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**GRAPHIC ARTS
AUGUST 2012**

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Building new revenue streams and customer loyalty requires delivering on and exceeding new customer demands, such as enhancing campaign effectiveness with variable data and multi-channel communications, optimizing customer touchpoints with TransPromo, and delivering on time and on budget. That's why Océ delivers with end-to-end solutions that help you automate and streamline your organization to respond more flexibly to client demands, build new revenue streams, and increase customer loyalty. **Learn more! Download the booklet, *Mastering Multi-Channel Communications*.**

OCÉ: PARTNERING FOR MULTI-CHANNEL MARKETING THAT WORKS



Cindy Cumings, Marketing
Communications Manager,
Océ North America

Cindy Cumings, Marketing Communications Manager at Océ North America, is responsible for creating market presence and awareness for Océ production printing products and services as well as generating leads. She does this by driving multi-channel campaigns made up of both Direct Marketing (direct mail, email, eNewsletters, and personalized web landing pages) and Extended Marketing (online banners, live webinars, paid search, print ads, and social media).

Cumings stated, "In an environment where we are working with users of Océ technology on the delivery of expanded marketing services, my mission is to make sure that we walk the talk. My objectives are no different than those of any other marketing professional. We create value-added offers such as white papers, case studies, on-demand webinars, and video product demos and promote offers in multi-channel campaigns to drive responses and leads through our call center. Qualified leads are loaded into our sales force database for appropriate action by our sales team."

Océ has created a multi-channel communications architecture to consistently communicate with existing customers and prospects in the Graphic Arts, Corporate Enterprise, and Publishing market segments. Each month, customers and prospects receive Océ's *Digital Printing Insider* eNewsletter that incorporates informative articles and case histories. It contains a personalized URL and links to downloadable white papers and on-demand webinars. Leads are routed to the call center for follow-up and qualification. Océ combines this with direct mail and email with a feature solution and an appropriate call to action.

Beyond this, Océ has an Extended Marketing program that leverages a number of communication vehicles such as online banners on industry websites, articles in third-party eNewsletters, sponsored live webinars, paid and organic search, social media, and print ads. As with Direct Marketing, every communication has a value-added call to action that drives to the Océ toll-free number and website to engage the prospect or customer with Océ.

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*From Print Service Provider
to Cross-Media Marketing
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Océ: PARTNERING FOR MULTI-CHANNEL MARKETING THAT WORKS (continued)

Cummings is just like other marketing professionals. With limited resources, she needed to rely on partners that could support the delivery of a multi-channel architecture. She explains, “Marketers are seeking partners that transform products and services into real customer value. They don’t have the time to manage all aspects of a campaign, so they want a service provider that can work with them on everything from strategy to fulfillment of both

print and electronic communications. One of the most important aspects of a partner is someone who offers the convenience of a single-source provider – with the expertise to continually improve the process and generate even greater improvements in terms of cost reduction, efficiency, and effectiveness. Being an expert in value-added services that augment print capabilities is a key differentiator in today’s market.”

Users of Océ production equipment are rapidly transforming their businesses and adding an array of marketing services.

According to Cummings, users of digital print technology frequently ask her how to effectively communicate with marketing professionals.

Her advice is three-fold:

- 1. Educate me:** Marketing executives have a lot of balls in the air and multi-channel marketing is complex. Talk to me about how your services can make our marketing more effective.
- 2. Cost counts!** Marketers need to deliver ROI. Multi-channel marketing and personalized communications are more expensive, but my objective is to deliver qualified leads to our salespeople. If I can see demonstrable improvements in ROI, I am willing to make the investment.
- 3. “Wow” me!** Just as we try to “WOW” our customers, service providers need to “WOW” me. Share the work that you have done for other customers, and then explain how it could apply to my business.

