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CANON GROUP



Graphic Arts Printing

Welcome to Océ... Welcome to WOW!

Wow is listening to and learning from our customers! Who else is better qualified to advise us on what the market likes, needs, and where it's heading? Through our customers' voices we can ensure superior value and the right product mix.

Océ Product Management: Capturing the "Voice of the Customer"



Brian Dollard
Director of Product
Marketing

Quality is defined as meeting customer needs and providing superior value. According to Brian Dollard, Director of Product Marketing at Océ, "Meeting customers' needs requires a clear understanding of those customers. The Océ product management team meets with customers to understand their specific requirements by target market segment."

As the leader of Océ's product marketing team, Dollard heads a group of 11 product managers that focus on the production printing space. Each individual has responsibility for a specific product line and focuses on all activities associated with the success of the product in the field. This includes product specifications, application requirements, competitive differentiation, pricing, service, technical support, and the overall go-to-market plan.

Dollard stated, "There is no monolithic customer voice. Customer voices are diverse, depending on industry segment, size of organization, and even the specific personality of the customer organization. Our product managers are directly involved with customers to discuss their specific needs, environment, and the actual use of our production engines. These product managers communicate directly with the development organizations at Canon and Océ, as well as our third-party partners, to ensure that the delivered products meet the needs of customers and deliver the superior value that Océ customers have come to expect."

Beyond the ongoing product management discussions, Dollard explained, "We also leverage additional points of contact with customers to ensure that we are delivering optimal solutions." Océ has two customer advisory councils: one focused on the transactional and direct mail markets, and another on the graphic arts industry segment. According to Dollard, "These councils meet three times a year and include 12–14 companies. Not all participants are existing customers. We share our strategy and direction, and they provide feedback on what they like, need, and where they see the market heading. They provide suggestions and recommendations. Océ takes a list

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of action items and responds to the customer during the next session. Our response is not always exactly what the customer wants in the desired time frame, but it is critical for customers to understand what to expect from us. That open dialogue is crucial to a quality relationship.”

Dollard added, “Our commitment to quality is also demonstrated in the tools and monitoring capabilities that we build into our technology. We want to be proactive and fix problems before they occur. We continuously gather data about each device in the field, ranging from meter reads to toner coverage to how long drums last. Our objective is to analyze system performance so that the customer doesn’t experience outages, and we are proactive versus reactive.”

In closing, Dollard offered his perception about quality. “Quality extends way beyond the printed page and even beyond customer service... although we do feel that ours is the best in the industry. The role that our product managers and development organizations play in listening to the voice of the customer means that the products are conceived and designed with customer input. This is the best way to deliver a quality product.”



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View Océ Customer Videos!**

Glover Printing: Taking Care of Business

Glover Printing got its start in 1953 in a Raleigh garage. In the 1960s, the company moved into a basement location. According to Brian Goldberg, Glover Printing’s Operations Manager, “It wasn’t exactly glamorous.” In 1976, the company finally moved into its own building... and the organization has been evolving ever since. Today, Glover is a marketing services organization that provides its client base with:

- State-of-the-art design and pre press
- Variable data 1:1 marketing communications
- Web-to-print services
- Marketing campaign management
- Digital and offset production for everything from small booklets to large sheets
- UV printing on plastics
- Full bindery and finishing capabilities
- Warehousing and inventory tracking
- A customized inventory management system

According to Goldberg, “One of our key investments in digital print is the Océ VarioPrint® 6250 with an in-line booklet maker. Glover does a tremendous amount of short-run book production, and this high-speed monochrome duplex printer is a good answer for profitable markets like digital book printing. Documentation and training materials for large manufacturers are critical applications for us. We are printing content on-demand or in shorter, more frequent runs. This reduces manufacturers’ inventory and keeps content current for our clients.”

Initially, Glover was running its book production on a 40" Speedmaster 2 Color Perfector. The company then moved books with run lengths of 500 to 2,000 and page counts of 48 to 128 to the Océ VarioPrint 6250. Goldberg noted, “The movement to digital production with in-line finishing was so productive that we eliminated a complete shift of operations from the Heidelberg press. Digital also meets our clients’ expectations for quality. The halftones on book covers and the small text sizes for compliance information are outstanding.”

