



WOW! at Work

Digital Printing Insider

Graphic Arts | June 2012



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Welcome to Océ... Welcome to WOW!

Wow is... turning business challenges into a competitive advantage! Industry-wide concerns like print and mail integrity, postal optimization, automating business processes, streamlining operations and increasing productivity can keep you up at night. Océ recognizes the complexity in today's multi-channel marketing environment and offers a full end-to-end solution to address these critical business challenges. Océ's PRISMA® workflow software has earned its position as one of the industry's most consistent, open, and compatible platforms, and when teamed with high-speed production systems as well as award-winning professional service and solution partners, you will confidently gain a significant competitive advantage.

Workflow: Your Competitive Advantage



Bill LaRoss, Director of National Software Sales, Océ Production Printing

As print volume grows and new applications emerge, print operations face mounting operational challenges. In some instances, organizations are dealing with multi-vendor and multi-location environments, which can create system, device, and output incompatibilities. This can result in downtime, idle equipment, job delays, and inefficiencies that impact revenue flow, cost-efficiency, and profitability. Bill LaRoss, Director of National Software Sales for Production Printing at Océ, highlights six key critical business processes where Océ PRISMA workflow software provides the flexibility to easily adapt to its customer's infrastructure and adds significant value to the technologies that its customers have invested in. The result is a full end-to-end solution to turn your business challenge into a competitive advantage.

Océ PRISMA: Streamlining Business Processes

According to LaRoss, Océ's PRISMA suite of software products provides the core architecture for the company's workflow management solutions, which enable organizations to maximize the performance and cost-effectiveness of multi-vendor operations independent of location, system, or print device. LaRoss states, "It provides the flexibility to adapt to the customer's infrastructure. The tools are easily integrated with partner offerings to provide end-to-end solutions."

LaRoss highlighted six key critical business processes where Océ PRISMA workflow software works in concert with Océ's leading digital print engines, award-winning professional services, and solution partners to bring significant value to customers.

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

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FREE Downloads!

- InfoTrends White Paper: Workflow Automation Priorities and Efficiency Initiatives Revealed
- GlobalSoft Digital Solutions Customer Video
- A New Vernacular: From Web-to-Print to Marketing Supply Chain Optimization Webinar
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Questions?

Call Us:
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us.oceinfo@oce.com



Workflow: Your Competitive Advantage (continued)

Print and Mail Integrity

There are many things that can keep you up at night – ensuring that Frank's EOB doesn't end up in Jane's envelope, meeting service-level agreements (SLAs), page integrity, and tracking. These challenges can easily be addressed by using Océ PRISMA workflow software in conjunction with Ironsides Technology. This combination facilitates tailor-made document integrity and piece-level tracking solutions, enabling a customer to provide the reporting necessary to meet HIPPA, PHI, SOX, and PIPEDA requirements for print and mail environments.

LaRoss states, "Océ PRISMA workflow software capabilities include virtualization of the print data, building of indexes to facilitate manual or automated re-print requests, adding barcodes for page/piece integrity, tracking while creating an audit trail of missing/damaged/orphaned documents by comparing printed output with electronic print data files, and capturing discrepancies in an SQL database. Once the discrepancies are identified, operations personnel can proactively address any issues to ensure that customer SLAs are met and *all* jobs are 100% complete before leaving the facility."

For customers whose investments include industry standard "intelligent" inserter systems, Océ PRISMA workflow software also provides re-print automation versus going upstream to document composition. Regardless of the print/mail integrity challenge, Océ's PRISMA suite of software products, in conjunction with recognized partner products, provides complete solutions that save time and reduces costs to maintain customer profitability.

Postal Optimization

U.S. postal rates continue to rise each year, and direct marketers are continually challenged to offset these costs. Yet many marketers fail to focus their cost-reduction efforts on postage, trying instead to reduce expenses involving printing, materials, and other campaign elements. By focusing more on reducing postage costs and optimizing campaigns, marketers can proactively manage



budgets for profitability while still maintaining the integrity of their direct mail programs. LaRoss explains, "In response to this challenge, businesses are exploring alternative methods such as cross-media communications to reduce mail volume as well as the number of mailings they send out. At the same time, however, traditional mail is not going away. For many, it is still the only secure and accepted method of communication, and a critical component in the marketing mix. Because of this, Océ and its partners are focused on postal optimization solutions."

Today's tools help users execute an effective, intelligent postal strategy, using both digital and traditional mail. As printed documents come off the production line, they can be processed and sorted for the best discounts and biggest savings.