Figure 1: Océ’s Direct Marketing Initiative
Direct Marketing Targeted Gold Prospects

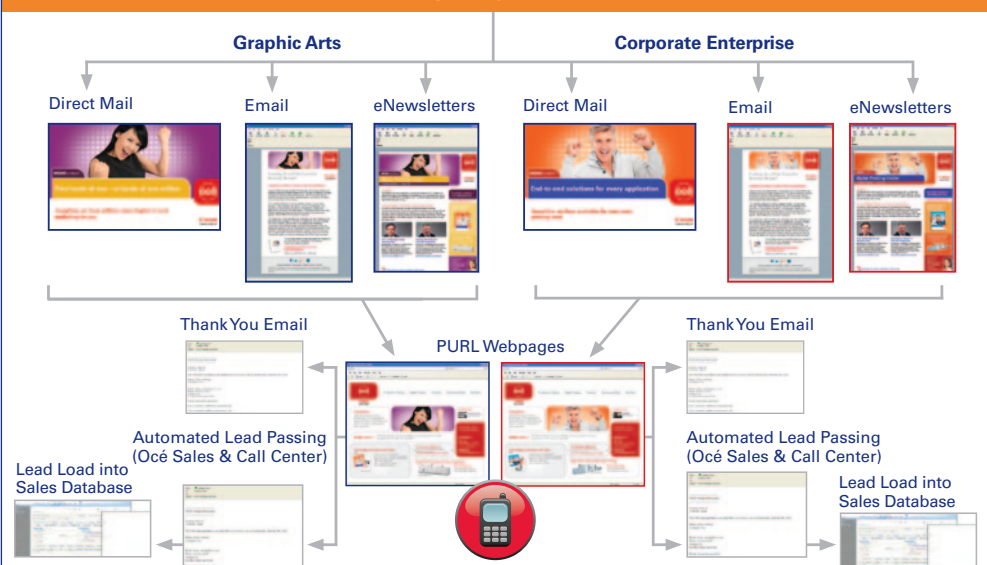
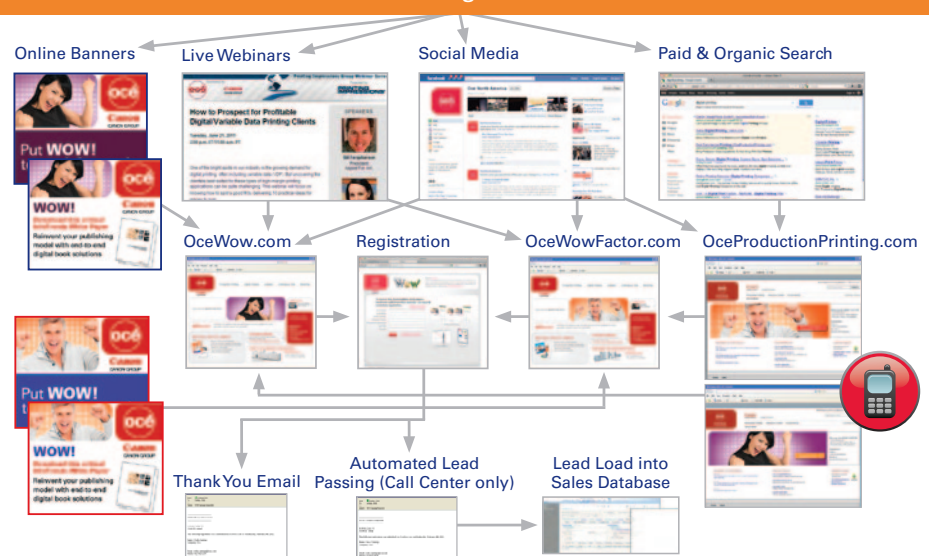


Figure 2: Océ’s Extended Marketing Initiative
Extended Marketing Outside Database



MULTI-CHANNEL MARKETING: CREATE NEW REVENUE OPPORTUNITIES AND BUILD CUSTOMER LOYALTY

The transition from a print services provider to a multi-channel marketing services provider is in full swing. Service bureaus, commercial printers, in-house data centers, and in-plant print shops of all sizes are expanding the media types that they offer and backing them with marketing services, including creative, campaign strategy and management, and data analytics. The idea is to have a variety of marketing communication tools on hand that can be custom-blended into the perfect media mix based on the individual client's needs to generate results. Print is a core component of that mix.

