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**.

XEROX®

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Case Study

DMMI Promotions doubles direct mail response rates, accelerates turn-around and cuts costs with the Xerox iGen3® Digital Production Press and the DocuSheeter™ iG roll feeding system.

Results you can measure.

Improved Response Rates
Direct mail pieces produced with the iGen3® presses have doubled or tripled response rates compared to DMMI's traditional methods, due to increased use of personalization and the new capability to place full-color, variable information anywhere on the page.

Doubling Revenues
Since moving production in-house, DMMI is on track to more than double its annual revenue in 2005 and again in 2006 to $12 million and $25 million, respectively. DMMI is growing in its traditional stronghold—the automotive industry—and is reaching new markets, including book and magazine publishing.

Cost Savings
DMMI uses roll paper on about 90 percent of its iGen3® press production to save about 20 percent over comparable cut-sheet paper—or as much as $10,000 per month. "The DocuSheeter allowed us to save a penny per 11" x 17" sheet on paper costs. When you're printing 2 million images per month like we are, the savings add up pretty quickly," said DMMI Owner Rick Teets.

1 Million Club
A few months after installing the iGen3® presses, DMMI was producing more than 1 million monthly impressions per machine. More than 70 percent of DMMI print work now runs on the iGen3® presses.

Flexible Production
With production in-house, DMMI has increased flexibility and convenience to meet its customers' most demanding deadlines.

High Productivity
The iGen3® press and Lasermax Roll Systems DocuSheeter iG systems are running flawlessly, according to Teets, and save on operator time and labor to replenish stocks.

Customer Satisfaction
DMMI customers are thrilled with the new capabilities. "No late mail. No late inserts. No mistakes. Just results," said John Wakefield, general manager of a Missouri Ford dealership.

Power of Partnership
Xerox has helped DMMI with staff training, consulting in data and color management, partnerships with key suppliers like Lasermax Roll Systems and XMPie, and timely equipment service. Teets: "We have to get our production out every day. Xerox understands that, and they meet our demands with 24-hour service. I'm very happy with the results."

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DMMI Promotions

DMMI Promotions is a marketing communications company that specializes in full-service direct mail and promotions for the U.S. automotive industry, and also provides general commercial printing. DMMI's services include marketing strategy consulting, data management, list development, design, printing, mailing and staging sales events. DMMI (Database Management & Marketing, Inc.) a privately held company, was founded in 1981, generates about $6 million in annual revenue and has 35 employees. Its headquarters are in Leesburg, Fla.

Web site:
www. dmmipromotions.com

DMMI PROMOTIONS

The Challenge

1

"More clients needed quicker turnarounds than we could provide by working with our print and mail vendors—and we wanted those clients."

Rick Teets, Owner, DMMI

DMMI Promotions had long used external vendors for print and mail services supporting its direct mail programs. In recent years, more clients sought faster turnarounds than DMMI and its partners could provide, forcing DMMI to turn down business. In 2002, DMMI addressed the situation by establishing its own print and mail center with offset presses and finishing equipment, eventually adding a Xerox DocuPrint™ 100 Enterprise Printing System for printing variable information on offset shells. As print volume increased, DMMI considered adding another DocuPrint 100—or investing in a full-color digital press for printing 100 percent variable pieces in a single pass.

The Solution

2

"With the Xerox iGen3® Digital Production Press, we can personalize car images to match our customers' preferences. That's where the industry is going."

Rick Teets, Owner, DMMI

DMMI consulted with its customers and learned that many were willing to pay a slight premium for more dynamic, personalized mail pieces. After considering several digital color presses, the firm acquired four Xerox iGen3® 110 Digital Production Presses with Creo® Spire™ Color Servers. To optimize productivity, DMMI installed the first Lasermax Roll Systems DocuSheeter™ iG roll feed system, which cuts and feeds sheets from a roll. To manage the more complex, variable direct mail pieces and one-to-one marketing programs it planned, the company acquired XMPie® PersonalEffect™ software, a partner product in the Xerox FreeFlow™ Digital Workflow Collection. To jump-start the new business, DMMI began teaching clients about collecting customer data to improve targeting of personalized messages.

The Benefit

3

"Using DMMI's direct mail programs have increased my sales over 50 percent per month."

Ben Newton, Owner, a Toyota dealership in Florida

Since installing the iGen3® presses, DMMI has doubled direct mail response rates and accelerated turnarounds to 24 hours even for many large jobs. Customers are thrilled, and the company expects to double revenues this year and again next year. According to Rick Teets, owner of DMMI, the roll systems "have performed flawlessly, saving about $10,000 per month on paper costs." The DocuSheeter iG system enhances productivity with long, uninterrupted runs and preserves some of the offset workflow. With print and mail capabilities in-house, DMMI production is more flexible and convenient, and the company has begun serving new markets, such as book and magazine publishing. Within the first months of iGen3® press operation, DMMI was running more than 1 million monthly impressions per machine.