

Xerox Corporation offers our customers an innovative array of services, solutions, and software, as well as a broad range of color and black-and-white digital printers, digital presses, multifunction devices, and digital copiers. Our vision is to help people find better ways to do great work. We do this by consistently leading in document technologies, products, and services that improve work processes and business results. For more information about world-class Xerox solutions or to schedule an appointment with a Xerox sales representative, call **1-800-ASK-XEROX ext. 964**, or visit www.xerox.com/service.

Results you can measure.

Boosting Revenue Growth

DocuMaster has had double-digit revenue growth for each of the last four years. Success in communications programs incorporating marketing services, information management, and distribution promise to extend that strong record.

Fast Volume Building

Within three months of operating the iGen3 press, DocuMaster achieved a monthly volume of 1 million pages. “We made a lot of noise in the market before it arrived, so our customers were expecting it,” explained Julio Alejandro Jiménez Monroy, director of Sales and Marketing, DocuMaster.

Delivering Value

By calling on customers and prospects jointly with leading industry consultants and offering end-to-end planning and execution of

communications programs, pricing is rarely an issue. “My clients ask about versatility, information quality, and information value,” said Monroy. “These usually are not subjects they quantify in terms of money.”

Enabling New Applications

Among the many new, profitable, client-specific applications DocuMaster has developed are:

- A copy protection solution that causes copies to print an otherwise invisible phrase, such as, “This is an illegal copy,” enabled by stochastic printing on the Xerox Nuvera™ 120 Production System.
- A books-on-demand system for the university press of the National University, Mexico City, one of the largest publishing houses in the Spanish-speaking world, with a historical catalog of 13,000 titles.

- A fully automated system for securely downloading and printing end-of-day business results for the Mexican Stock Exchange and delivering printed reports to its associates within five hours of the market’s close.

Powerful Partnership

“We’ve done a lot of research on HP and Kodak and other brands, and we’re absolutely confident no one comes close to Xerox in technology, services, and business development,” said Jimenez. “But the most important factor is that the people at Xerox are very concerned and close to their clients. The market has received the message that Xerox is really willing to listen and do what’s best for every customer.”

Embracing new digital color printing services and a new role as business consultant helps DocuMaster generate double-digit growth for each of the last four years.



DocuMaster

Mexico City-based DocuMaster is a full-service print and marketing communications services provider, widely acknowledged as the leading digital printer in Mexico. The company specializes in short-run and variable information printing and business consulting services for a wide range of clients in banking, book publishing, insurance, telecommunications, pharmaceuticals, and education, as well as for other print providers. Founded in 1994, DocuMaster is privately held and has about 100 employees.

Spanish website:
www.documaster.com.mx



The Challenge

1

“We understand that printing represents no more than 15 percent of our business opportunity.”

Don Julio Cesar Jimenez, President, DocuMaster



Since its founding more than 10 years ago, DocuMaster has steadfastly strived to be the market leader in digital printing services. In recent years, that has meant supporting increased demand for full-color, short-run applications and variable information printing, while continuing to develop faster and higher quality services. Today, these systems present a tremendous opportunity to tailor services to precise customer needs and pursue the huge amount of graphic communications business that doesn't necessarily involve printing. But they also introduce new challenges, including developing the consultative approach required to sell one-to-one communications programs to marketing executives, and the information technology infrastructure to support these services. Operational automation, in particular, is critical to maintaining profitability while performing more short-run jobs.

The Solution

2

“The most important things Xerox gives us are the ideas and the know-how to take our business to the next level.”

Angel Rodríguez Mercado, Director of Operations, DocuMaster



To build upon its leadership in the Mexican market, DocuMaster recently made significant enhancements to its printing technology, workflow, and business approach. The company has made Xerox its sole vendor partner for printing equipment and paper, and in December 2005 installed the flagship Xerox iGen3® 110 Digital Production Press with Xerox FreeFlow® DocuSP® front end for state-of-the-art digital color printing. DocuMaster's IT department recently fortified its Xerox FreeFlow-based workflow by developing proprietary Web services for highly secure customer interactions and online storage. In response to advice from Xerox regarding the high value of business consulting, DocuMaster received staff training from Xerox and now partners with leading consultants in vertical industries to sell complete marketing programs to its customers and targets.

The Benefit

3

“Our sales numbers speak for themselves—and our marketing services, information management, and distribution are delivering even more growth this year.”

Don Julio Cesar Jimenez, President, DocuMaster



DocuMaster has experienced double-digit growth for each of the last four years. Volume on the iGen3 press reached 1 million monthly pages in the third month of operation. The new business approach has delivered value to customers and profit to DocuMaster, and has combined with the company's automated workflow and advanced information technology skills to enable applications that meet industry- and customer-specific needs. Having Xerox as the exclusive technology provider establishes a path for continually refreshing DocuMaster's competitive edge and management beliefs, while also providing business support and a commitment to helping the company succeed. Management sees a lot of upside to the business with the opportunity to build consulting services and—potentially—expand internationally.