Glover also produces a line of the miniature pharmaceutical inserts. The pharmaceutical industry requires substantial administrative and quality assurance programs that exceed normal commercial graphic arts practices. Goldberg stated, “The Océ VarioPrint 6250 meets their stringent quality requirements.”

The Océ VarioPrint 6250 is part of the Océ VarioPrint 6000 Ultra, Ultra TP and MICR Lines – the most productive digital perfecting system in their class. Based on Océ Gemini Instant Duplex technology, this duplex printer series takes monochrome speed to new heights. With ultra-fast speed and benchmark reliability, print professionals can take on more jobs and turn them around faster, enter profitable new markets like digital book printing, expand services and do more with less. All while reducing costs and environmental impact. The result is a win-win proposition that delivers business stimulus benefits, expands opportunities, and optimizes resources and investment protection.



Visit www.OceWow.com to:
• **View the Customer Video: Yurchak Printing**
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When Quality Counts: The Canon imagePRESS C7010VPS

What's the secret to color quality that looks and feels like offset? It is the right blend of imaging, toner, and color management capabilities combined with media handling innovations that exceed customer expectations rather than just meeting them. The Canon imagePRESS® C7010VPS high-volume color printer produces vibrant, top-quality color output with an offset look and feel. The critical components that Océ has combined to deliver on the promise of quality without compromise include:

- **Optimized toner and fusing technologies:** V-toner, oil-less fusing, a standard resolution of 1,200 dpi and gloss optimization technologies enable operators to tune gloss levels to specific media. These technologies deliver vivid colors with a smooth, consistent finish.
- **Consistent color quality:** Image control technologies and stabilized toner density provide a steady supply of fresh developer and maintain a stable, controlled environment in the print engine. For reprints and long production runs, real-time color calibration ensures consistent quality output.
- **Intelligent color management with Océ PRISMAsync software:** With intelligent Océ PRISMAsync™ software color management capabilities, printers can deliver quality output with limited training. Whether your organization is using preset templates or professional advanced color management capabilities, high image quality with solids and gradations is easy.

- **X-rite i1 Process Control:** With X-rite i1 Process Control software, specially designed for Canon imagePRESS, users can build ICC color profiles and validate digital proofs.
- **Precise registration and sharp text/graphics:** Intelligent Registration Technology (IRT) ensures exceptional registration. Images are accurately aligned on the front and back of the page. In addition, the image size is automatically adjusted to compensate for paper shrinkage. With Advanced Smoothing Technology (AST) and Intelligent Pixel Positioning technology, users can produce text, graphics, and fine lines with precision.
- **The right settings every time:** Media settings are defined in the integrated Océ PRISMAsync software media catalog so that the system uses the correct speed, temperature, and pressure settings for the job – based on the type, weight, and size of media used. Color profiles are automatically added to the catalog so that predictable prints are produced every time.

When quality counts, Canon imagePRESS C7010VPS has effectively blended imaging, toner and color management, and media handling to deliver offset-like quality.



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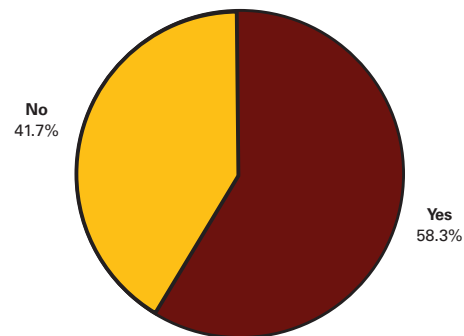
- View the Canon imagePRESS demo
- Download the product brochure

Quality... It's Critical to the Selection of a Cross-Media Services Provider

The cross-media market is dynamic, growth-oriented, and a major contributor to the future of the printing industry. InfoTrends recently completed a study entitled *The Evolution of the Cross-Media and Marketing Services Provider*. This study surveyed more than 280 print service providers (PSPs) to understand the current state of cross-media and the evolution taking place in the graphic communications market. The first key message is that service providers as a community understand the critical importance of getting into cross-media services. Of the 285 total respondents, over 58% are currently offering some level of cross-media services (see figure 1).