Markets in Transition Create New Revenue Opportunities

Fierce competition in the traditional printing market is fueling the multi-channel transition. Offering multi-channel marketing services enables print service providers to enhance the value of their services. It also helps create longer-term relationships with clients so they are less likely to move their business based on a cost difference of a few pennies per printed page. These services also generate new and recurring revenue streams as contented customers come back for more.

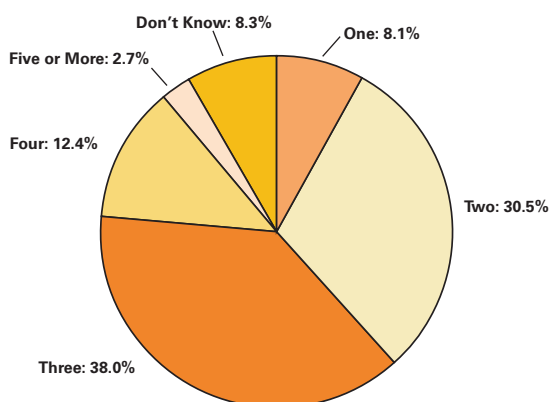
Marketing executives are actively seeking solutions that improve their return on investment, deliver quantifiable results, and capture useful information on customers and prospects. InfoTrends' research indicates that marketers are reaching out across multiple channels to engage customers. Marketers surveyed for InfoTrends' October 2010 multi-client study entitled *The Cross-Media Direct Marketing Opportunity* reported using an average of three media types per marketing campaign (see figure 1).



Stepping Up to the Challenge

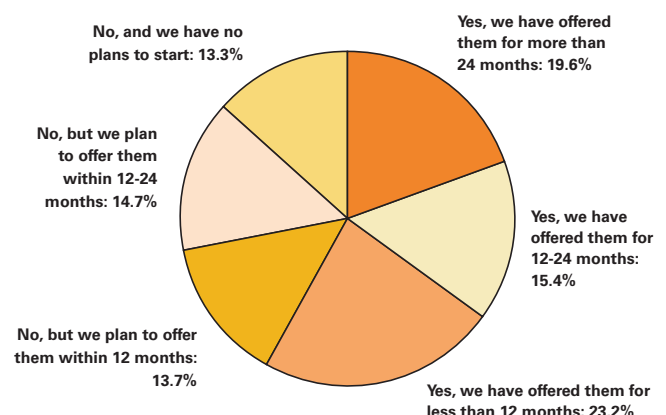
InfoTrends' 2011 study entitled, *The Evolution of the Cross-Media and Marketing Services Provider* made it clear that service providers of all types are developing strategies to capitalize on the new revenue opportunity associated with multi-channel and meeting marketing executives' multi-channel requirements. This study surveyed more than 280 print/multi-channel service providers to evaluate the current state of multi-channel and the evolution taking place in the graphic communications market. Service providers as a community understand the critical importance of getting involved in multi-channel services. Of the 285 respondents, 58% are currently offering some level of multi-channel services. Furthermore, 87% of respondents were either offering these services today or had plans to offer them in the next 24 months (see figure 2).

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



N = 518 Marketing Respondents
Source: *The Cross-Media Direct Marketing Opportunity*, InfoTrends 2010

Figure 2: Do you offer multi-channel marketing services?



