

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](http://www.xerox.com/service).

**XEROX**<sup>®</sup>

Technology | Document Management | Consulting Services

Case Study

Results  
you can  
measure.

**Boosting Revenue and Profit**

AGS's digital division grew its revenues 60 percent in the iGen3<sup>®</sup> press's first year and anticipates annual double-digit growth for the foreseeable future. A single iGen3<sup>®</sup> press shift is equally profitable as two offset shifts, according to AGS President John Green.

**Rapid Time to Breakeven**

AGS achieved return on its investment in just three months, at monthly volume of 350,000 impressions, more than four times faster than the start-up expectation of nine to 12 months at monthly volumes of 500,000.

**Landing New Business**

Some 80 percent of AGS iGen3<sup>®</sup> press volume is for new work and 40 percent of that is with new customers,

helping the firm build its corporate client roster and reach new markets such as healthcare and advertising. Some of the volume is from new applications such as personalized direct mail and versioning of books, newsletters and periodicals.

**Gaining a Competitive Advantage**

On the runs of 3,000 and fewer that AGS produces digitally, costs are 20 to 40 percent less than offset and turnarounds are one or two hours compared to one or two days. The press also is an ideal fulfillment device for the firm's Web-based archive-and-print service.

**Enhanced Productivity**

Use of a PDF workflow for both the iGen3<sup>®</sup> press and AGS's computer to plate system streamlines job

preparation and provides the flexibility to move jobs between print technologies late in production.

**High-Quality Output**

Book covers produced on the iGen3<sup>®</sup> press have image quality comparable to offset and rub-and-scuff resistance that is better than offset on similar stock.

**Marketing Support**

AGS has successfully used numerous marketing resources from Xerox, including industry-specific print samples and Xerox-supplied marketing data for AGS marketing collaterals. To stay abreast of industry trends, AGS belongs to the Xerox Graphic Arts Premier Partners Program of leading Xerox graphic arts customers for sharing digital printing knowledge and opportunities.

Automated Graphic Systems, Inc. boosts revenue and book cover production and expands overall business with the Xerox iGen3<sup>®</sup> Digital Production Press.



## Automated Graphic Systems, Inc.

Automated Graphic Systems, Inc. is a full-service graphic, imaging, print, mail and electronic communications provider with 300 employees at three locations: White Plains, Md. (headquarters); Macedonia, Ohio; and Washington, D.C. Founded in 1975, the company has appeared in the *Printing Impressions* top 400 (leading North American printing companies) annually since 1990. AGS is a subsidiary of Consolidated Graphics, Inc. (NYSE: CGX), the largest sheet-fed and half-web commercial printer in the United States.

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



A CONSOLIDATED GRAPHICS COMPANY

### The Challenge

# 1

“We needed a cost-effective way to produce color book covers in short runs that could contribute to our short-run color and variable information printing businesses.”

John Green, President, Automated Graphic Systems, Inc.



AGS offers a diverse array of services, but more than 70 percent of its business is producing books, journals and directories for Washington, D.C.-area trade associations and professional groups. While the firm has long produced book blocks either on offset or, for shorter runs of 500 to 600, on monochrome digital printers, prior to 2004 covers were produced exclusively on offset. The excessive cost of shorter run lengths and faster turnarounds eventually led AGS to search for a digital color press that could produce high-quality, two-up, 6" x 9" covers faster and at a lower cost. Management also wanted the new press to help build the firm's short-run color and variable information printing businesses and to attract new customers.

### The Solution

# 2

“Xerox has tremendous resources to not only continue improving its technology but to support our marketing, helping us generate profitable new business.”

John Green, President, Automated Graphic Systems, Inc.



AGS chose the Xerox iGen3<sup>®</sup> Digital Production Press with Creo<sup>®</sup> Spire™ Color Server after considering offerings from Nexpress and Hewlett-Packard. According to AGS President John Green, key reasons for selecting the iGen3<sup>®</sup> press included its larger print size and Xerox's depth of technical and marketing resources. The iGen3<sup>®</sup> press was operational within two weeks of delivery in January 2004. To support the new press, AGS engaged in sales training and developed new marketing materials, some using data from Xerox's ProfitAccelerator™ Digital Business Resources collection. A PDF workflow permits the same print file to feed both digital and computer-to-plate systems. Now, about 80 percent of AGS print runs of less than 3,000 are produced digitally, including most short-run color book covers.

### The Benefit

# 3

“We are winning new business by adding value, not by cutting price.”

John Green, President, Automated Graphic Systems, Inc.



AGS achieved breakeven on the iGen3<sup>®</sup> press in just three months, more than four times faster than expected. More than 80 percent of the press's volume is for new work, and 40 percent of that is with new customers, helping AGS's digital division grow by 60 percent in the first year of iGen3<sup>®</sup> press operation. Profitability is high—a single iGen3<sup>®</sup> press shift is equally as profitable as two offset shifts. Digitally produced short-run covers cost 20 to 40 percent less than offset covers and are turned around in one or two hours compared to one or two days. AGS's PDF workflow delivers flexibility to shift jobs between digital and offset print technologies late in production.