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Results you can measure.

**Print Cost Reductions**

The flexibility of the variable print solution developed by Anderson Direct and Xerox enabled more than a 10 percent reduction in printing costs and offered creative new print formats that add attention-getting variety to long-term loyalty campaigns.

**Faster Turnarounds**

Production times shrunk from 11 days to four, getting materials in the recipients' hands 64 percent quicker than before. This means

businesses have a competitive opportunity to reach their target audience seven days sooner.

**Lower Program Costs**

Measurable improvements in mailing accuracy and printing quality mean more effective direct mail communication, driving higher productivity for every dollar spent on direct mail campaigns.

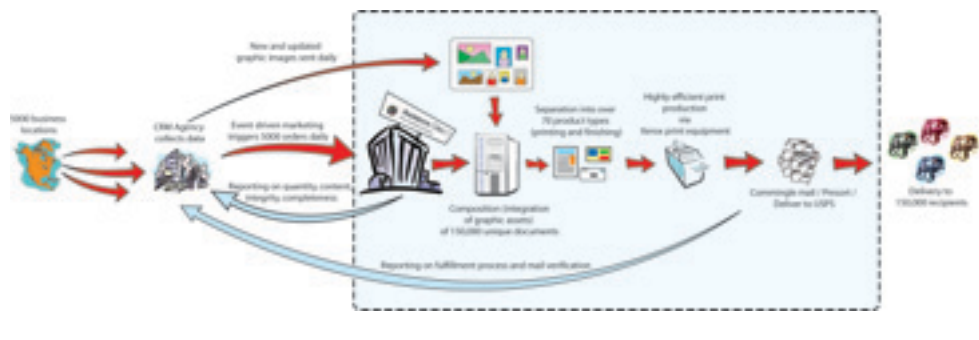
**100% Service Level Achievement**

The streamlined workflow and digital printing process

achieves every guaranteed service parameter including turnaround schedules, quality and accuracy control standards.

**Accuracy and Integrity**

Custom programming, a collaborative effort between Anderson Direct and Xerox's technical workflow specialists, linked thousands of graphics, database records and sophisticated design templates to deliver and track complex variable print streams with precision and reliability.



Anderson Direct helps a customer relationship management company lower costs and turnaround times by integrating an automated workflow and digital color production program.



## Anderson Direct

Founded in 1979, Anderson Direct, one of the nation's leading variable four-color digital printers, offers a wide range of direct mail solutions to enhance customer response, acquisition and retention—increasing ROI. With complete web-to-print, list acquisition, digital and offset printing, lettershop, presort mailing and service management capabilities, Anderson Direct is capable of managing complex projects from inception to delivery.

For more information, visit: [www.andersondirectmail.com](http://www.andersondirectmail.com).



## The Challenge

# 1

“Our client expected a high-quality, retention-oriented direct mail program that could produce customized literature cost effectively while reaching targets more quickly.”

Ted Tietge, Chief Executive Officer, Anderson Direct



Anderson's client, a provider of customer relationship management services to businesses nationwide, wanted a world-class partner who could produce 100,000 personalized color letters and postcards daily for more than 5,000 businesses. The client was convinced that it was possible to do more in less time without excessive spending: paring days off the print production cycle through improved automation processes while strictly controlling the associated costs. Increasing the challenge even further was the intricate management of printing 5,000 personalized short run variable data print files ranging from one to 50 pages for each business.

## The Solution

# 2

“Which print vendor produces 40+ million uniquely variable letters per year? We have a partner, not a vendor. Anderson Direct has been providing print and mail solutions for us for over five years.”

Vice President of Commercial Operations, Customer Relationship Services provider



Anderson developed an integrated workflow using custom programming and Xerox digital four-color print-on-demand technology—DocuColor® 6060 with various front-end processors. Anderson and Xerox collaborated on the custom programming linking thousands of graphic images, personal customer data and design templates which preserve the accuracy and integrity of each document. Print streams flow to one of two front-end processors based on the specific variable dynamics of each document type. Anderson Direct applied its core strengths and direct mail expertise to achieve the desired results, including dedicated account management, sophisticated file and document management, letter shop and presort services. A stringent Service Level Agreement (SLA) program stipulates a 100 percent service guarantee to meet turnaround time schedules, and quality and accuracy standards.

## The Benefit

# 3

“Anderson invests in the success of our business. They continue to make our company, as well as our clients, very satisfied and contribute to our ongoing marketplace dominance.”

Vice President of Commercial Operations, Customer Relationship Services provider



The client's enhanced direct mail program, benefiting from Anderson's collaborative process, custom programming and Xerox digital printing technology, reduced average turnaround time from 11 days to just four—a 64 percent decrease. The flexibility of the variable print workflow process, including faster print speeds using high-volume Xerox digital color print production products and a comprehensive data file transfer system, lowered printing costs by more than 10 percent and allowed the introduction of new print formats. Measurable improvements in error rate and quality have significantly lowered program costs while exceeding all service level and quality standards.