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## Graphic Arts Printing

### Welcome to Océ... Welcome to WOW

Wow is being PREPARED! Océ is supporting customers across the board with workflow automation solutions. By unifying workflows and improving production efficiency, Océ is streamlining document preparation and reducing costly preparation time.

#### Thinking Outside the Box: Gerrit Terlouw's Approach to Problem Solving

When innovators talk about thinking outside the box, they mean coming up with creative ways to solve problems — new ways to look at things. It is a helpful state of mind when trying to come up with new and better solutions for customer problems. The technique of thinking outside the box has been used for many years by businesses and creative types in order to achieve originality and better results.

*"The way that we can make a real difference for our customers is through workflow and the associated efficiencies."*

Gerrit Terlouw  
Océ TSS Senior Vice President

Terlouw says. "The way that we can make a real difference for our customers is through workflow and the associated efficiencies."

Terlouw translates that value into customer terms, "If I can build a workflow solution that saves customers three to four cents on each piece they put in the mailstream, it means significant dollar savings to the customer. We are building custom solutions like this that make them more profitable."

When you are leading the Océ Technology Service and Support (TSS) organization, with responsibility for software sales, installation and integration, project management, support and customer training in complex customer IT environments, you are constantly challenged to think "outside the box." And that's just what Océ TSS Senior Vice President, Gerrit Terlouw does. Terlouw manages the technical support resources across all three Océ Business Units: Document Production Systems, Production Printing, and Wide Format.

Terlouw started his career at Océ in 1969 in the service organization. Since 1980, he has focused his energy on software and workflow automation. "Océ has powerful press engines, but we realize that is only one of the hurdles our customers face,"

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#### Available for Download:

- White Paper: Integration — What's It Really All About?
- White Paper: Workflow Automation
- Brochure: Makeready Made Easy



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Gerrit Terlouw  
Océ TSS Senior  
Vice President

Terlouw's TSS organization is structured to provide custom offerings to clients. His team is comprised of solutions engineers in the field. They are backed by a second level of support in Boca Raton, Florida, and have access to a team of specialists in Poing, Germany, and Venlo, The Netherlands. In addition, there is a centralized team, reporting to Terlouw, that supports a customer help desk, training, project management, and the Océ Knowledge Management System.

There is no shortage of customized client projects for TSS. Terlouw highlights the importance of Océ PRISMA® workflow management software tools in delivering customer results. He says, "Frequently we work in mixed vendor environments. For a large insurance company we put in place a system that managed and tracked all the documents across their Xerox, InfoPrint, and Océ devices. The Océ PRISMA solution lets them know where every job is."

Security is essential in today's market. Terlouw indicates that it is an integral part of custom system development. "We take a proactive approach to security. We focus on meeting recognized industry standards and work closely with customers to implement government mandated security regulations including HIPAA, GLB, and SOX in a timely manner."

Summing up the value TSS brings to clients, Terlouw says, "Océ has a slogan, **customer first**, and we really mean it. Our solutions engineers get involved early in the sales cycle. We look at the customer situation and how we can help them the most. Each situation is different. We use our tools, do programming, and work with valued business partners to deliver what is of most value. It really is about thinking outside the box."



Visit [www.OceWow.com](http://www.OceWow.com) to:  
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**Integration: What's It Really About?**

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## What's the WOW! Factor?

# WOW! Unparalleled Service

Ask any number of Océ customers what makes them say, "Wow!" and it's a pretty safe bet that you'll hear about our outstanding service and support.

We take great pride in our reputation for service. It's well earned and widely recognized. In fact, Océ service has earned multiple prestigious industry awards, including:

- The Geico Partnership "Excellence Award for Service."
- D.F. Blumberg Associates "Excellence in Service Business Optimization Award" – outperforming companies such as Xerox, HP, IBM, Kodak and more than 200 others.

We know that service goes way beyond a reactive "break/fix" approach. Our comprehensive, proactive planning and designing start well before installation.

We work to get you up and running quickly and we continue on with the philosophy of *whatever it takes* to help you achieve maximum uptime.

- **Pre-Implementation Consultation** – Océ service kicks off by designing a truly customized solution. Our goal is to ensure that your print solution is 100% optimized for your specific business needs.
- **Seamless Implementation** – Océ's fully integrated print solutions help you ramp up quickly, assuring the least possible disruption to your operation.
- **Life-of-Product Support** – With a relentless "customer first" mentality, Océ maintains a nationwide field service and software specialist network and massive parts inventory to help resolve any issue as quickly as possible – *typically on the first call.*

## Be Prepared... Océ PRISMAprepared!

We've all heard that Boy Scout slogan "Be Prepared." That's exactly what Océ PRISMAprepared™ software does for document workflow in the graphic arts environment. It is an all-in-one document preparation software tool set that speeds up job preparation in your prepress workflow. Whether it's collecting and cleaning up pages, enhancing documents, or assigning media or finishing devices, Océ PRISMAprepared all-in-one document preparation software automates your pre-press workflow from composition through production.

