color Printing
- TransPromo 101: The Basics



Register for informative Press Go! webinars:

- 4/5 - *What's My Line?*  
Selling marketing solutions vs. print solutions.
- 5/3 - *The Price is Right.*  
Ideas for estimating and pricing your services for customers in a way that's fair to everyone.
- 6/7 - *Value-Added Selling.*  
What services, besides print, will drive revenue for your company?

## Six Good Reasons to Invest In Digital Color Printing:

Barb Pellow, InfoTrends



Whether you are a large company or a small local printer, digital color printing is here to stay. The days of long runs across several shifts are over. There is a great need for smaller quantities to reduce inventory, obsolescence, and total cost. If you haven't yet made an investment in digital color printing, here are six compelling reasons to get in the game:

- Offset is moving to digital: An InfoTrends survey of in-plants and commercial printers revealed 62% reported digital print volumes growing and four-color offset work declining.
- Black & white is moving to color: While digital black & white impressions continue to outnumber color impressions, they are not growing. The real growth area is digital color.
- Run lengths continue to get shorter: In an InfoTrends survey of 240 print buyers, respondents reported 50% of their color jobs had run lengths of less than 1,000 and 70% had run lengths of less than 5,000.
- Pressures on Marketing Executives are driving Customized Communications: Since the economic downturn, marketers are now seeking partners that can help them customize and target measurable programs. The starting point for participation in personalized marketing programs is making an investment in digital technology.
- Web-Enabled Services are Driving Digital Printing: Print buyers and print service providers are moving to the Internet, opening the door for new revenue for cross-media services.

- Digital Color and the Internet are Linked to Efficiency and Profit: Digital color and the Internet are directly linked to operational efficiency and improved profit margins.

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

- View the webinar: **Color Coordinated. Bringing color capabilities into your black & white business**
- Download the white paper: **Six Good Reasons to Invest in Digital Color Printing**

## Getting Marketing Teams Engaged with Production Print

Francis McMahon, Vice President, Marketing



It's no secret that marketing departments are savvy when it comes to direct mail. It's a channel they've traditionally owned. They routinely work with vendors—whether it's a direct mail house or commercial printshop—who provide access to sophisticated tools for conceiving, creating, composing, personalizing, mail-merging, printing and delivering mail pieces to a designated set of recipients and then measuring campaign effectiveness. For direct mail, they have plenty of tools for interacting with the process, from uploading artwork and providing lists to measuring response rates.

However, when it comes to bills, statements, policies and other production print output, many marketers find it more difficult to navigate the terrain (if they even consider stepping onto it in the first place.)

## Why do I think marketers are less engaged with production print?

For starters, there's the cultural dimension: IT and Operations versus Marketing. Historically production print has been the domain of the technology, operations or billing department, a silo neatly tucked away from creative and marketing types. As a result, many marketing execs simply didn't consider transactional documents as vehicles for their messages. As awareness grows, marketing teams and even CMOs are starting to recognize the value of the transpromo opportunity. This is especially true as they face mounting pressure to deliver more accountability and better results at a lower cost. However, because they're new to the game, they may be unsure of what executing a transpromo campaign entails, or how to engage with their traditional rivals in IT.

### If you're a print services provider, this is a golden opportunity.

Maybe you're already providing direct mail or transactional print services for a particular client. You've got a new way to add more business and generate new revenue streams if you can help Marketing bridge the gap with IT. Start by helping marketers understand the potential of adding the statement into the marketing mix. Demonstrate the effectiveness of delivering targeted messages to recipients who are highly likely to spend time with the document. Point out the economies of embedding messages in documents that are delivered in an envelope where the stamp is already paid for. Keep in mind that you also have to win over their IT and operations folks who will be concerned about production cycles, data integrity and the ability to test. These guys want to know that a marketer is not going to be sticking their fingers in the code the day before (or even the week before) production.

Once you've convinced Marketing and IT that you have the skills, processes and tools to help them "do transpromo" in a quality controlled and measurable environment, help them foster dialogues with other departments and stakeholders. This might entail determining who maintains the library of messages and conditional business rules that define their use. Finally, provide access to tools that make it as easy to manage content for transaction documents as it is for direct mail—and make sure to measure results. In many cases, the very tools that enable marketers to interact with their suppliers for direct mail campaigns can be adapted for the transpromo world.

In a nutshell, educate them, make the appropriate tools available, facilitate the process and help marketers track results and ROI. It's a consultative sell—but well worth the effort if it cements your relationship with existing customers or helps to bring you new ones.

## Profit with TransPromo



Transform your customer's statements into their best customer communications vehicle... with personalization and relevant content.

TransPromo communications take a standard bill or statement and add meaningful marketing messages—in other words, integrating a TRANSactional document with proactive PROMotional marketing. The changes in postal rates and technology have created an environment where TransPromo makes good business and economical sense for many companies. TransPromo can be implemented in black and white, yet enhancing a statement or bill with color can significantly enhance response. These formerly routine documents can help you sell additional products and services and build brand loyalty.

Study after study shows that statements command the most attention among many other common forms of customer communications. With so much attention paid to this document every month, there is huge potential to communicate directly with each customer on a "one-on-one" personal level.

Through the use of targeted, personalized statements, DST Output has helped customers unleash the power of this opportunity and created deeper, more meaningful relationships with their customers. Cheryl Kananowicz, Vice President and Dave Smith, Operations Manager share how DST Output does it.

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

- Download the InfoTrends White Paper: **TransPromo 101: The Basics**

## 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
- Download Free White Papers
- View Webinars



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

©2011 Océ. The Océ logo and "Océ" are registered trademarks of Océ-Technologies B.V. CANON is a registered trademark of Canon Inc. in the United States and may also be a registered trademark in other countries.



**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.

Visit [OcéWow.com](http://OcéWow.com) • Email Us: [us.oceinfo@oce.com](mailto:us.oceinfo@oce.com) • Call 1-877-OCE-4WOW

© 2011 Océ. The Océ logo and "Océ" are registered trademarks of Océ-Technologies B.V. CANON and IMAGEPRESS are registered trademarks of Canon Inc. in the United States and may also be a registered trademark in other countries.

