

Xerox Customer Brief – Customized, Highlight Color Benefits

D.R. DENMAN, INC.

Finer details, better graphics, and variable data capabilities help D.R. Denman Inc. develop new applications to grow business

David Denman found his business niche four years ago when his Chicago-area service bureau, D.R. Denman, Inc., began producing two-color trip itineraries for a limited number of U.S. automobile clubs. Since then, this successful company has delivered more than 1.3 million maps and itineraries to members from more than 70 clubs nationwide.

Streamlined Workflow is Key to Driving Business

Itineraries and maps are among D.R. Denman's core offerings, and they must be created and delivered to clients swiftly and accurately. Though each job may vary greatly in the distance of each trip planned, it is crucial that each maintain the integrity of Denman's reputation. How is this ensured? Through a streamlined production process enabled, in part, by Xerox Corporation.

From the time a member requests an itinerary to the time it is dropped in the mail, less than a day has gone by. D.R. Denman customer service representatives who take the calls create electronic route files using a custom-designed software package. The files then are distributed electronically to the production center, where they are converted to PostScript format for printing. Finally, they are sent to a print queue, where they are submitted to a Xerox DocuPrint 4890 printer. The entire process takes no longer than six minutes.

This fast turnaround enables D.R. Denman to provide exceptional customer service to auto club members, which has helped position the service bureau as a leading vendor within the auto club industry. “We’ve become the best in the business by providing these maps to the clubs and by providing the best levels of service possible,” said Denman.

Enhanced Applications Enable Future Expansion and Growth

The success of Denman’s business in the past four years has prompted him to explore new technologies to further improve the quality of his one-to-one documents. That is why he added a new system capable of producing documents at even higher resolution at the production speeds D.R. Denman’s clients expect. The 600-dpi resolution offered by the Xerox DocuPrint 92C provides a considerable improvement in the visual aspect of D.R. Denman’s itineraries, making them much easier to read (previous highlight color printers achieved only 300 dpi). It also enables the company to add significantly more detail to the maps. Previously, the itineraries indicate major U.S. highways and primary roads, but the enhanced resolution now enables D.R. Denman to overlay in shaded areas minute landmarks, such as secondary roads, campgrounds, or rest stops.

The capabilities of the higher resolution also are ideally suited for graphics and logos, newsletters, variable data documents, and customer correspondence – exactly the types of applications D.R. Denman is working to include in its roster of product offerings.

High-quality halftones and photos are another feature of the DocuPrint 92C that Denman is anxious to exploit. “We produce a newsletter for a client, but have been limited in the use of high-quality photos with only 300 dpi,” said Denman. “Now we can add photos to the newsletter and accomplish the look we were striving for.”

Pushing Customization Even Further

D.R. Denman recently unveiled a new service called Managed Document Solutions (MDS), which promotes the use of highlight color in variable data printing applications (where text and graphics within a specific document are customized according to preset variables, such as age, gender, name, geography, color preferences or interests). Using DSC CompuSet software for front end application development, Xerox DocuPrint highlight color printers and offline Bell & Howell Intelligent [page] Inserters, D.R. Denman offers its customers new options for creating personalized member direct mail and correspondence. "We incorporate high-resolution auto club logos and photos right into existing applications," said Denman.

Currently marketed only to existing customers, D.R. Denman anticipates expanding MDS services to customers beyond the auto clubs. "The new applications we're developing for the clubs will enable us to break into new markets once we develop the core competencies and skills," said Denman.

Currently in test mode and scheduled to launch this September, D.R. Denman anticipates marketing an MDS billing application. Denman expects to process 2.5 million bills in the first year alone.

Higher Quality as a Competitive Advantage

New solutions in technology address a whole quality issue for D.R. Denman. When it created the MDS sample booklet earlier in the year, 300-dpi photos, logos, and graphics were included. But associates were eager to tell customers, "Don't expect this level of quality, as you won't get it. What you will get is even better."

With the DocuPrint 92C and its new software applications, D.R. Denman customers will receive very high-resolution highlight color printing as well as a plethora of new one-to-one marketing services from which to choose.