Device-independent Océ PRISMAprepared prepress software uses a standard PDF workflow so users get the full power of Océ and non-Océ production cut-sheet printers. Booklet creation, impositioning, color split and merge, color management and adding finishing marks, as well as hard copy proofing become relatively simple processes.

### Productive by design

The software tool is designed to increase productivity in the prepress arena. Key capabilities include:

- Composition make-ready: collect PDF sections from digital and analog sources
- Image make-ready: correct and clean up imperfections—replace, change or modify (image) colors
- Layout make-ready: define the document's final layout
- Media make-ready: assign media to pages and sections
- Production make-ready: accelerate productivity and choose the right production and finishing devices for the job

With Océ PRISMAprepared software, you can automate every step to your prepress workflow.

### Designed with the user in mind

Everything about Océ PRISMAprepared prepress software is designed to make job preparation fast, easy, and productive. The graphical user interface is based on the familiar Océ Ocean design.

With a WYSIWYG preview of the job, what you see on-screen is exactly what will print. And that applies to finishing options, too—you can display the exact position of staples, hole punches, and folds, and illustrate where full-bleed tabs will be positioned—an industry first for innovative print rooms.

This versatile prepress software solution is easy enough for entry-level users to master and powerful enough for expert users to add even more value to PDF documents.

Recently, Océ released version 5.2 of Océ PRISMAprepared software. Graphic Arts customers benefit from the latest release. One of the most important features of Océ PRISMAprepared version 5.2 software is the ability to drive the Canon imagePRESS C7010VPS system with the Océ PRISMAsync™ software controller. This provides a common front-end interface for production efficiency for Canon, Océ, and non-Océ devices, and helps customers unify workflow across monochrome and color devices. Document preparation is enhanced through a new automation tool. Users can record preparation steps in a template, which can easily be recalled for other documents. In addition, pre-recorded templates can be called directly from the command line interface without user interaction, significantly reducing costly, non-billable preparation time. Output flexibility has been expanded with cut-and-stack impositioning, which is often needed for books. Users can also add logos and stamps for manuals, sensitive documents, and drafts.

When you want to get prepared in today's complex graphic arts market, Océ PRISMAprepared software clearly offers an answer.



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## Zebra Print Solutions: Solving Customer Problems

Today, the commercial print providers who thrive are those that are willing to retool, offer the right portfolio of services and solutions to meet customer needs, and strategically invest in the future. Such is the case of Zebra Print Solutions, a full service print provider that is enjoying steady growth thanks to its focus on helping customers succeed, improving processes, and leveraging technology to improve accuracy and productivity.

Zebra Print Solutions was founded in 1992 in Raleigh, North Carolina's Research Triangle Park. The company has harnessed the power of innovative technologies to provide flawless print and fulfillment of training materials around the world. The company has a deep understanding of the intricacies of print, document management, and fulfillment, and the inherent problems that can occur in each. This has enabled it to develop unique processes and procedures that ensure error-free delivery. Zebra Print Solutions has expanded its services to incorporate a full array of meeting support products that includes everything from workbooks, handouts, name badges, and table tents to promotional specialty items. Zebra is also becoming a leader in corporate enterprise services, providing major corporations with online order entry and tools to update versions of documents, flexible shipping options, enterprise pricing, and e-commerce capabilities. The company recently acquired a direct mail firm to expand its marketing services and delivery capabilities.

When asked to describe his business, Zebra Print Solutions President Patrick DiLeonardo says, "We are a service business. The things we manufacture support the service we provide to support meetings, training, and customer communications. We start with asking the customer about their business problem and then build the solution. We talk to our customer base in their language. We make sure that we understand their industry and business issues, and that drives loyal customer relationships."

## Quality and Speed

According to DiLeonardo, "When you are providing materials to support education and events, everything is time critical. It needs to be there at exactly the right time and most of our work has to be turned around in 24 hours. The combination of reliable equipment and good workflow is essential for meeting the quick turnaround and complex kitting and fulfillment requirements of our customers. We document every job that goes through our operation and whether it was delivered on time, late, or redone. Then we do comprehensive root cause analysis for any defects and determine and implement appropriate corrective actions. We complete and deliver more than 99.8% of our jobs on time."

Zebra Print Solutions produces between two and four million impressions on its two OcéVarioPrint 6200 systems and generates another 250,000 to 300,000 full color impressions on its two Océ CS665 devices. "These machines are real work horses," DiLeonardo observes.