The second key message is that companies taking a leadership posture in cross-media are growing revenue from both cross-media as well as expanding digital print. Respondents offering cross-media marketing services indicated that offering cross-media marketing services increased their digital printing volume by an average of 13.7% (see figure 2).

Figure 1: Do you offer cross-media marketing services?



N = 285 Print Service Provider Responders

Participating in the More Lucrative Cross-Media Revenue Stream

The marketing executive is the key decision-maker in cross-media services. These marketers are facing a number of challenges in the transition to cross-channel marketing, from strategy to design and deployment to tracking and measurement. The sheer scope of the cross-channel marketing model, and the new innovations that continue to appear, make it difficult for marketers to keep up.

Marketers are reaching out to their traditional print service provider and agency partners for assistance. To date, they are primarily doing this selectively for specific functions. No single partner fits the bill for a wide range of services.

During an October 2010 study entitled *Capturing the Cross-Media Direct Marketing Opportunity*, InfoTrends surveyed more than 500 marketers. These respondents reported working with a number of different external service providers to execute cross-media marketing campaigns. Almost 42% of respondents work directly with a commercial printer. Over a third of respondents reported working with an advertising agency, a direct mailer, or a graphic design firm. Since marketers work with commercial printers and agencies the most, it would make sense that these service providers are well-positioned to offer new cross-media services to their existing clientele (see figure 3).

The key question is this – what selection criteria are essential to the marketer? How does that service provider move to the top of the list so they can participate in the more lucrative marketing value chain and the incremental digital print revenue associated with cross-media services? Price was the top criteria when selecting an outside partner (65%), followed by very closely by quality (59%) and customer service (53%). Creative/design capability (40%), past relationship (39%), and customer data security (33%) were also frequently selected.

While price is always a critical component in the decision-making process, the high importance of quality combined with customer service and past relationship indicate that quality is probably the most critical component when you consider the broader definition of quality (see figure 4).

From a general business perspective, quality is defined as fundamentally relational: “Quality is the ongoing process of building and sustaining relationships by assessing, anticipating, and fulfilling stated and implied needs.”

To the marketing executive, cross-media quality first and foremost means a trusted relationship with a supplier that will deliver a quality product. The traditional printer was deemed a manufacturer. In a manufacturing environment,

Figure 2: How much did your digital print volume increase as a result of offering cross-media marketing services?

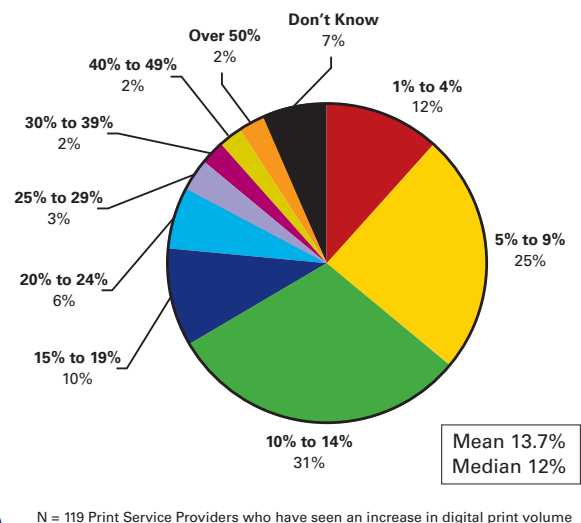


Figure 3: Which of the following external service providers does your company use to execute multi-channel marketing campaigns?

