

“The ability to make our content available on any smart device quickly, easily and affordably is critical to our campaign.”

– Jeannine Rossignol, Vice President, Marketing Communications,  
Xerox Large Enterprise Operations, U.S.



### Our Challenge

Looking for a new and engaging way to connect with C-level decision makers, Xerox partnered with Roberts Communications to develop a robust business publication—*Chief Optimist*. It is a professional magazine with original content plus articles from *Forbes* focusing on different themes for each issue. Xerox wanted to engage readers with industry-specific content and have the ability to quickly and efficiently create digital “page-turner” editions.

### Our Solution

The two companies chose to use the Xerox® FreeFlow® Digital Publisher, a platform that provided the version control they were looking for and much more. Not only could they streamline production, but now they could quickly and easily make the already developed *Chief Optimist* a responsive design package that is available digitally and dramatically enhances reader engagement with rich-media videos and audio clips.

### Our Results

FreeFlow® Digital Publisher drastically reduced time spent redesigning, as version control improved and the production process was streamlined. The number of vendors was decreased to one, making it cheaper and easier to achieve the final product. This overall consolidation allowed *Chief Optimist* to become more widely accessible to its readers, creating a larger potential clientele base for Xerox, all while keeping to the characteristics of the dynamic marketing piece initially desired.

“Print stories come to life on every screen. It’s always great when you can use your own products and services to walk the talk and deliver messaging how, where and when clients want to consume it.”

– Jeannine Rossignol, Vice President, Marketing Communications, Xerox Large Enterprise Operations, U.S.



## Breaking Through the Clutter

When the Large Enterprise Operations (LEO) U.S. group at Xerox partnered with Roberts Communications, they had an idea that would change the way they interacted with potential clients. To reach C-level decision makers and promote offerings, they needed a standout piece that could break through the clutter by sharing credible thought leadership.

Together the two companies came up with *Chief Optimist*, a magazine dedicated to showcasing professional articles, both original and from *Forbes*.

Printed on Xerox® production presses, each edition of the publication focuses on a central theme that not only appeals to their customers’ broad range of business interests, but does so in a friendly and insightful way. Versions for commercial business, higher education, healthcare, government and financial services ensure that content is relevant.

## Becoming Dynamic

Once the initial print version was developed, Xerox and Roberts identified the need for digital editions and an app. Yet managing multiple versions of the publication to fit the size and specifications of various platforms such as smartphones, tablets and laptops proved time consuming and expensive.

That’s where Xerox® FreeFlow® Digital Publisher came in. The platform was

designed to streamline the process of making print materials digital across many devices in a short amount of time. It drastically reduced the amount of time spent creating and revising multiple files and improved version control exponentially. Costs were cut and resources consolidated because only one vendor was needed. Every page view was trackable and digital reporting was now all in one place. Updates could be made internally, at any place or time. It was the all-in-one package they were missing.

“We knew that a lot of our target audience accessed information via their tablets, so we wanted to make sure we had a solution for them.”

Kristen Bridenbaugh, an Account Supervisor at Roberts Communications, continued, “All the electronic versions also allowed us to include bonus information—audio, video and other assets—to help better tell the story.”

On top of enhancing the production process, FreeFlow® Digital Publisher enabled the actual publication to come to life in the digital realm. No longer were they just static pages to flip through—now *Chief Optimist* was fully optimized for delivery via today’s digital media. Injected with rich media content like video, audio, live hyperlinks and slide shows, the reader experience became like no other before it. With this added value, *Chief Optimist* became the incredibly dynamic marketing concept initially desired.

## Reaping the Rewards

Using FreeFlow® Digital Publisher let Xerox flex their creativity to produce something of true value to clients and prospects, with time freed up to hone in on new and engaging digital content, rather than basic updates and format changes. Streamlining the entire process made it possible for *Chief Optimist* to be available across multiple devices such as Kindle Fire, iOS, and Android smartphones and tablets.

Because everything was automated from ensuring multifaceted responsive design to building intelligent searching and indexing functionality, even submission in all major App Stores, more time was spent on what really mattered most.

On the outside, *Chief Optimist* might look like just another business publication. But when working in conjunction with email promotion and live events, it helped garner significant pipeline dollars for Xerox. The target market was indeed reached and the magazine itself was undeniably well received, proving FreeFlow® Digital Publisher to be an innovative and thought-provoking solution to get the conversation started between Xerox and potential clientele.

Experience current and future digital editions of *Chief Optimist* at [GetOptimistic.com/DigitalMag](http://GetOptimistic.com/DigitalMag).