Building New Revenue Streams and Customer Loyalty

Offering services such as TransPromo, variable data, and cross-media marketing can increase campaign effectiveness, build new revenue streams, and enhance customer loyalty. In an environment where marketers want to optimize the effectiveness of every customer touchpoint, TransPromo communications offer the opportunity to significantly heighten the value of bills, statements, and confirmation notices. TransPromo documents are directed at individuals that have opted-into a relationship with a company. These documents can build loyalty and trust, cross-sell, educate, reinforce the brand, and activate and retain clients.

LaRoss elaborates, "Océ PRISMA workflow software, with integrated partner products from GMC, Crawford Technologies, Sefas Innovations, and Insight Forums, can help service providers and marketers utilize white space on the face of the statement and transform it into valuable marketing real estate. This means new revenue opportunities and increased customer loyalty for service providers."

Océ PRISMA Software

WORKFLOW LEADERSHIP



With years of industry leadership and thousands of installations, Océ's PRISMA workflow software has earned its position as one of the industry's most consistent, open, and compatible platforms. Teamed with high-speed production systems as well as award-winning professional service and solution partners, Océ offers a full end-to-end solution to address today's critical business challenges.

Océ partners include:

- Bell + Howell
- Crawford Technologies
- Ironsides Technology
- Sefas Innovation
- GMC Software Technology

Workflow: Your Competitive Advantage (continued)



Streamlining Operations for Increased Productivity

Managing production environments with a variety of IT platforms, printer technologies, and software tools into a single, centralized workflow solution is critical for service providers. LaRoss explains, “Océ PRISMA workflow software’s open architecture enables seamless integration with diverse platforms, equipment, and software to meet your needs today while also addressing future requirements. Users can add the appropriate Océ PRISMA workflow software components to link to another application environment as needed.”

Tools like Océ PRISMAaccess™ software also help customers submit jobs to the print shop as easily as they can print to their local printers with a customizable job ticket. The all-digital workflow makes it easy for customers to stay up-to-date on the status of their orders. This means that printers can process jobs faster, take control of costs, expand print room access, and add new services as business grows.

Automating Business Processes with ADF

Achieving higher efficiency and effectiveness by simplifying and automating time-consuming processes is top-of-mind for many customers. Today, many organizations are establishing strategic visions to evolve their print/mail operations into robust value-added customer communication distribution services. With a focus on delivering information about consumer transactions across the distribution channels of choice, organizations are seeking mechanisms to accommodate dynamic digital manipulation capabilities, workflow automation, and transaction-level visibility throughout the entire production and distribution process.

According to LaRoss, “Océ’s PRISMA workflow software, in conjunction with Sefas’ Open Print Producer ADF solution, enables production operations to fully automate the on-boarding of newly composed or enhanced digital applications via workflow automation to trigger, track, and audit both the digital and physical processes. As a result of this workflow automation, organizations can track granularity at a transaction level from host to post.”

Digital Book Printing

Digital book printing continues to be a major focus for Océ, particularly as the digital era brings new opportunities for publishers and printers. A digital printing system can produce runs as short as a single copy, while still making economic sense. This is an innovation that will revolutionize the world of publishing. Digital book manufacturing enables true demand-driven production, with run lengths and production cycles geared exactly to the demand of the moment. Océ provides solutions for the just-in-time digital production of high quality books (from pre-press to finishing), including online administration. The entire workflow is fully automated for maximum profitability.

Océ PRISMAprepare™ software is designed to automate the book preparation process. It allows easy one-click book creation, with productivity-enhancing capabilities for Graphic Arts applications like training manuals, product guides, and technical materials. In addition to easily and flexibly creating spine captions, it can generate duplex-printed tabs with up to three lines of text. Using pre-defined criteria, the software automatically calculates adjustments for creeping and spine captions. These labor-saving features also work with custom sizes and multiple-up impositioning.

Océ PRISMA workflow software also automates book printing and reprints through a batch, barcode, and scanning process. LaRoss elaborates, “Customers can streamline the digital book production and reprint process from order entry through shipping and delivery. With automation in place, jobs start and finish with less waste and downtime, minimizing production costs while maximizing revenue.”

The Bottom Line

With years of industry leadership and thousands of installations, Océ’s PRISMA workflow software has earned its position as one of the industry’s most consistent, open, and compatible platforms. Teamed with high-speed production systems as well as award-winning professional service and solution partners, Océ offers a full end-to-end solution to address today’s critical business challenges. LaRoss concludes, “Océ is committed to helping customers within print shop, transactional, and graphic arts environments achieve a more streamlined and unified document production processes, gain maximum value from legacy applications, and add critical ADF capabilities to succeed in a highly competitive market. We work to transform technology into added value. No matter what the critical business process or new requirement entails, Océ has the complete solution to turn your challenge into a competitive advantage.”