The Océ devices are combined with a streamlined workflow. Zebra Print Solutions offers clients the ability to store documents and kit content lists securely on a custom web ordering site. The client can order print, production, and assembly as needed, and eliminate the need to store and ship vast amounts of materials. Private, secure online ordering gives Zebra Print Solution's customers complete control over e-fulfillment, production costs, and authorized users. Once an order is placed, systems create job tickets that go into the production schedule. The company also has sophisticated warehouse management tools so clients can specify additional materials and supplies ranging from laminated learning aids to posters to effectively manage training courses and events.



## Océ PRISMAprepare software

### All-in-one document preparation software for preprint perfection



To support its intense focus on quality, one of the tools that Zebra Print Solutions uses as an integral part of the workflow is Océ PRISMAprepare software. Océ PRISMAprepare software is designed to speed up job preparation making it easy to perform prepress tasks such as creating booklets, impositioning, color splitting, merging, and adding trim marks to complex jobs. According to DiLeonardo, "Océ PRISMAprepare lets us encapsulate the entire piece into one file. We can assemble the elements and print one book for customer review and approval. Once they say yes, we have an Océ PRISMAprepare job number that will produce the book accurately and the process becomes repeatable. All we have to do is print."

#### A Business Partner

When asked why he selected Océ, DiLeonardo indicated there were three key reasons. First and foremost, he felt that Océ had good business practices and philosophy and were truly dedicated to his success. "Second, this philosophy manifests itself in the service team and finally, the technology just works," he explains.

#### The Future is Bright

DiLeonardo believes that the future is bright. His strategy of solving customer problems is working. "This year will be the best we have ever had," he reports. "The acquisition of the direct mail firm will take us beyond our event and training segments and let us provide expanded marketing services. As we expand offerings and capabilities, we will continue to deploy our practices of minimizing customers risk and maximizing their success through flawless execution."



Visit [www.OceWow.com](http://www.OceWow.com) to:  
Download the Zebra Print Solutions Case Study

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## Workflow Automation: A Priority in a Rebounding Economy

Some print service providers are breathing a little easier now that it seems the worst of the recession is over. The pings and misses in the old economic engine are more noticeable, but the flurry of panic has somewhat subsided. According to the latest InfoTrends research, print service providers have concluded that it is time to tune the system, clean out redundant processes, and make their operations run more efficiently and smoothly. They view cost cutting actions and streamlining business processes as essential measures for long-term success and maintaining a competitive position in the market.

Recent results from the *Production Software Investment Outlook* (see Figure 1) indicate that just over 60% of print service provider respondents are currently placing some level of priority on print production workflow automation, with around 22% of respondents placing a high priority on this initiative. In this survey, priority levels were identified as follows:

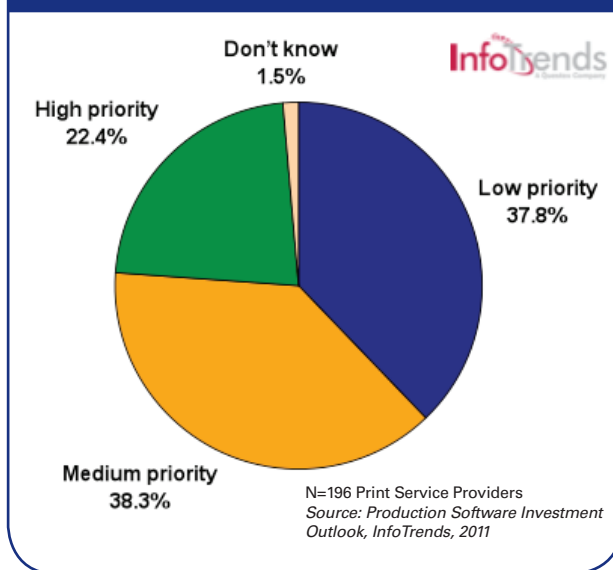
- **Low Priority:** Not a priority with the next 12 months; no plans for dedicating resources and/or budget
- **Medium Priority:** Not a top priority, but considering dedicating resources and/or budget in the next 12 months
- **High Priority:** Among company's top three priorities; dedicated resources and/or budget today

Overall, a significant portion of respondents are currently dedicating or planning to dedicate resources, a budget, or both to print production workflow automation in the coming year. At the same time, however, over one-third of respondents indicated that automation was a low priority within the next year.

