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# Canadian Company Ssprings into Customized Marketing Communications



## Client Profile

Springboard Communication is an Edmonton-based company focused on delivering targeted communication solutions to a wide range of clients. The company's goal is to provide relevant, personalized communication to customers via direct mail, email and personalized on-demand Web sites. Springboard also offers a Web to print ordering system to fulfill all marketing material needs – from brochures to full colour posters and more.



## The Challenge

Ross McEwen, President of Springboard, was eager to discover how new digital print technologies, primarily those involving variable data, would foster innovative opportunities in the print marketplace.

“When we researched the variable data market, marketers told us they would be happy to deal with us in their variable print communications,” he recalls. “But we were often directed to the client’s print procurement officer instead of working with the marketing team directly, which sometimes led to missed opportunities.”

At the same time, the research showed that one-to-one marketing was a strategic and rapidly-growing prospect, and Springboard, with its dedication to targeted communications, recognized the opportunity to leverage a clear, competitive advantage in the market.

## The Solution

Springboard Communication acquired a Xerox iGen3® Digital Production Press to focus exclusively on creating personalized marketing communications for customers.

The company uses the Xerox iGen3 to explore new markets and opportunities in the marketing services industry. Springboard offers unique solutions to marketing challenges by delivering relevant cross media communications that use customized text and images to customers including marketing agencies, non-profits, the automotive, financial and real estate sectors, and other major industries.



To create direct mail pieces and personalized on-demand Web sites for customers, Springboard uses Xerox’s XMPie, a variable data processing software solution, and Press-sense iWay, a Web to print interface, on the iGen3.

For example, when an Edmonton-based non-profit organization needed to grow their donation base, they turned to Springboard and its targeted communications capabilities. Using the Xerox iGen3, digital workflow with FreeFlow™ DocuSP and XMPie software, Springboard was able to customize the images, based on whether the recipient was a corporate or personal donor, and integrate a variable gift-giving matrix that was based on the recipients’ previous donations.

The 10,000-piece campaign, which included a four-page postcard with a tab and a return envelope, helped the organization increase their donations to more than twice the previous year’s contributions.

“Our goal at Springboard is to offer a targeted service that is all about delivering relevant, personalized marketing communication materials that increase return on marketing investments,” says McEwen. “The Xerox iGen3 combined with workflows FreeFlow™ DocuSP, XMPie and Press-sense iWay will play a key role in growing our business.”



In addition to the iGen3 press, Springboard installed other Xerox products to provide marketing services. These include a Xerox DocuColor™ 2045, a 45 page per minute, high-quality colour digital press; a Xerox 8160 Wide Format Colour Printer to print an array of wide format colour applications such as posters, signs and banners; and two DocuTech™ 6100 Production Publishers to print high-quality documents on demand.

“The iGen3 press, along with workflows XMPie and Press-sense iWay, is the cornerstone of our business,” says McEwen. “Using its superior capabilities, we plan to build our revenue to \$3.5 million over five years.”