

ProfitAccelerator[®]

Volume 3

Magazine

Rapidly Grow Your Digital Business

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ProfitAccelerator® Magazine is designed to help you grow your business.

In fact, it's been redesigned. Now, in addition to a fresh look, we're using environmentally friendly papers. But we haven't changed **our commitment to bring you the latest news about digital printing from around the world.** In every issue, we'll share success stories, profile innovative printers and showcase new tools from Xerox. Like everything with the ProfitAccelerator name on it, this magazine is all about supporting you and your digital printing business now and in the years ahead.

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The New Business of Printing® hits its stride around the globe

Once every four years, the print industry showcases the technologies and strategies that will shape its future, on its largest stage—drupa, in Düsseldorf, Germany. Having made some leadership Xerox announcements there in May, I have fresh confidence about where our industry is going.

According to Pira International, the market for digital production printing is sized at about 54 billion euros. Xerox intends to help its customers continue to push the boundaries in digital and capture this opportunity with The New Business of Printing®.

Various echoes of The New Business of Printing were evident throughout drupa's many halls. And, while we are flattered that the industry is taking this approach, we remain confident in Xerox's ability to continue in the leadership role and help our customers succeed with digital printing. After all, we have been at this now for more than two decades.

Xerox has the industry's broadest portfolio of the right technology, the right workflow and the right business development tools to help customers profitably grow their businesses. The New Business of Printing strategy is centered on helping our customers produce high-value applications to maximize their profits.

At drupa, Xerox demonstrated more than 50 real-world applications created by our customers and showcased how digital technology can be used to produce the hottest, money-generation applications like books and manuals, personalized collateral, direct mail, promotional and transactional, and hybrid offset/digital, and emerging digital applications such as packaging and photo specialty.

We also enhanced the technology offerings in our flagship line with the new Xerox iGen4™ Press and new Automated Color Quality Suite Press Matching System for the iGen3®. These devices along with new high-speed continuous feed flash fusing devices, new midrange offerings such as the DocuColor® 5000AP Digital Press as well as the 700 Digital Color Press enable a wide array of color printing applications.

Similarly, our workflow offerings continue to advance with hybrid digital and offset solutions and software for entry-level production printing.

And to help our customers develop successful businesses, we now offer more than 80 tools in our Xerox ProfitAccelerator Digital Business Resources, many translated for use worldwide.

ProfitAccelerator resources can help establish a fundamental business plan, identify and shore up a weakness—or simply serve as idea starters. This issue of *ProfitAccelerator Magazine* is an idea starter. In it, you can learn about the latest tools for helping you grow your business and see how colleagues worldwide are working with Xerox to profit and grow with digital printing. One of them—A-1 Printing Plus—finds so much value in Xerox business development that they claim they paid for a consultant and got the Xerox equipment free!

Partnerships are part of the story, too. Our Premier Partners program—a global network of more than 780 leading print providers—is dedicated to developing new business opportunities with digital technologies.

Regardless of where you are on your journey—and where you are in the world—Xerox is your partner. We enjoy nothing more than watching our customers succeed.



Quincy Allen
President of the Production Systems Group at Xerox Corporation

Charting your course amid ‘historic opportunities’ and ‘profound threats.’

The New Business of Printing® is a road map to success in a changing industry.

	Marketers	Agencies and Designers	Print Providers
What's Changing?	Your Targets — from print buyers to marketing executives	Your Work — from print jobs to communications programs	Your Role — from craftsman to partner and strategic consultant
Value Chain Requirements	<ul style="list-style-type: none"> • High response rates • Quick turnaround • Increased return on investments 	<ul style="list-style-type: none"> • Increase value add for customers • Revenue growth • Personalization 	<ul style="list-style-type: none"> • New sources of revenue and profit
Strategy	Market Development		Business Development

“Our industry is not simply changing, it is being redefined ... creating historic opportunity for the prepared, and profound threats for the unprepared. Absolutely no one, no matter how big, how well established or how successful in the past, can afford to do business the same old way.”