 [Visit OcéProductionPrinting.com/GraphicArts](http://OcéProductionPrinting.com/GraphicArts)

Learn how you can build the right solution to turn business challenges into a competitive advantage:

- Call us at 1-877-623-4969 to receive a Complimentary Consultation!
- Download the InfoTrends White Paper: *Workflow Automation Priorities and Efficiency Initiatives Revealed*.



Customer Highlight: Christopher Petro, GlobalSoft Digital Solutions

In 1998, the founders of GlobalSoft Digital Solutions set out to create a unique communications resource that was nimble, quick-to-market, and adaptive to client needs. Today, the privately-held firm is headquartered in Mahwah, NJ with an international facility in Lyon, France.

Christopher Petro, GlobalSoft President and Chief Executive Officer, states, "We work with our clients and agency partners on a broad array of marketing programs. We engage during the planning process to be certain that client marketing programs are designed to be efficient and effective, resonate with their customers, and reach them at critical moments in the brand's lifecycle."

GlobalSoft was an early provider of web-enabled marketing supply chain management solutions. Petro saw opportunity early on in working with clients to establish a professional corporate image that was consistent across all documents, collateral, and premiums that carried the clients' logo. Petro explains, "The cost and time in managing corporate identity/brands is challenging organizations to seek more turnkey solutions. That's where we come in."



Using low-resolution logos in the wrong color, the wrong position, or on the wrong paper can damage a corporate image. Without good controls, salespeople sometimes reprint brochures with outdated information. Additionally, in a world of rapidly changing information, materials can become obsolete fast, potentially leaving companies with a surplus of outdated marketing and sales materials.

According to Petro, "The GlobalSoft web-enabled solution provides web-enabled, print-on-demand, just-in-time documents, collateral, and premiums that can be customized online in exact accordance to our customers' guidelines." He outlines the following key capabilities provided by GlobalSoft's solution:

- **Brand identity control:** The solution offers online customization that adheres to strict enforcement, policing, and implementation of brand identity guidelines.
- **An easy-to-use web platform:** A single, user-friendly web platform provides permission-based access for ordering corporate sales brochures, collateral, and premiums from users' desktops, for delivery to their desired destination. The solution includes variable integration templates, enabling staff to enter personalized content where necessary (e.g. business cards and letterhead). Previews of the finished products are provided for viewing and approval via a PDF.
- **Built-in approvals and cost controls:** The solution can be customized to meet approval/budgetary requirements. The system provides fields for job numbers, budget codes, and credit cards to track and report related expenditures.
- **Effective resource usage:** The web-enabled solution helps clients control costs by saving administrative time, minimizing collateral waste that occurs through obsolescence, and reducing storage/inventory costs. GlobalSoft also provides centralized and volume buying of premiums such as mugs, pens, bags, and industry-specific premiums.
- **Content and compliance control:** GlobalSoft solutions are designed to help reduce business risk by ensuring that legal and compliance text and graphics remain static within the marketing content and can only be modified by authorized personnel.

When asked about his recommendations for peers, Petro says, "Start NOW if you aren't already offering these services to your customer base. Define the processes, people, and partners that can take you where you need to be. Work with your customers to evaluate what is used, what is wasted, and the pockets of waste. There will be significant profit in web-enabled supply chain management, for you as well as your customers."

Visit OcéProductionPrinting.com/GraphicArts

Learn more about web-enabled solutions and view a video of how Océ has partnered with GlobalSoft Digital Solutions.



From Web-to-Print to Marketing Supply Chain Optimization

Marketers spend billions of dollars producing, warehousing, and shipping marketing literature, packaging, documentation, point-of-sale displays, premiums, giveaways, signage, and handouts for all channels of market contact and engagement. How well this portion of marketing operations is managed and controlled can materially impact go-to-market effectiveness, as well as the optimal use of marketing dollars in creating business value and a competitive advantage.

While investment in traditional marketing channels has been decreasing over the past few years, marketing consumables still account for a significant portion of the marketing mix. According to a recent Chief Marketing Officer Council study on the marketing supply chain, 30% of marketers surveyed spent 20%-30% of their budgets on marketing materials. Printed collateral topped the list of materials produced.

At the same time, however, the marketing supply chain is broken. Marketers are facing significant challenges in creating, delivering, and tracking their investments in marketing materials. 78% of marketers surveyed by the CMO Council report having a closet or warehouse full of old materials, while 84% have sent outdated marketing materials because of slow or inaccurate internal supply chains. In addition, 33% had no form of inventory management and significantly more had no real-time access to inventory or utilization levels. Up to 50% of marketing consumables are deemed waste because marketers lack a critical view into provisioning, logistics, consumption metrics, and localized needs.

