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Case Study

Results you can measure.

#### Customer Loyalty

QuantumMail.com continues to do business with a host of customers from as far back as 19 years ago. The company keeps customers close with a sophisticated web-to-print model that enables them to maximize the potential of one-to-one marketing. Customer loyalty is bolstered as superlative image quality and extremely quick fulfillment times are achieved at the most competitive price points the industry has to offer.

#### Phenomenal Productivity

QuantumMail.com typically handles thousands of print jobs each day on its arsenal of Xerox digital production presses—in run-lengths ranging from 20 pieces per job to several thousand—resulting in over 5.5 million impressions per month.

Client demands have swelled print volumes tenfold over the past decade.

#### New Customer Acquisition

Carpenter Realtors® is a relatively new customer of QuantumMail.com, with 28 locations and 760 agents in central Indiana. “We needed a vendor to expedite direct mail pieces with a quick turnaround and high quality,” says Principal Eric Hopp. “QuantumMail.com’s product stands out in the marketplace. They’ve enabled us to get our brand awareness out, while giving our agents the help they need to build their practices.”

#### Market Leadership

Equipped in the pressroom exclusively with Xerox digital color production presses, QuantumMail.com has

emerged as a direct mail vendor of choice among real estate companies nationwide. The firm’s QuantumCards™—8.5" x 5.5" jumbo color postcards—have become a household name in real estate and are rapidly gaining acceptance in other industries as well.

#### Robust Business Development

QuantumMail.com’s expertise in workflow automation, in tandem with the massive productivity of its Xerox-equipped pressroom, has enabled the firm to achieve exponential business growth. Simultaneously, the firm has been able to maintain remarkable stability of the price point for its QuantumCard™ offerings—year after year.

Keeping pace with explosive growth in customer demand for direct mail solutions, [QuantumMail.com](http://QuantumMail.com) produces over five million impressions a month on an arsenal of Xerox iGen3® and DocuColor® 6060 production presses.



## QuantumMail.com

Founded in 1986, QuantumMail.com has established itself as a premier direct mail printing and fulfillment provider to real estate companies and agents nationwide. With a roster of flagship customers including Prudential Preferred Realty, RE/MAX®, GMAC Real Estate, Keller Williams® Realty, Weichert Realtors® and many others, the Austin, Texas-based firm has experienced continuous exponential growth in print volumes and revenue. Since 1993, QuantumMail.com has relied on Xerox high-volume printing solutions to create millions of one-to-one marketing pieces each month that maximize return on investment for its customers.

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



### The Challenge

# 1

“Our challenge from a technology perspective has been to evolve ahead of our customers, drive costs down, and increase our capacity to keep up with an explosive growth curve.”

Steve Damman, President, QuantumMail.com



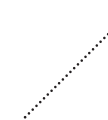
Since its inception 19 years ago, QuantumMail.com has remained true to its mission of providing clients with inexpensive, high-quality direct mail services for lead generation. Having secured a position as one of the nation's leading direct mail printing and fulfillment providers to the real estate industry, the company is achieving success in serving new markets like home remodeling and financial services. A key to QuantumMail.com's success is its web-to-print business model, which integrates the sophisticated branding standards of national corporate clients with flexible personalization of direct marketing pieces for local agents and affiliates—at 24-hour turnaround times. Over the past decade, client demands have generated a tenfold increase of print volumes, compelling QuantumMail.com to seek out technologies that escalate productivity while keeping costs firmly in check.

### The Solution

# 2

“Moving to the Xerox iGen3® Digital Production Press has given us a great increase in overall productivity. We can do three times the work we were doing before.”

Freddie Baird, Executive Vice President, QuantumMail.com



QuantumMail.com President Steve Damman recalls that around 1993, the firm began to rely exclusively on Xerox digital production equipment in its pressroom. “Our decision to become an all-Xerox shop had as much to do with Xerox's service level as the products themselves,” he says. “With our business model combining huge productivity with 24-hour turnaround capability, it's critical to have equipment that's up and running and well maintained.” In 2004, the company added a Xerox iGen3® Digital Production Press with a Creo® front end to bolster its fleet of four DocuColor® 6060 presses; a second iGen3® was installed later that year to replace one of the 6060 units. The ensuing massive improvement in productivity has enabled QuantumMail.com to expand its reach into major corporate accounts and achieve greater than 70 percent business growth for two years running. In 2005, the company replaced its remaining DocuColor® 6060 presses with two additional iGen3® units.

### The Benefit

# 3

“One of the best metrics of success is that we enjoy very strong client retention rates. It's gratifying to know that we've had a hand in their success.”

Steve Damman, President, QuantumMail.com



As of this writing, QuantumMail.com's current print volume of its popular QuantumCards™ and other direct mail products stands at more than 5.5 million pieces of mail per month, including 2 million impressions monthly on each of its iGen3® presses. Remarkably, the company has achieved its tremendous business growth without a major expansion of its work force. Equally significant, the company has been able to maintain the price point for its QuantumCards™ offering at 42 cents each, including postage—only a penny more than the per-piece cost a decade ago. Steve Damman attributes these benefits to intelligent IT decisions around print fulfillment automation and investments in technology and digital workflow that maximize productivity. “We've always kept our eyes open to vendors and equipment out in the marketplace,” he says. “Over time, we found Xerox to have the best solutions for our needs.”