Those are the words of Andy Paparozzi, chief economist of NAPL, in a recent State of the Industry Report. Clearly the industry is changing. To help you lead in these changing and demanding times, Xerox has a two-tiered development strategy.

- **Business Development**—that’s ProfitAccelerator®—programs and tools for print providers that will create new and profitable business opportunities.
- **Market Development**—by educating agencies and designers on how to effectively design for digital. In addition, we are educating marketers on the value of digital and what personalization, short runs and color can do for their business.

Developing the market for digital applications is a partnership, and we have tools to assist all members of the value chain in building stronger and more strategic relationships. In this issue, you’ll read about six businesses that are succeeding in The New Business of Printing® in partnership with Xerox. Join us for this exciting journey into digital.

A partnership from start to finish

Partnering with Xerox opened up new doors of sustainable production for advertising agency Roberts Communications.



Xerox showcased several innovations at the WIRED NextFest in Chicago.

“Every once in a while, you get a job that really changes the way you look at your business and the way you produce a job,” says Bill Murtha, president of Roberts Communications.

That’s exactly what happened when this advertising agency based in Rochester, New York, was tapped to create a brochure spotlighting recent Xerox innovations for WIRED NextFest, the premier showcase of global innovations transforming our world.

“Our goal was to promote some of the interesting and innovative things we’ve developed that a lot of people may not be aware of,” says Jay Bartlett, senior advertising manager of Xerox. “So when it came to creating a brochure that touched upon some of our latest green innovations, we knew we wanted it printed on High Yield Business Paper.”

Xerox High Yield Business Paper is made through a new process that uses half as many trees compared to traditional paper. What’s more, its production uses significantly less water and chemicals, yielding 75 percent less greenhouse gas emissions.

“Being able to produce a job on ‘green’ paper such as this had a lot of appeal,” says Murtha. “So we engaged our print provider early in our process to see how we could work together to accomplish this.”

High Yield Business Paper is only one of Xerox’s most recent green developments for printers. Xerox-patented solid ink technology offers the most environmentally minded way to print in color today as it creates 90 percent less waste than the typical laser printer. Even more futuristic: paper that erases itself, enabling pages to be used again and again for documents that are only needed for a short period of time.

Xerox’s green initiatives don’t stop there, either. The company holds sustainability summits for clients, highlights a wide range of green topics on its web site and most recently of all, a Sustainability Calculator has been developed to help organizations determine how green their operations are ... and give suggestions on how they can be more efficient and sustainable.

With all of the stakeholders on the same page for the NextFest brochure, production went smoothly from start to finish ... and the results were well worth the effort.

“We received a lot of great comments from visitors to our NextFest booth, especially once they realized our brochure was printed on our environmentally friendly paper,” says Bartlett.

“We’re happy when our client is happy, so we are very pleased with the final product,” says Murtha. “And now that we’ve successfully completed this job, we’re looking for new applications and new ways we can use this sustainable technology.”



This brochure was printed on Xerox High Yield Business Paper, which results in a 75% reduction in greenhouse gas emissions compared to traditional office paper.



Multi-Craft headquarters is near Cincinnati, in Newport, Kentucky.

Traditional printer drives digital success with Xerox Business Support

Sales support was Multi-Craft's deciding factor in choosing Xerox digital presses, leading to 40 percent growth in digital printing

As a family-owned graphic communications company since 1955, Multi-Craft is conservative about adding new services. For example, while vendors pushed digital printing for many years, "our clients weren't there yet," said Debbie Simpson, president of the Newport, Kentucky-based business near Cincinnati. Then, a few years ago, at one of the regular customer roundtables for gathering feedback on its performance, some customers said "out of the clear blue sky" that they'd like Multi-Craft to provide digital printing, Simpson said.

That was all she needed to hear. Multi-Craft has since conducted two thorough digital color press searches, first for an entry-level machine, then for a higher volume press. "Many presses are close in quality and some are less in price, but we chose Xerox (both times) because they had the best sales support," Simpson said. "We were an offset printer. This is new to us," she explained. "The information to educate our sales force and talk to our customers had to come from somewhere, and we didn't have the time or money to develop it. No one else had the class of sales support that Xerox did."