Carpe Diem for the Graphic Communications Market
The watch term for the industry should be *carpe diem* – Latin for “seize the day.” With this level of expense and associated waste, a value proposition associated with managing the marketing supply chain means opportunity. The **marketing supply chain** is the chain of suppliers that an organization relies on to produce materials (print, promotional products, and point-of-sale) to market their products and services. Over time, these supply chains have grown cumbersome and unwieldy as new partners, products, and technologies are added, resulting in increased cost, decreased service levels, and an overall loss of control.

With today’s technologies, including digital color printers and software-as-a-service web-to-print tools, it is time to get back to the basics in communicating how you can reduce overall marketing spend and add to marketing efficiency by helping marketing executives get their supply chains under control. The premise of printing what is needed, when it is needed, and in the exact quantities required will resonate with marketing executives that are trying to gain control of the marketing supply chain.

Service providers can go to marketing executives with a recommendation that they take a complete marketing supply chain approach. This requires a consultative approach in identifying inefficiencies and potential cost savings, as well as developing best business practices to optimize the marketing supply chain. If the service provider doesn’t have the capability

The screenshot shows a web browser window for a webinar titled 'A New Vernacular: From Web-to-Print to Marketing Supply Chain Optimization'. The page is part of the 'Printing Impressions Group Webinar Series' and is sponsored by Océ. It features a speaker list with portraits and names: Chris Petro (President and CEO, GlobalSoft Digital Solutions), April DeRossett (President and Owner, Direct Connect Solutions), and Barbara Pellow (Group Director, InfoTrends). The page also includes a list of learning objectives and a note about submitting questions during the live Q&A session.

to produce specific items, it can partner for acquisition to manage the total marketing supply chain from production and acquisition to fulfillment and delivery. The service provider can also provide insight about materials consumption so marketing executives can understand what has real value to the sales distribution channel.

The Value Proposition Holds

It is time to change your vernacular. Service providers have “web-to-print” tools, but they really need to be selling “marketing supply chain optimization.” The value proposition isn’t a new one. What you are delivering as part of optimizing the supply chain is just-in-time, on-demand delivery of sales collateral to distributed workforces with zero inventory. A web-enabled marketing supply chain provides brand consistency, management of digital assets, revision and version control of marketing materials, options to customize content, and measurement and metrics about the utilization of specific marketing materials.

Moving Forward

The first step is to work with the marketing executive and gain an agreement that there is a problem. Given current statistics and studies, there is an acknowledgement that in the face of reduced budgets, waste in the marketing supply chain must be addressed. Marketing is responsible for providing information on products and availability, prices, order tracking, incentives, marketing campaigns, and sales information. You can differentiate your organization by focusing your attention on distribution channel requirements. By creating a technology-enabled supply chain solution, you can strengthen a company’s competitive position and support the successful delivery of marketing information when and where it is needed, and in the exact quantities required.

A call to action encouraging visitors to visit OcéProductionPrinting.com/GraphicArts and view a webinar titled 'A New Vernacular: From Web-to-Print to Marketing Supply Chain Optimization'. The page also features a small image of the webinar invitation.

Digital Book Printing: A Real Page Turner

Never before have book manufacturers and publishers faced such a perfect storm of challenges. Downward price pressure, declining demand, advances in digital technology, overseas competition and pressure from new channels call for new ways of doing business. The challenge? Weed out the inefficiencies of the traditional supply chain and produce more titles in smaller quantities – with less cost and near-offset quality.

The answer? A more efficient digital production model that minimizes risk, increases earnings and supports editorial choice. With a digital platform, books can be printed on demand or in shorter runs – across the entire lifecycle.

Publishers don't have to order huge quantities to lower unit costs. There's less risk of costly overprinting, returns or pallets of unsold books sitting in warehouses. Publishers can keep more titles in print longer. And reprint them – quickly and cost-effectively. Whether you're a book manufacturer, commercial printer or a publisher, digital book production is a genuine page turner.

Book Printing and Publishing: A Market in Transition

No doubt about it. The book publishing business is an industry in transformation. The growing popularity of e-books is driving volumes to digital platforms – especially as demand for printed books and order quantities decline.

As digital speeds go up and costs come down, longer runs are becoming economically feasible. Experts predict that in the near term, printing 3,000 to 5,000 books per title on high-speed digital systems will soon be business as usual. In the long term, that number could go even higher.