N = 285 Print Service Provider Respondents
Source: *The Evolution of the Cross-Media and Marketing Services Provider*, InfoTrends 2011

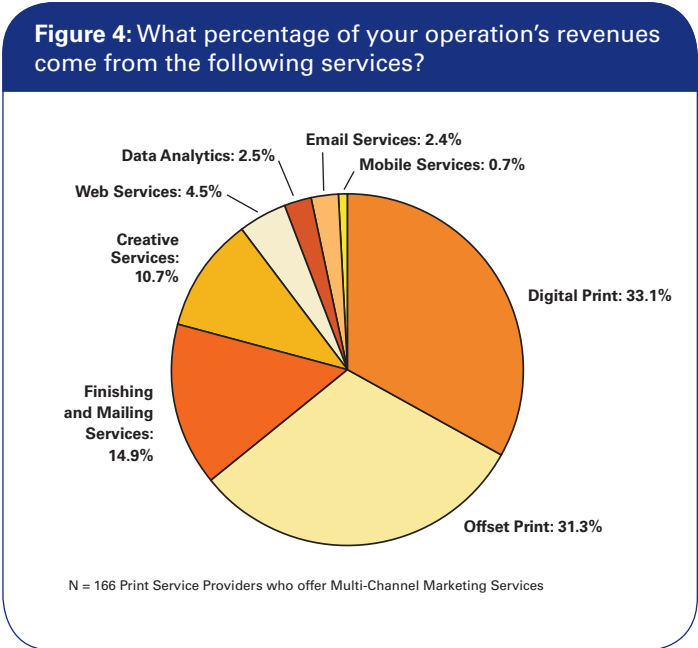
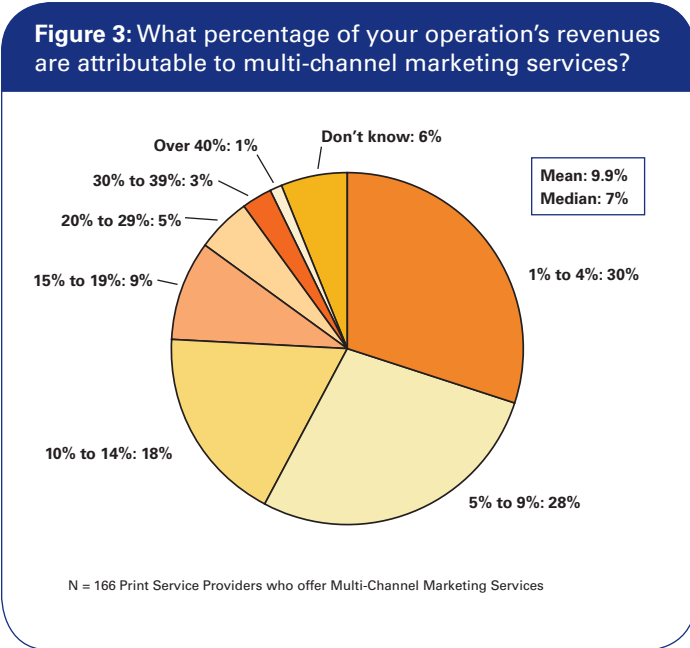
MULTI-CHANNEL MARKETING: CREATE NEW REVENUE OPPORTUNITIES
AND BUILD CUSTOMER LOYALTY (continued)

The providers surveyed understand that print is still a very relevant medium, but they also recognize that it is evolving. As print evolves, print service providers must transform. Print used to be the only tool in the box, but now it's one of many integrated communications options in the marketing solutions mix. There is clearly a good understanding of the technologies available today, and this enables printers to take advantage of all multi-channel services to help customers market smarter with relevant 1:1 content. Effectively leveraging technology also drives bottom-line results for print service providers.

Expanded Services Mean New Revenue Sources

Print service providers reported that multi-channel marketing services were increasing in importance and currently represented 10% of their operations' overall revenues. Projections are that the revenues derived from multi-channel communications will increase as a percentage of overall business in the future.

When PSPs were asked about the share of their revenues that were devoted to various other services, the greatest percentage came from digital and offset print (see figures 3 and 4).