Xerox support helped Multi-Craft to quickly fill the volume on its Xerox DocuColor® 252, installed in 2006, leading the firm to acquire a second, higher volume device, the Xerox DocuColor 8000 Digital Press, in 2007. "We like to hit the ground running," Simpson said. So before installing it, she had Xerox business development consultant Laura Tankel provide two days of digital printing sales seminars for the 10-member sales force.



Debbie Simpson, President, Multi-Craft Litho, Inc.

For ongoing support, "Xerox assists us every day through the first-class sales tools they've given us," Simpson said. Xerox ProfitAccelerator® Digital Business Resources are stored on a central server for anytime access by the sales team. "They make it easy for our reps to research an industry, to know its hot buttons," she said. "It has given them the confidence they need to sell our new products."

One result: digital printing sales were up 40 percent in the first half of 2008. In addition, Simpson said, "We just invested in a new 10-color press, because all of our other services—mailing and fulfillment, digital and large format printing, and web and design solutions—brought in more offset business."

She's quick to cite Xerox's role in their success. "Xerox has really helped educate the sales team, which continues to accelerate our growth," Simpson said. "We couldn't have done it without the resources they brought to the table."

Your pipeline to Xerox knowledge

Xerox has been selling high-speed digital printing equipment for more than 40 years, helping thousands of customers pioneer new businesses in nearly every imaginable industry that uses print. One result: Xerox has arguably amassed more knowledge of digital printing than any other company in our industry.

The New Business of Printing® Business Development Services capture that knowledge to help Xerox customers effectively use, market and sell digital printing. The program offers professional consulting services, classroom-style training services either on-site or at a Xerox facility, and webinars that can help you apply the best available knowledge to your most critical challenges in sales and marketing, workflow and applications development.

Sales and Marketing Services include general and customized sales training, assistance in developing marketing and sales management plans, and help in staging promotions, such as open houses or seminars.

Workflow Services help customers build, integrate and enhance their digital workflow with focuses on file preparation, color management, personalization, e-commerce and other time- and money-saving initiatives.



Digital enables you to produce almost any application your customers can think of. Xerox experts can help you make it happen.

Application Services help customers develop specialized applications—such as transactional promotional documents—that provide opportunities to increase revenue and extend market reach.

Whether your challenges are basic or complex, you can draw upon our rich experience through Xerox's professional and training services to help you build a successful digital printing business.

Laura Tankel helps customers deliver value with digital print



Laura Tankel, Xerox Consultant, Business Development.

How do you triple digital print volume in just six months? American Mailers, Detroit, Michigan, did it, in part, by working with their Xerox business development consultant Laura Tankel. She presented workshops for two of their customers on ways variable information printing could boost their business results, until American Mailer executives were comfortable giving the presentation themselves. Monthly print volume on the company's Xerox iGen3® 110 Digital Production Press soon tripled to more than a million impressions.

Tankel, a 12-year veteran of the graphic arts industry, says she tailors her approach to each customer in her territory (Michigan and Ohio). Much of her time is spent providing sales training—as she did at Multi-Craft—and she's also helped with several marketing plans, always pointing her clients to a range of ProfitAccelerator resources.

"It's fun to work strategically with customers and very satisfying to see them be successful using our approach," she said.

Xerox training helps propel Australian franchise to leadership growth

Worldwide Online Printing is Australia's fastest-growing print and design franchise four years running as it embraces Xerox business development.



Worldwide Online Printing has been Australia's fastest-growing design and print franchise group for each of the last four years, according to trade publication *BRW Magazine*. The Perth-based firm grew from 61 centers generating \$39 million in revenues in 2004, to 90 franchises and projected revenue of \$60 million in 2008. By 2010, it expects 120 franchises to generate more than \$100 million in sales.

