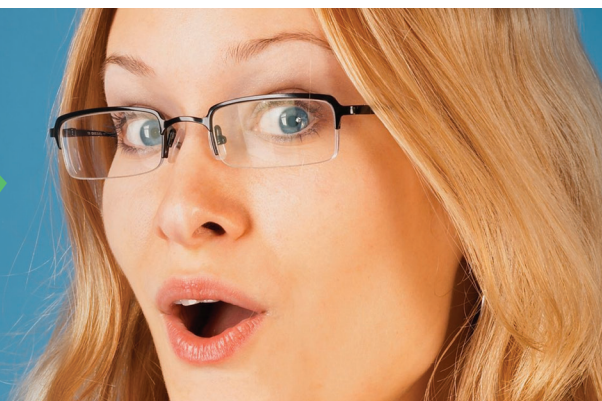




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Graphic Arts Printing

November 2011

Welcome to Océ... Welcome to WOW!

Wow is transforming marketing from an expense into an investment. With an expanding range of digital production presses capable of supporting a diverse set of substrates, finishing systems, and workflow solutions, Océ delivers the tools necessary to maximize marketing ROI.

Measuring Marketing ROI: A Perspective from the Financial Executive



Dale Drufke, Vice President
of Finance, Océ

Financial executives have their own unique functional expertise that can add new perspectives on marketing. They look at the world in a different way and see different things. Dale Drufke, Océ's Vice President of Finance, wants to be engaged in the marketing process to build a collaborative relationship that will benefit both parties. He explains, "I want to work with marketing to identify the right metrics to measure success. If you can't identify metrics and measure effectiveness, then marketing is an expense and not an investment."

Drufke has been in the graphics communications industry for more than 30 years. He started out at Bruning, a Division of AM International Multi-Graphics that was ultimately acquired by Océ. In his current role, Drufke supports the business operation of the division by operating financial activities such as budgeting, expense control, reporting, and analysis. Drufke's primary role, however, is analytically supporting the sales and marketing processes to make better business decisions.

Measuring Success

According to Drufke, "Answering the question on the value of a marketing program is a key challenge for marketers everywhere. What is the value of marketing, and what if we just stop doing it?" Drufke and Francis McMahon (Océ's Vice President of Marketing) have teamed up to examine facts and data to understand what and how much to budget to deliver the right Return on Marketing Investment (ROMI).

When asked about the metrics, Drufke said, "We define goals for our marketing spend and then track the expenditures in terms of overall return. Different programs have different objectives. Océ has a lead generation program that tracks response rates and conversion rates to assess effectiveness."

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- Marketing Automation: Adding Science to the Art of Marketing White Paper
- Selling Cross-Media Services White Paper
- Cross-Media Takes Hold: Learning from the Leaders White Paper
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Questions?

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Drufke realizes that there is also a requirement to conduct programs that are a little harder to measure. He said, "Océ was not as well known in the commercial and in-plant print markets. We are doing brand building here. This includes customer councils and event marketing. It will take more time to deliver financial returns, but we are starting to see awareness and consideration rates for Océ technology increase in these segments."

Océ is also continuing to work closely with its customers. Drufke highlighted the fact that the company has created a TransPromo Advisory Council. He said, "One of the big benefits here for Océ is learning exactly what customers are looking for in future products. It helps our engineering teams focus on the right technology investments to build the solutions that prospects and customers want."

Collaboration is Key

Drufke had some key recommendations for marketers when it comes to working with financial executives:

- Engage finance. They can help marketers build out barometers for success.
- Work with finance on measuring and monitoring programs. With the right metrics, they can take the guesswork out of program effectiveness and help marketing replicate success.
- Involve finance and their team in the marketing process. They want to collaborate and drive revenue-generating activities that truly work



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Download the InfoTrends White Paper:
Marketing Automation: Adding Science to the Art of Marketing.

Paper + Finishing = Profit

Since being launched in 1995, digital production presses have continued to evolve with improved speed, image quality, and lower cost of operation. Digital printing has become integrated into commercial print shops and in-plant environments for small runs and on-demand printing. In addition, Web-enabled printing and new finishing capabilities have created a number of new business opportunities directly linked to substrates. These emerging and profitable applications include labels and packaging, photo books, personal publishing, point-of-purchase signage, and an array of creative direct mail pieces.

The range of substrates that can run through the digital press needs to be a key consideration in making the digital decision. Marketers view the paper as one opportunity for their target audience to hold the firm's identity in their hands. This rare and intimate occasion can vastly influence the recipient's perception of the organization – is the firm a "discount" provider with basic materials or a "high quality" marketer with rich paper stocks and vivid colors?