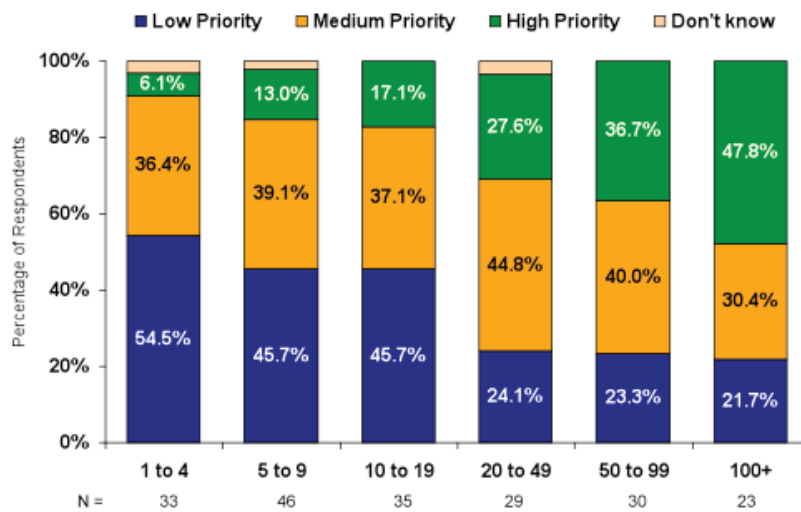


Digging deeper into the data provides additional insight. Figure 2 shows the results from Figure 1 broken out by company size. We can see that smaller companies (which account for the majority of the industry and a significant proportion of our sample population) are placing less of an emphasis on workflow automation. This result is not a surprise considering that smaller shops—particularly those with fewer than 10 employees—likely have little need to further automate their print production workflows. The footprint of their operations, combined with the volume of jobs they produce, likely leads to the perception that their workflow processes are adequate... even if there is room for improvement.

**Figure 1:** Which of the following best describes your print operation's priority in automating print production workflow?



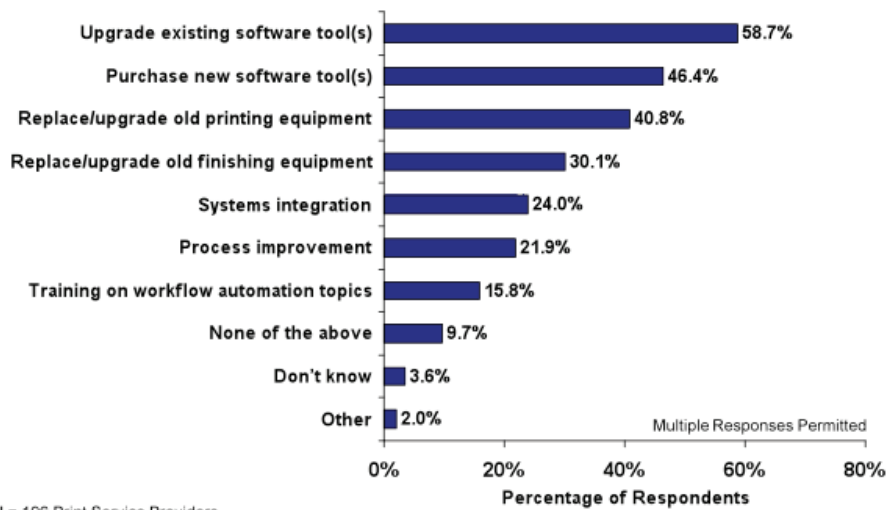
**Figure 2:** Which of the following best describes your print operation's priority in automating print production workflow? (By Company Size)



Source: Production Software Investment Outlook, InfoTrends, 2011

InfoTrends

**Figure 3:** Which of the following initiatives has your print operation conducted to specifically improve workflow efficiency in the past 12 months?



N = 196 Print Service Providers

Source: Production Software Investment Outlook, InfoTrends, 2011

InfoTrends

There is a marked increase in emphasis on workflow automation even in companies with 10 to 19 employees, and this emphasis only increases as company size grows. Larger companies that need to produce higher volumes of jobs will see a greater positive impact by effectively implementing workflow automation, which is why nearly 50% of respondent companies with over 100 employees place a high priority on workflow automation. Even though many of the service providers in the 10 to 100+ employee range have already likely implemented components of automation, they continue to seek ways to reduce costs and increase efficiencies.

The initial investments in workflow improvements start with upgrading existing software tools and purchasing new tools. Equipment plays a role, as well. Entirely new equipment, or even upgrades to existing equipment, can ensure that the printing and finishing processes are being utilized effectively and efficiently in a print production workflow.

## Making the Right Decision

Emerging from trying times requires that businesses everywhere take advantage of every potential tool at their disposal. While it is important to deliver value add to your customer, combining that with being the most efficient provider means profit for your bottom line. Managing workflow is a cost-effective approach that provides a measurable and immediate return.



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

**Download the InfoTrends white paper titled**  
***Workflow Automation: Priorities and Efficiency***  
***Initiatives Revealed***

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