Digital printing is a key part of that growth strategy, according to Worldwide's director of national marketing Paul Sowerby. In August 2007, Worldwide opened its fourth centralized hub production facility—its first dedicated to digital printing and believed to be the first of its kind in Australia. Located in Queensland, the center has four Fuji-Xerox digital printing devices, including a Fuji-Xerox DocuColor® 6060 Digital Color Press, to meet franchise needs for longer runs, more elaborate finishing, variable-data printing and overflow work.

To drive even more volume through the hub, Worldwide supported its launch with strategic public relations, marketing and sales training programs, which it rolled out as the "Blast-Off" initiative.

Fuji-Xerox is making the sales training sessions available to all 90 franchises and their 150 sales executives. They're presented by Fuji-Xerox National Franchise Manager Sam Holden and Worldwide's National Training team, under the management of director of training Jan Ruzzier. The sessions cover sales management theory, digital and variable printing, ways to add value to their offerings, and a survey of the Xerox ProfitAccelerator® Digital Business Resources to help them grow their businesses. The sessions are taking place through most of 2008 at Xerox facilities in five cities—Adelaide, Brisbane, Melbourne, Perth and Sydney.



Paul Sowerby, Director of National Marketing, Worldwide Online Printing, believes the Fuji Xerox workshops will provide WWOP franchises with a greater understanding of the power of digital print and how to sell it effectively.

"Xerox has been one of Worldwide's Platinum Partners for many years, and we are always looking for ways to leverage the company's vast experience and training support resources," Sowerby said. In addition, he said, "Sam Holden's presence adds gravitas and a tier of expertise which was not available within Worldwide."

The program demonstrated its effectiveness very quickly. "Several centers have taken the unprecedented step of calling the National Support Office to convey their delight with the Blast-Off training," Sowerby said. "In many cases, they cited specific examples of sales they were able to close which they believe would otherwise have eluded them."

This is precisely the outcome he hoped for. "At WWOP, we are constantly trying to improve and develop the skills of all of our franchisees," Sowerby said. "These workshops are playing a pivotal role in helping us achieve our goals for digital print growth."



Worldwide incorporated some Xerox ProfitAccelerator materials into its *Business Matters* series of guides for its franchisees.

Sam Holden delivers post-sale business development support



Sam Holden, National Franchise Manager Fuji-Xerox, Australia

"My observation of suppliers generally is that we all talk about helping our customers after the sale to make sure they're successful," said Sam Holden, national franchise manager, Fuji-Xerox, Australia. "For most suppliers, that's a lot of talk. But not Fuji-Xerox. We're committed, and we're delivering."

Holden oversees the accounts of six major Australian franchise operations running about 500 franchises. This year, he's putting about 20 percent of his time

into business development efforts, such as teaching the seminars for Worldwide Online Printing, where he challenges trainees to get beyond their comfort zones.

He believes the effort is paying off in higher customer print volumes that lead to increased loyalty, leading him to predict that his time commitment to business development will more than double next year. "More and more, our customers are asking us for this and we're delivering," Holden said.

Show marketers why they should keep print in the mix

While popular wisdom holds that direct mail goes directly to the recycling bin, research shows that, in fact, 80 percent of people read or skim their direct mail, according to a 2006 U.S. Postal Service study.

Facts like these are fundamental to establishing an expertise that can help you guide clients to develop successful communications programs. To help you do that, The Print Council, an alliance of print industry leaders that is dedicated to promoting the greater use of print media, has methodically collected and summarized the best of current research studies on all types of media.

The data—including the U.S. Postal Service's study referenced—are available for use at no charge on its Print in the Mix web site, www.printinthemix.com. Data on the site is updated regularly, organized by media type—such as direct mail, newspapers, e-mail, etc.—and searchable, to help you find the data you need.

"This is a great resource, put together by print industry leaders to help all of us grow our industry," said Gina Testa, Xerox vice president of business development and channels marketing, who serves on The Print Council board and as its chief marketing officer. "I invite you to take advantage of it."



When you really want customers to know you care, nothing is more powerful than a printed page. The "Why Print Kit" includes postcards, source files and prepress information for the brochure in multiple languages, and offset and digital brochure samples. This kit is part of the ProfitAccelerator collection and is available through your Xerox sales rep.