The Canon imagePRESS Series is about versatility with paper selection. The Canon imagePRESS Series lets commercial and in-plant printers offer customers the right stock for the job. The system can print on lightweight, coated, uncoated, and specialty media with weights from 60 to 325 gsm and sizes from 13" x 19.2". Automatic duplexing is supported on all stocks. Users can produce full-bleed booklets, thicker business cards and postcards, and forms or inlays on thinner lighter stock.

The Canon imagePRESS Series also comes with a wide range of finishing options so that the commercial printer or in-plant can take on more jobs. Documents can be stacked for flat or offline finishing. In addition, there are in-line options that include the ability to print and create perfect-bound books with up to 200 sheets. The press can create tabbed, hole-punched training materials and catalogs. The use of an integrated saddle stitcher can produce full-bleed, three-side trimmed booklets of up to 100 pages that lay perfectly flat. Print facilities can also saddle-stitch jobs printed on custom-size paper and mixed media.

The range of paper stocks and finishing capabilities can make a big difference in the bottom line, optimizing the return on investment for the commercial or in-plant printer. The Canon imagePRESS Series has the ability to drive high-value and more complex applications that clients request, including brochures, books, magazines, photo specialty products, promotional fliers, and personalized direct mail. With this new system, print providers can enter the lucrative digital color print market or expand their existing capabilities.



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TGI Digital Drives the Business

For more than 30 years, TGI (formerly Today's Graphics) has been providing superior marketing and support services to the Philadelphia region. President Jack Glacken notes, "Although much has changed around us, some things remain the same. We embrace new ideas, technologies, and equipment to help our clients stay ahead of their competitors, locally and globally."

Glacken was one of the earliest TGI employees, persistently working his way through the company from Proofreader in 1977 to President in 1983. Along the way, he learned the finer points of marketing and graphic arts by taking a spin in many different roles. The mixed experience empowered Jack with the skill set to expertly lead the company through three industry revolutions, several financial recessions, and a corporate merger in 1994. Jack is now driving a major brand overhaul for TGI. This important and timely initiative is designed to communicate TGI's unique combination of varied capabilities plus strategic consultative support. Jack considers this to be a rare one-two punch that traditional printers don't deliver but that many companies desperately need.

Digital Delivers ROI

TGI started out as a type house, but Glacken saw the dramatic effect that desktop publishing was having on the market in the mid-1980s. Computers were getting faster all the time, allowing for more graphics-intensive procedures to be performed on the "desktop" by designers. TGI got into PostScript, added a color scanner and an IRIS printer, and began offering color separation and retouching services.

When high-speed digital production printing products were introduced to the market, Jack saw digital color as the next major opportunity for TGI. In 1994, he merged his business

with Rick and Scott Elfreh. Their experience in the printing industry armed the organization with the skills needed to expertly lead the company into becoming a marketing services organization. The initial focus of the organization was a focus on selling short-run color. TGI's clients didn't believe it possible to affordably produce 500 prints with rapid turnaround. The firm has made a natural evolution from being an expert provider of short-run digital color to Web-enabled marketing supply chain optimization and cross-media communications.

Most recently, TGI established a new facility in Greensboro – a turnkey printing and fulfillment operation to support a large financial services client. To maximize efficiencies, TGI created an automated system with a Web-to-print ordering system, two presses, and just three full-time employees to expertly handle most clients' marketing support service needs.

Digital Brings It to the Bottom Line

Reflecting back on the transition in his business, Jack stated, "Digital print was the cornerstone for letting TGI catapult into new market opportunities. While we experienced the ups and downs associated with the last recession, TGI has grown from a \$2.8 million type house to a 60-person, \$10 million revenue-generating market leader. Today, TGI delivers creative integrated marketing support services to Fortune 500 leaders like Honeywell, Navistar International, Bristol-Myers Squibb, and Lincoln Financial using traditional print media as well as the very latest multimedia technologies. Digital is and will continue to be the future of our industry."



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Selling Cross-Media Marketing Services.

Real-Time Accountability... With Help from the Document Services Provider

A New Accountability

Back when the economy tanked, an old word crept back into our lexicon: accountability. Marketers already had plenty of metrics in place, particularly at larger organizations that were well-schooled in tracking sales leads, market share, and CPM. Nevertheless, these pockets of performance measurements didn't provide the big picture that senior managers are now seeking. What was lacking was a way to measure effectiveness of a campaign real-time and communicate the overall impact of the marketing organization.