MULTI-CHANNEL MARKETING: CREATE NEW REVENUE OPPORTUNITIES AND BUILD CUSTOMER LOYALTY (continued)

More Services, More Profit

While digital and offset printing represent the largest share of revenue, more channels mean higher profits. Print service providers were asked to rate the profitability of various media channel combinations. As might be expected, multi-channel campaigns were considered more profitable than single-channel campaigns. Campaigns incorporating print, email, web/mobile landing pages, and mobile marketing were considered the most profitable of all, while email only campaigns were believed to be the least profitable (see figure 5).

Although survey respondents considered print-only campaigns to be less profitable than multi-channel combinations, print remains an integral part of the mix. When more than 500 marketers were queried about media allocations, 44.7% of the budget was spent on print media. Meanwhile, 30.8% was devoted to online and electronic media. The balance was spent on other media types, including public relations, event marketing, and tradeshow. Successful providers are working with marketers to make all media types work together to deliver consistent messaging across all channels (see figure 6).

Business Metrics

Print service providers were next asked how their business metrics had changed as a result of offering multi-channel marketing services. Respondents reported the highest improvements in the ability to demonstrate value and digital print volume. Considerable increases were also reported in customer satisfaction, customer loyalty/retention, and customer acquisition (see figure 7).

Digital Print Volumes Increase

Finally, service providers reported an increase in digital printing volume as a result of transitioning to multi-channel marketing services. Those respondents who did see an increase were asked how much their digital print volumes had grown. Service providers reported that their digital print volumes increased by an average of 13.7%. Print service providers who are offering multi-channel marketing services are clearly experiencing substantial increases in revenues as well as profits.

Visit OceProductionPrinting.com/GraphicArts

Download the InfoTrends white paper, *From Print Service Provider to Cross-Media Marketing Services Provider: The Transition Takes Hold.*



Figure 5: How profitable are campaigns that use the following combinations of media channels? (Means)

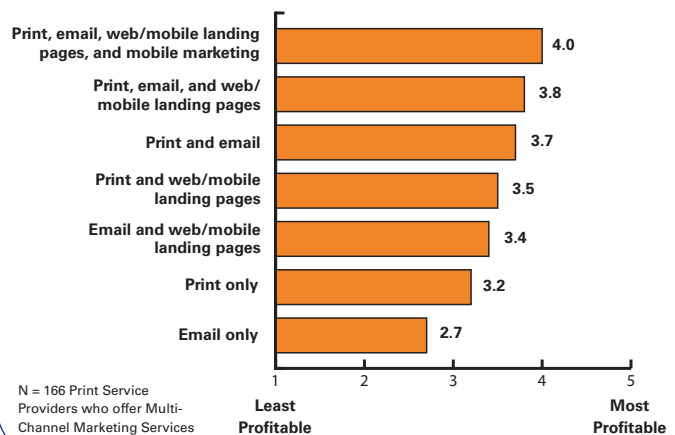


Figure 6: What percentage of your marketing spend is allocated to the following categories?

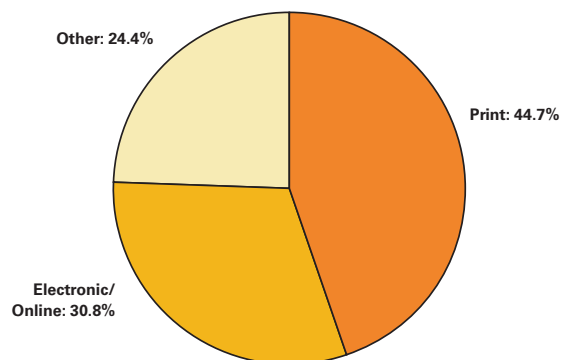
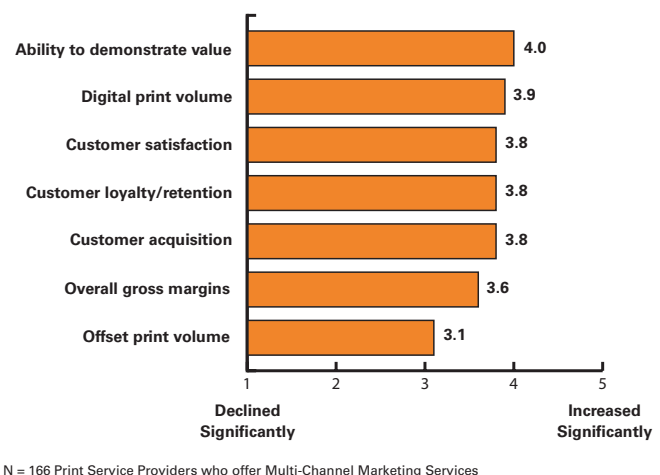