A1 Printing Plus is growing in North Carolina

‘I bought a relationship—the equipment is free’

New owner of A-1 Printing Plus embraces the support of his Xerox rep in developing his network and building his business.

Jonathan Waters had worked at A-1 Printing Plus in Hickory, North Carolina, for 17 years when he took over ownership from his retiring boss in November 2007. He knew the business well, but still faced a significant challenge “building my network,” he said—establishing his presence in the community as a business leader.

An equipment acquisition decision helped him meet that challenge.

In 2007, Waters was shopping for a monochrome digital production printer and accepted a Konica-Minolta model on trial. The area’s Xerox Graphic Communications Solutions sales executive, Scott E. Titus, heard about it and gave him a call. “He told me, ‘you’re not going to like it,’ but he didn’t badger me about the equipment,” Waters said. Rather, “He kept giving me ideas on ways to build my business.”

Wary but intrigued, Waters acquired a Xerox 4110 Copier/Printer in November 2007. Since then, he and Titus have had regular, monthly meetings and speak on the phone weekly to discuss A-1’s business and share business-building ideas. “Xerox had some strong competition, but I’ve never seen any of them

come close to the level of business support I’ve gotten from Xerox,” Waters said.

Scott Titus has coached Waters on developing regular communications to his customers, joining local organizations to broaden his network, and making use of the Xerox ProfitAccelerator® Digital Business Resources to grow his business.

For example, when Waters was invited to present a lunch-and-learn session to the Chamber of Commerce on how to make smart print buying decisions, the pair brainstormed an approach. They used as a model the lunchbox campaign in the Open New Opportunities with Digital Printing Kit, a ProfitAccelerator tool that documents strategies, results and production processes for nine cross-channel communications programs Xerox has conducted.

Waters ran with it. He bought silver lunchboxes, outfitted with lunch-and-learn decals, and packed them with goodies—all printed on A-1’s recently acquired Xerox DocuColor® 242 Copier/Printer. A small water bottle was labeled, “a refreshing new way to do business.” A wire-bound notebook included a list of A-1’s services. A coupon offered an hour of free consulting service.

About a dozen people from six companies attended the meeting, and Waters has subsequently done business with five of them.

Business-building successes like this are one reason Waters speaks so highly of the support he receives from Scott Titus and Xerox. “I tell people I bought a relationship,” he said. “The equipment is free.”



Jonathan Waters,
Owner, A-1 Printing Plus

A kit that opens your eyes to opportunity

One of the first ProfitAccelerator tools that Xerox’s Scott Titus showed to A-1 Printing Plus owner Jonathan Waters was a kit that serves as a thought starter but also provides enough detail to be a strategy and production blueprint. The *OPEN New Opportunities with Digital Printing Kit* describes in detail nine creative, cross-channel communications programs that Xerox Corporation has run successfully to promote its own business.

All nine examples use personalized, variable information printing in direct marketing campaigns that generate above-average results. They range from simple personalization applications to highly sophisticated cross-media direct marketing programs. Each example provides details on the campaign’s objectives, strategies, results and production process, enabling creative teams to follow the thought process behind it, recognize the program’s benefits and reproduce it or a variant in their own shop.

Contents include an overview brochure, printed overviews of the nine personalized direct marketing campaigns, an interactive CD for exploring the programs in more depth, scripted PowerPoint presentations about the campaigns, and sample photography of each project.

Waters has used it to attract customers, as well as in his own promotions. “It looks simple, but there’s a lot of meat in that kit,” he said.



Filled with DM print samples and remarkable results, this kit shows how Xerox “walks the talk.”

Helping customers market propels Scott Titus to sales leadership



Scott Titus,
Xerox Graphic Communications
Solutions Sales Executive

Scott Titus has been among the top three sales representatives at Xerox Corporation for eight quarters running. Yet, says the Xerox graphic communications solutions sales executive in the Charlotte, North Carolina, region, “I spend more of my time on the marketing side of sales.”

Helping his customers develop their businesses has led to volume growth, repeat sales, loyalty and, in some cases, endorsements that further extend his network, Titus said.