According to recent research¹, traditional offset production of books reached its peak in 2007. Today, as production migrates from offset to digital platforms, more books are being printed

digitally across the entire lifecycle. The tipping point for digital production has arrived. Meanwhile, as overall publishing volumes decrease, book content is migrating from ink-on-paper to multi-media products distributed across multiple channels.

Keys to Simplifying Supply Chain Management: Demand-driven Digital Book Production

For service providers and publishers, the time to improve efficiencies and reduce costs is now. The technology platform of choice? Demand-driven digital book printing solutions that open the door to profitable new opportunities, enabling books to be printed after orders are placed in the exact quantity ordered – or before the order in short runs.

Create Profitable Opportunities With Océ End-to-End Digital Book Solutions

Eliminating the need for plates, film and press setup costs, Océ digital book solutions leverage the power of automation and just-in-time technology to simplify every step of the production workflow. From receipt of files through signaturization, proofing, printing, binding, distribution, archiving, reprinting and beyond, Océ can help you transform challenge into profitable opportunity.

End-to-end Océ digital book solutions combine Océ digital presses with Océ PRISMA workflow automation software and intelligent finishing systems to transform book manufacturing into one smoothly orchestrated process. Whether you need a standalone digital press to print book blocks or a fully integrated book factory that inputs plain paper at one end and fully bound books at the other, Océ can help.

¹ Source: PRIMIR: PrintCom Consulting: Trends in Books: 2008-2012



Digital Book Printing: A Real Page Turner (continued)



From job ticketing to pre-press document preparation, Océ integrated solutions simplify every aspect of book production. You can maintain a library of digital titles and print them on demand. As an order comes in you can deliver it from any input source – the web, intranet, email or CD – to an Océ server.

The server retrieves the digital files for the book block, prepares files and automatically queues the job for printing and binding. You can:

- Accept print files from Océ and non-Océ workflows
- Scan hard-copy originals
- Eliminate hard-copy proofing
- Guarantee front-to-back registration
- Combine and edit multiple PDF files
- Impose pages on the fly
- Finish books using the binding and finishing solution that meets your needs

With Océ solutions, you can produce books on demand or in cost-effective short runs. In quantities as small as one or as large as several thousand. With customized content. Fewer touches. And virtually immediate turnaround. It all adds up to a smarter way of doing business.

Turn up the volume with Océ digital printers and presses

- Océ JetStream® high-speed color inkjet presses (available with a 30-inch wide webs and speeds to 3,300 ipm)
- Océ VarioPrint® 6000 Ultra digital perfecting systems – 60 percent more productive than other cutsheet printers when producing book blocks
- Océ ColorStream 3500 midrange color inkjet press
- Canon imagePRESS C7010VP digital color presses
- Océ ColorStream 10000 Flex digital color press
- Océ VarioStream® 8000 continuous feed printer

Accelerate your workflow with Océ PRISMA software

Together, Océ PRISMA output management software and the Océ On-Demand Publishing Solution automate book printing and reprints through a batch, barcode, and scanning process. With this solution, printing and reprinting is vastly simplified – from order entry through shipping and delivery. And with a smooth, automated workflow, you're assured that every job will start and finish on time – with less waste and downtime, lower production costs and higher profit potential.

Count on Océ Professional Service to customize your solution

Need expertise that goes beyond routine consulting and advice? The Océ Professional Services organization offers a variety of flexible and customizable services to help you get your end-to-end digital book solution up and running. Services include:

- **Consulting:** pre-sales, analysis services, project management, and implementation services
- **Education:** Quick Start, customer training, customized coaching, and web-based learning
- **Support:** web knowledge base, help desk, remote assistance, and on-site customer service
- **Software maintenance:** version and release upgrade, patches, and modifications



Visit OceProductionPrinting.com/GraphicArts

Reinvent your publishing model with end-to-end digital book printing solutions. Download the brochure: **Océ Digital Book Printing Solutions.**





WOW! at Work

Bill LaRoss
Director of National Software Sales for Océ Production Printing

Turn Business Challenges into a Competitive Advantage

As print volumes grow and new applications emerge, print operations face mounting operational challenges. Océ PRISMA workflow software works in concert with Océ's leading digital print engines, award-winning professional services, and solution partners to help customers turn business challenges into a competitive advantage.



What business challenge are you trying to turn into a competitive advantage?

Contact us for a complimentary consultation!

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

Visit OceProductionPrinting.com to see WOW! at Work.

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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**



Questions?

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Download a QR code reader app and scan with your smart phone to visit OceProductionPrinting.com and experience the **Power of WOW!**



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