Figure 7: How have the following business metrics of your company changed as a result of offering multi-channel marketing services? (Means)



ABC IMAGING: STREAMLINING OPERATIONS AND GENERATING NEW BUSINESS OPPORTUNITIES

ABC Imaging UK has enjoyed a decade of impressive growth. Starting as Mediashore in 2001, it became part of ABC Imaging, a U.S. based commercial printing group, in 2007. From its 10,000 square-foot premises on Britton Street in the heart of London's commercial district, ABC Imaging UK now delivers a wide range of printing services to a diverse customer base. "We're successful in architecture, banking, and legal," states CEO Ray Hawkins. "These are our core businesses."

Investment in Digital Color Presses

After a long career in reprographics printing, Hawkins is very familiar with Océ. "All the businesses I've worked at have used Océ equipment," he notes. "We use Océ for printing equipment and software in wide format, small format, and imaging supplies." ABC Imaging UK currently has three Océ ColorWave® 600 large format color printers with inline folding and two Océ VarioPrint® 6250 high-speed monochrome perfecting presses featuring Océ PRISMAsync™ controllers. The company's latest investment is two Canon imagePRESS C7010VPS digital color presses driven by Océ PRISMAsync controllers. In addition, the printroom uses Océ PRISMAaccess™ software for production management and preflighting, as well as Océ PRISMAprepare™ software for job preparation.

Managing Director Andy Julian was seeking a way to streamline ABC Imaging's production process. "One of my lifelong ambitions was to implement a workflow that would enable customers to easily submit files that could be processed with minimal intervention before being sent to production," he says. "I also wanted the production systems to be able to produce the final work with the smallest possible intervention by operators."

Previously, job submission at ABC Imaging UK was slow and laborious. Now when files come in via email or ftp, prepress personnel simply download them into Océ PRISMAaccess software, create the job ticket, and preflight the document. Once all the checks are done, Océ PRISMAprepare software handles all necessary page programming with the simple and accurate WYSIWYG feature and the job is ready for production.

According to Julian, "The advantage of the Océ PRISMAsync controller driving the Canon imagePRESS C7010VPS and Océ VarioPrint 6250 is that the staff in the studio set up all the jobs and preflight them prior to production. All the production operator has to do is press 'Print' and load the media as directed by the Océ PRISMAsync control panel."

Another benefit of the Océ PRISMAsync controller is that team members can easily split and merge jobs with both color and monochrome pages. The Canon imagePRESS C7010VPS digital color press prints the color pages, while the Océ VarioPrint 6250 system runs the monochrome pages and then merges everything on-the-fly. "The Océ PRISMA® software solution has enabled us to reduce our turnaround time by up to 50%," Hawkins states. "Additionally, our costs have been reduced by 30% over the past year."

Opening the Opportunity for New Revenue Streams

In addition to improving workflow and turnaround time, it is important to help create new business opportunities for service providers. Prior to introducing the Canon imagePRESS systems and Océ PRISMA software tools, ABC Imaging UK sent a large volume of work to digital color houses that could deliver the near-offset quality that clients wanted. According to Julian, "Bringing in the Canon imagePRESS C7010VPS systems and Océ PRISMA software has dramatically reduced our outsourcing to third-party companies. All the work we do now is on our own presses and our clients like the quality." This enables ABC Imaging UK to maintain greater control, respond more flexibly to client demands, and grow its business through new revenue opportunities.