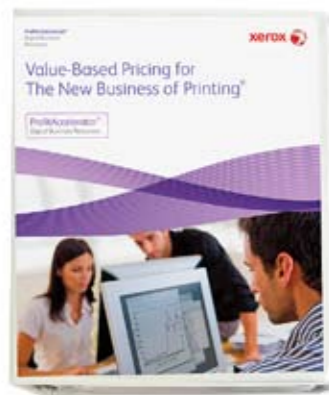
His current approach includes helping his customers develop “their own multi-channel communications,” he said. Titus encourages them to connect to customers through business networking web sites like Linked In (www.linkedin.com), to learn more about their customers’ interests by developing e-newsletters that track readership, and to showcase their industry expertise by getting published in magazines.

“My customers are looking to me to help them sell digital printing,” he said. “I try to help them in ways that make them consultants. It doesn’t happen overnight.”

ProfitAccelerator[®] Digital Business Resources

Financial Resources

Determine how to achieve top-line growth and bottom-line profit with digital printing.



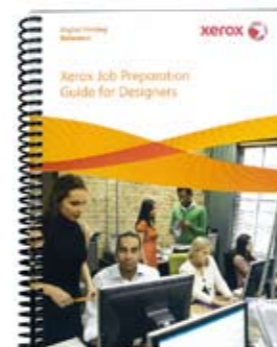
Sales and Marketing Resources

Help sales and marketing staff generate new business, increase print volume and target new customers.



Agency and Design Resources

Help develop partnerships—and business—with this highly influential graphic communications segment.



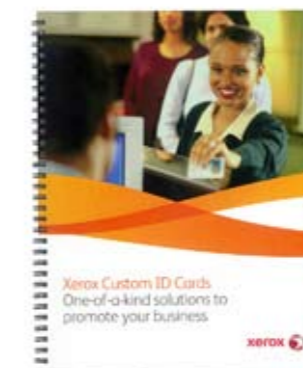
Application and Development Resources

Provide how-to assistance for developing some of digital printing's most lucrative applications.



Paper and Media Resources

Provide digitally optimized media to meet even your most challenging application requirements.



Training and Business Development Resources

Help build your staff expertise in sales, marketing, management and operations.



Professional Support Resources

Provide an integrated approach to enable high-value applications and efficient production.





Buenos Aires firm transforms from copy shop to marketing services provider

Copileidy taps into Xerox business development resources to fight stiff price competition by adding value.

Copileidy began operations 25 years ago in Buenos Aires as a Xerox-equipped copy shop. By the late 1990s, the company introduced Xerox printing services and gradually made print its primary offering. Then, in the middle of this decade, the need to battle stiff price competition set Copileidy on yet another transformational path, to regain profitability.

Seeking a new direction, the firm acquired an HP Indigo press. The business stagnated, however, and after about a year, Copileidy traded it in for a Xerox DocuColor® 6060 Digital Color Press. “Xerox has better post-sales services, and that’s what we needed,” said Silvia Zarraga, Copileidy owner.

What followed were intensive planning, training, and educational and promotional activities that have transformed Copileidy into a marketing services provider, adding value to its offerings with web-to-print and variable information solutions.

The journey began with a visit to the 2007 Xerox Graphic Arts Premier Partners Congress in Rome, where many of the

sessions focused on strategies for capturing the digital printing opportunity. “I started to understand how we can change our business and build print volume with value-added services,” said Zarraga.

That set the stage for the Xerox team to present to Copileidy staff on the Xerox ProfitAccelerator® Digital Business Resources. Shortly thereafter, they used the Marketing Accelerator kit—and consultation from Ezequiel Bardas and Marcello Vieira of Xerox—to develop Copileidy’s first marketing plan. Bardas then trained the Copileidy sales team in the more consultative approach required for success in selling value-added services.

Doubts among sales staff led Zarraga to ask Bardas to join her team on sales calls. “We used the new messages, and the Copileidy sales team saw their customers respond positively, and ask for proposals,” said Bardas.

