

Overview



The Power and Promise of Variable Information





One thing never varies...



If there is any area that promises to invigorate the color printing marketplace it is variable data printing. And if there is any company that can bring you all that variable information has to offer, it is Xerox, calling on our history of variable information innovation and accomplishment.

When used in concert with the astounding color output of the Xerox DocuColor 6060 Digital Color Press, variable information has the ability to increase the impact, appeal, and retention of your documents. By adding variable information, documents become incredibly effective personal communications, opening your business to the opportunity of new volumes and new possibilities.

the Xerox commitment to Variable Information

What's the big deal about variable?

How about greater volumes, greater profits, and a greater portion of consumer mindshare... 1 to 1 marketing communications, promotional transactional communications, and personalized Web fulfillment? And that's just for starters...

Variable information has incredible power to overcome some of the long-standing limitations of printed communications. Printed communications have always struggled to balance the benefits of both permanence and personalization. Historically, what they have offered in the area of stability, they surrender in the area of flexibility. As soon as information became fixed to the page, it became fixed in its meaning. Every recipient received the same, unchanging message.

One-to-one, spoken communications capture the type of targeting that printed output aspires to, but it is too fleeting for business.

The power of variable information is so astounding because it approaches the way people actually communicate by blending the best of spoken and printed communications. It combines the personalization and elasticity of spoken communications with the permanence and impact of color printed documents.

The resulting personalized output succeeds where marketing communications absolutely must succeed. It grabs readers' interest and encourages them to take action.

DocuColor 6060, that's the big deal

With DocuColor 6060 and its variable information capabilities, printed output can demand attention by addressing individual consumers by name and by including content and graphics that are targeted specifically to each recipient. By including the right information—specific customer information based on previous purchasing data and patterns—casual readers become customers at a rate much higher than with generic printed messages.

The inevitable results of these more effective marketing pieces are increased demand for personalized documents, increased volume for DocuColor 6060, and increased profit for the printers who have grasped the enormous potential of variable information.

A legacy of success

To many companies, variable information is a new frontier. They recognize its huge potential and are working hard to catch up and include it in their portfolio of product offerings.

To Xerox, variable information is an area in which we have excelled for over a decade. From the earliest days of the Xerox DocuTech® Production Publishers, Xerox has led the charge that brought variable information solutions to the digital printing marketplace. The Xerox DocuColor® 2000 Series Digital Color Presses picked up the banner of variable information and carried it forward into the world of color.

In few other areas is a history of achievement as important as in the world of variable information. Because, while the power of variable information is immense, successful implementation calls for experience and know-how.

Xerox's winning VI solutions overcome obstacles of converting previously incompatible data, taking it from a variety of platforms straight to the DocuColor 6060 output tray. We also help you manage and easily lay out complex databases of customer information in the format of engaging and influential printed communications.

The promise of their variable solutions or the history of ours. The choice is simple.

The power of choice

With DocuColor 6060 and the choice of multiple color servers, any degree of variation in print jobs is possible.

Not all variable information jobs are created equal. Some are very complex with large databases and a high degree of variation in text and graphics. Others are relatively simple, with a small number of customer records in the database and a small amount of variability in content.

Financial statements with huge numbers of different recipients and catalogs with a rotating list of products demand powerful variable data solutions that can change text, graphics, and even entire layouts. Through our own Variable_data Information PostScript Printware (VIPP), Xerox can do that.

Moderately complex jobs such as newsletters and brochures need a solution that combines ample programming power and an easy-to-use interface. Through Creo's Variable Print Specification (VPS) and its Darwin plug-in, Xerox can do that.

The simplest applications, such as individually addressed letters, invitations, and customized flyers, call for a straightforward solution. With Atlas PrintShop Mail, Xerox can do that.

Seeing a trend? Xerox offers additional robust solutions for jobs that fall at each extreme of the variable information spectrum and anywhere in between.

When you consider the variable information equation, you'll arrive at only one conclusion... that regardless of the types and complexity of the jobs being printed on DocuColor 6060, Xerox equals variable information success.

Profit through personalization

Personalized marketing communications...

Speaking to one customer at a time can generate double digit response rates.

Business has known for some time that personalized communications are far more effective than generic ones. That's why word of mouth is such an effective promotional tool. Each message is tailored to the recipient.

DocuColor 6060 and the Xerox variable information portfolio puts the power of all levels of personalization in your hands. Output might vary only a recipient's name or it can be highly variable—with personal color images and changing layouts, graphics, and text on every page.

The opportunity for business is to grab a bigger percentage of customer mindshare. The opportunity for printers is to turn all of those personalized marketing communications into printed output... and into profit.

Promotional transactional documents...

Colorful data-driven charts, image-rich content, and customer-specific marketing messages truly make a statement.

Transactional statements no longer have to be ineffective or only black & white. The DocuColor 6060 solution has the power to transform transactional statements with color to demand attention and with personalized promotional content based on past buying patterns. All this can happen right on the statement so a customer's message gets a reader's attention.

Web-enabled print fulfillment... 1 to 1 marketing materials are ordered, proofed, and printed within hours of a customer's visit to a Web site.

The Web and digital printing don't need to be enemies. In the past, the Web may have reduced the volume of materials that were printed. But consumers still want something tangible, something that clearly communicates that they are valued customers.

Linking the technologies of the Web and digital printing can create new business opportunities by turning a Web site visit into a personalized printed communication in vivid color. Xerox can show you how.



The business of Variable Information

Variable information printing can do great things for business... whatever business you happen to be in.

...in the Financial industry



A leading financial services company not only prints personalized portfolio performance statements with color pie charts and graphs, but also uses the power of variable information to offer additional financial services to individual clients. Older customers receive letters offering estate planning, while younger families receive information on college savings plans.

...in Retail



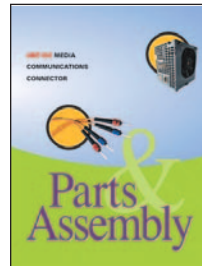
A visitor to a Web site purchases some parts for a relatively rare sports car. A few days later, a catalog arrives in his mailbox featuring additional parts, accessories, and clothing specific for his model of automobile.

...in Education



Enrollment at the State University has been declining steadily over the last five years. To reverse the trend, the University sends out personalized letters and school brochures to high school students who have paid a visit to the University Web site. Based on information gathered through the Internet, the brochures highlight areas of interest for each particular student... the internship programs for one student, the athletics programs for another.

...in Manufacturing



A manufacturing firm prints multiple versions of a product manual in the same print run. Each version has different assembly procedures, pictures, and text.

...in Health Care



Everyone wants personalized health care. When it comes time for employees of a large company to choose between three large insurance companies as part of plan enrollment, the chosen insurance provider uses variable information to help retain their previously enrolled customers. Based on information from their previous records, employees receive information highlighting the services that matter to them.

A weekend athlete receives information about local health club discounts. A mother learns of innovations in childcare programs.

...in the Automotive Industry

A consumer visits an automobile company's Web site and creates his dream car. He chooses interior and exterior color, equipment options, and accessories. Two days later, a fully customized brochure appears in his mailbox with pictures of the vehicle he created, personalized text, and pricing information. He conveniently leaves it on the counter for his wife to see.



...in Creative Agencies

Business and industry are starting to grasp the power of variable information and how it can sell directly to individual consumers. As a result, many businesses have decided that one generic marketing piece no longer does the job. Marketing firms and creative agencies notice a dramatic increase in the number of versions they produce; each area of the United States and each country in which a business operates receives a different version with unique graphics, layouts, and text.