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To download a case study on ABC Imaging and learn more about their transformation.



OCÉ: PARTNERING FOR PROVEN END-TO-END AUTOMATED MARKETING SOLUTIONS

Partnerships are the key to developing and delivering the industry's best document solutions to the people who need them. Because of the strength of its partnerships, Océ is able to provide the industry's most comprehensive end-to-end document solutions and make them accessible to customers who need them through the most convenient channels.

A key area of focus for new revenue is value-added multi-channel services. All businesses want to improve customer contact levels and increase overall sales. Océ's partnership with GMC Software Technology enables service providers to automate marketing and demand generation processes with software tools and platforms. Marketing automation tools offer the ability to streamline the sales and marketing processes by replacing high-touch, repetitive manual processes with automated solutions. Marketing automation and automated lead nurturing are becoming foundational marketing activities for accelerating sales and reactivating dormant customers. In an environment where high-quality leads and customer loyalty are critical, marketers are seeking partners and solutions that can automate communications at the right time. Ideally, automated communications can be linked to transactions and can also help reactivate dormant accounts.

The integration of GMC software with Océ PRISMA workflow means that service providers can help marketers of all sizes create automated programs to welcome new customers, cross-sell and up-sell to existing customers, nurture new leads, increase customer satisfaction, and win back customers.

Examples of the services that can be enabled by automating the marketing process include:

- A welcome kit that is automatically sent to a new customer at the moment of account creation without the involvement of a customer service representative.
- Delivering dynamic content via the web or a direct mail campaign based on demographics.
- Lead qualification based on actions taken or answers provided
- Trigger-based marketing that is dependent on the actions that a prospect takes on the company's website. Marketing automation software tracks the prospect throughout the campaign and can adjust messaging accordingly.
- Location-based marketing that sends offers to consumers' mobile phones as they pass by a restaurant or shop to incent them to stop.

Print service providers and software solutions providers are beginning to aggressively approach automated marketing for businesses of all sizes. Many companies are concentrating on driving marketing automation.

GMC Software Technology recently introduced GMC Inspire, an end-to-end Customer Communications Management (CCM) platform. It creates new ways to engage customers and target markets across digital and print channels to increase retention, accelerate acquisition, and drive operational efficiency.



GMC Inspire is a single platform that allows businesses to automate and control the entire communication cycle, including capturing personal buying motivators, leveraging customer insight, producing multi-channel communications, and managing customer responses. Enabling integration of communications across business units, GMC Inspire is designed to deliver consistent, compliant, and relevant communications across multiple channels. GMC Inspire is an advanced customer communications platform that can be deployed in the cloud and tailored for specific business needs. The solution is designed to engage prospects and customers at different stages of the customer journey, from awareness to acquisition to building value and loyalty.

Sustaining a competitive edge and driving new revenue streams means supporting a multitude of applications generated on a wide range of platforms using an equally wide range of composition tools. Océ PRISMA workflow provides the efficiency and flexibility you need to handle an array of customer requirements. Because no single print engine or software vendor can develop, test, and produce the best of everything, most rely on partners to provide software tools for specific functions. The most effective workflows draw on integrated third-party tools that are designed to work together and have a consistent interface. In a world where marketers want to automate business processes, the combination of GMC and Océ PRISMA workflow will help service providers participate in all aspects of this value-added services opportunity to generate new revenue streams.

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There's a solution for every business challenge. But when you're working in a multi-vendor, multi-location environment, the biggest challenge can be making all of those solutions work together. Océ delivers with full, end-to-end solutions based on Océ PRISMA workflow software, one of the most consistent, open, and compatible platforms in the industry.

Océ
knows.

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.

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