

Xerox is a global leader in document services. For more information about Xerox solutions, contact your local Xerox representative or call 1-800 ASK XEROX in the U.S. or Canada. You can also visit us at www.xerox.com.

XEROX®

Technology | Document Management | Consulting Services

Case Study

Results
you can
measure.

Bridging the B-to-C Gap

MyPhotoFun bridges the business-to-consumer gap by generating orders from Web sites of MyPhotoFun partners in mass consumer businesses, such as the European market leader on dance events: ID&T, and feeding them to regional partner printers around the globe for prompt delivery within five days.

Fast Growth, Low Risk

MyPhotoFun print volume has doubled in each of the first few months of operation, leading TED Gigaprint to add a third Xerox iGen3® Digital Production Press. Because the application is highly automated, production costs are minimized, enabling profitable revenue growth. In addition, consumers pay in advance, eliminating credit risk for print providers.

Easily Transferable Application

MyPhotoFun's automated, Web-based production software is written in XML to run with existing workflow systems. Because it is provided in an ASP (application services provider) model, research and development and the resulting new products and services are free of any additional charge.

Low-Cost, High-Value Service

MyPhotoFun costs half as much per print as printing from film, according to MyPhotoFun executives, and provides a more valuable end product—a photo album or calendar—rather than loose photos that need to be organized. Images are printed on the album pages, so photos don't fall out. In addition, consumers can easily order multiple albums or calendars.

Easy to Use

Users of the MyPhotoFun service download free software that enables them to design photo albums and calendars in a variety of formats through a series of simple point-and-click steps. Users have considerable leeway to customize layouts and add captions.

Fast, Low-Cost Uploading

Because photo albums are composed on the user's desktop, the only connection time required is for uploading the file for printing, saving time and money for those who pay telephone line fees.

High-Quality Output

MyPhotoFun delivers high-quality prints that have long-life color fastness. Easy-to-use photo correction tools in the MyPhotoFun software enable users to improve individual photos if needed.

TED Gigaprint and partners deliver profitable, low-cost, Web-based printing of digital photo albums on Xerox iGen3® Digital Production Presses with MyPhotoFun business-to-consumer application.



MyPhotoFun

MyPhotoFun is a Web-based service that enables consumers to create photo albums, calendars and other bound collections easily and economically from their digital photos with software they download and use off-line. The service was initiated in August 2004 as a business unit of TED Gigaprint and fulfills orders through TED Gigaprint and partners in numerous countries.

Web site: www.myphotofun.com.



TED Gigaprint

Ted Gigaprint, based in Almere, the Netherlands, is a leading provider of digital print-on-demand services that generates about 10 million in annual sales and has 50 employees. The company was founded in 1987

Web site: www.ted-gigaprint.nl/nl/



The Challenge

1

“Many print providers have capacity to meet demand for less costly printing of digital photographs—but they lack the consumer presence to drive the business.”

Tico van der Linden, Sales Director, MyPhotoFun



Digital cameras are rapidly replacing traditional film-based cameras among consumers, but ordering prints from digital photos tends to be more expensive and less flexible than submitting film. Some digital photo printing services don't adjust color quality; many in-store and Internet-based digital photo printing stations do but rarely have knowledgeable support staff available to help. Uploading photos to an Internet site can be time-consuming and expensive, especially using a modem and telephone line hook-up. And like printing from film, most services deliver photos in loose prints for consumers to organize. From the service provider perspective, many digital printing firms have available capacity to produce high-quality prints, but most lack the means for cost-effectively attracting and fulfilling orders from consumers.

The Solution

2

“Seeing is believing, and the value in MyPhotoFun becomes evident almost immediately to consumers—and potential partners—who try it out.”

Tico van der Linden, Sales Director, MyPhotoFun



MyPhotoFun provides an easy-to-use Web-based system for arranging digital photos into bound albums and calendars, and for high-quality printing at about half the per-print cost of film. Customers download free software from consumer-oriented partner Web sites, such as ID&T (www.id-t.com), a leading organizer of dance events, for enhancing photos, adding captions and drag-and-drop layout in a choice of formats and sizes. Customers then upload the file for printing. TED Gigaprint and print partners fulfill orders using automated Web-order-to-print software written in XML (Extensible Markup Language) to run on any existing workflow and print on Xerox iGen3® Digital Production Presses. Bound photo books and calendars are delivered within five days of the order. DocuTraffic software at TED Gigaprint handles billing and payment to Web and print partners automatically.

The Benefit

3

“We're filling a huge demand in the marketplace and driving very profitable growth for TED Gigaprint and our partners.”

Tico van der Linden, Sales Director, MyPhotoFun



The innovative MyPhotoFun service is popular among digital photographers and generates significant revenue for TED Gigaprint and its partners. Consumers benefit from high-quality prints at half the cost of film prints, according to MyPhotoFun executives, delivered in easy-to-assemble bound photo collections that match the quality of corporate brochures. Consumer-oriented Web sites post the MyPhotoFun link to collect a percentage of revenue from each job initiated at their sites. Consumers pay in advance, eliminating credit concerns for printers. Print partners receive jobs fully imposed and print-ready—based on the paper size of the iGen3® press—and the TED Gigaprint-provided workflow enables highly automated, productive and profitable batch printing. Print volume has doubled in each of the first few months of operation, and new partners join regularly, adding geographic reach and incremental revenue for all.