So as bottom lines were scrutinized and budgets were slashed, marketing became an easy target because it was the least accountable. Today, there's a new accountability in marketing that wasn't there in the past. Companies are beginning to realize that it's important their marketing strategies be aligned

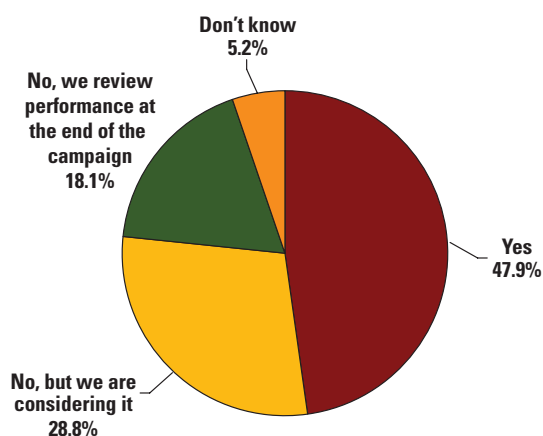
with their business strategies. Businesses must develop a real-time understanding of how well any marketing initiative is working.

In a multi-client research study entitled *The Cross-Media Direct Marketing Opportunity*, InfoTrends surveyed more than 500 marketing executives. According to our research, over 50% of marketing executives do not measure marketing campaign performance while executing a campaign. This means that the marketing campaign is completed and the budget is spent, even if it proves ineffective.

A New World for Real-Time Metrics

In today's market, the tools are available to measure, manage, and monitor campaigns in real time. Technology from a number of sources, ranging from Pageflex to MindFireInc.,

Figure 1: Does your company review campaign performance during execution?



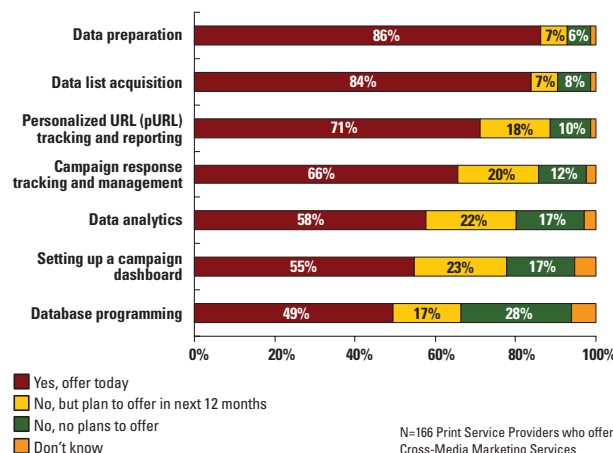
N=518 Marketing Respondents

enables marketers to see how people are interacting with campaigns in real-time and allows them to make immediate changes. The service provider can equip marketing professionals with a visual presentation of campaign results with real-time granular detail. The presence of immediate analytics and reports puts service providers and marketing executives in full control. With real-time data, the appropriate adjustments can be made to creative elements, offers, or calls-to-action. The marketing executive can then use the data insight to formulate follow-up campaigns. This leads to higher consumer engagement, more successful campaigns, and improvement in overall ROI.

Service Providers Are Stepping Up to the Plate

Document service providers must position themselves as business partners that can help the marketing department deal with the real-time accountability challenge. Today's service providers are stepping up to the plate to ensure effective real-time campaign execution. In July 2011, InfoTrends completed a study entitled *The Evolution of the Cross-Media Marketing Service Provider*. Of the 285 print service providers responding to the survey, 58% were providing cross-media services. Those offering cross-media marketing services were asked about

Figure 2: Does your operation offer any of the following data and metrics services to customers?



N=166 Print Service Providers who offer Cross-Media Marketing Services

their ability to track campaign responses. Overall, 71% were currently tracking personalized URLs, 66% were providing campaign tracking and management and 55% had the ability to set up real-time campaign dashboards. Among those not currently offering these capabilities, more than 20% planned to start offering them in the next 12 months.

Service providers of all types are beginning to take advantage of technological advancements so they can provide marketers with instant gratification on campaign effectiveness. The real-time marketing industry continues to evolve in response to a recent wave of new software technologies and the increasing accessibility of technology, data, analytics, and advanced marketing techniques. The rapid evolution of technology is paving the way for innovative print service providers and data service bureaus to help marketers understand campaign effectiveness and make the appropriate adjustments. Today's service providers can help marketing executives meet the need for accountability... in real-time!



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WOW! is a new approach to printing and document solutions. WOW! solves problems creatively and delivers results dramatically. WOW! is versatile, flexible, and ready to get the job done. WOW! can help you take your printing to new levels of profitability. When you're ready for WOW!, WOW! is ready for you.

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