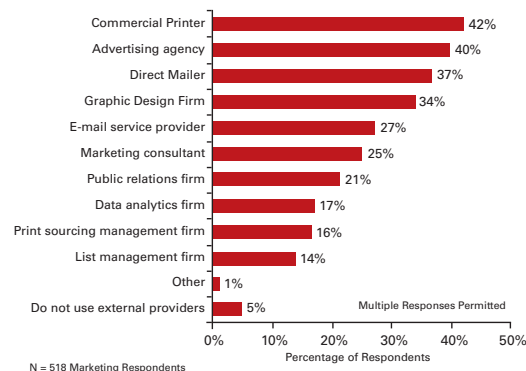
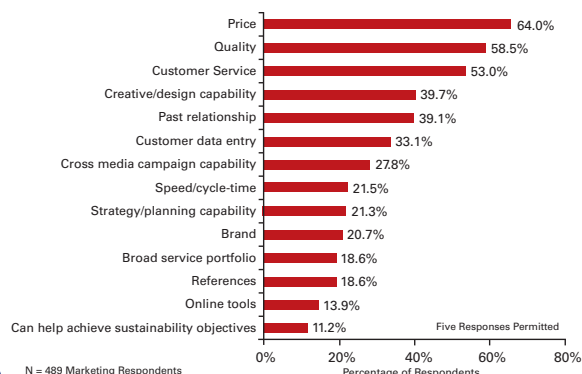


Figure 4: What are your company's top five criteria when selecting an external service provider for marketing campaigns?

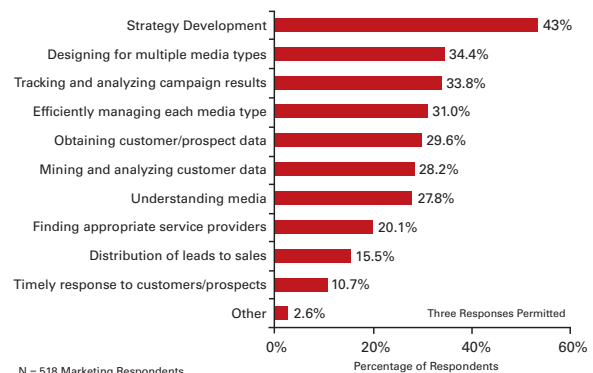


quality is defined as a measure of excellence or a state of being free from defects, deficiencies, and significant variations, brought about by the strict and consistent adherence to measurable and verifiable standards to achieve uniformity of output that satisfies specific customer or user requirements. The print service provider making the transformation into a cross-media player must have proven ability to deliver world-class printing (digital and traditional) when and where it is required. That includes demonstrating proficiency in high-quality printed materials, mailing, fulfillment, and distribution. These are the table stakes in being considered as a partner and building and sustaining a relationship.

At the same time, however, cross-media providers aren't just manufacturers. These cross-media providers must transform into service partners, and that requires understanding what is required to meet the broader needs of the marketer. In the cross-media world, the marketer is faced with multiple challenges. He or she will select a partner that can help address cross-media complexities. Successful providers must assess, anticipate, and fulfill stated and implied needs. In some instances, cross-media providers will actually need to educate marketers on what needs to be done and how to perform the critical cross-media tasks.

Survey participants were asked to list their top three challenges associated with executing marketing campaigns across multiple media types. The respondents listed a broad array of challenges, and many were equally weighted in terms of importance. This demonstrates that marketers are still struggling with the logistics of cross-media campaigns, and it indicates an opportunity for partnerships. Although respondents weighted all of the listed challenges fairly evenly, strategy development was the most commonly selected (43%) (*see figure 5*).

Figure 5: What are your company's top three challenges associated with executing marketing campaigns across multiple media types?



The Changing Quality Dynamic

Quality will always link to meeting and exceeding customer expectations. When transitioning into the cross-media world, service providers must be zero-defect producers of print as well as strategic partners. Everyone wants to participate in the more lucrative cross-media value chain, but the waters are largely uncharted. It is now more crucial than ever for companies to listen closely to their customers, understand business problems and expectations, and deliver the quality products as well as the services essential for growth.



**Visit www.OceWow.com to:
Download the InfoTrends white paper,
Cross Media Services.**

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!**



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