Much of the early sales effort has targeted existing customers, which include some of Argentina’s largest companies in financial services, insurance, automotive and telecommunications. The team has



Silvia Zarraga, Copileidy Owner

supported these and other calls by doing industry research with the ProfitAccelerator Vertical Market kits. And in late 2007, Copileidy used the ProfitAccelerator Open House/PR kit to stage an open house showcasing the company’s new business approach.

The efforts have helped Copileidy grow volume sufficiently to investigate upgrading to a Xerox DocuColor 8000 Digital Press.

“Now when we talk to customers, we don’t talk technology, we show them how we can improve their businesses,” Zarraga said. “And that is helping us to grow profitably.”

Bardas helps customers sell on value, not price

“The main challenge graphic arts companies in Argentina and Chile face is achieving the right balance of price and profit,” said Ezequiel Bardas, marketing manager, Xerox Latin South. “This market is not huge, and it’s very competitive.”

Bardas, a 12-year veteran of Xerox, works with the region’s sales reps to help Xerox customers improve their businesses. “For the last year, we’ve been working on transforming their businesses to be more consultative and to create more value with their communications,” he said.

Bardas spends as much time as possible in the field, introducing customers to

Xerox ProfitAccelerator Digital Business Resources, delivering sales training and consulting on business transformation. He estimates he has visited nearly 100 customers in the two years he’s been in his position.

“I learn more from the market than I do from the office,” he said. “That’s why I stay very involved with the customers.”

Get an inside track through Xerox Premier Partners



Lately, the Xerox Premier Partners Global Network has been a hot commodity. In the last three years, membership has nearly doubled to about 750 enrolled partner companies from 48 countries on six continents.

The reason for the group’s popularity is tied to its mission as a global network of leading print providers dedicated to developing new business opportunities with digital technologies. As more graphic communications firms adopt digital, they see benefits in the organization’s three basic values:

- **Education** about industry trends and optimization of business management, operations and sales and marketing.
- **Networking** among peers, experts and Xerox executives.
- **Business Development**, through leads generated on the Premier Partners global directory (www.xerox.com/xpp) and through proactive collaborations among members.

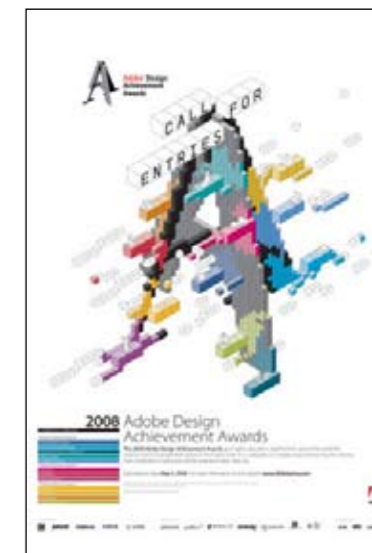
Premier Partner Kathy Cifuentes, manager and owner of an Alphagraphics franchise in Schaumburg, Illinois has experienced all three benefits, having recently won overflow

work from a Xerox facilities management operation and attended exclusive workshops. “Hearing a different perspective is very valuable to me,” Cifuentes said of her workshop experience. “I did change some behaviors based on what I learned, but it’s equally useful for validating what I know and getting a fresh perspective.”

The Premier Partners is distinguished among vendor-partner organizations as the broadest and longest-running program and for its strong global membership and elite status. To qualify, prospective members must meet certain criteria and be recommended by their Xerox sales team.

The program continues to evolve, for example, by recently improving its global directory, www.xerox.com/xpp, to provide more detailed, criteria-based searches and enable Premier Partners to come up more often in general web searches. And it continues to foster successes, such as the recent fulfillment of more than 15,000 flyers and posters in a green, distribute-and-print network providing global distribution of call-for-entry materials for the prestigious Adobe Design Achievement Awards.

To learn more, visit www.xerox.com/xpp.



Fourteen Premier Partners provide global network for printing and distributing Adobe design contest call-for-entry materials for students in 36 countries.



The 7 Renk team

Major Turkish commercial printer ramps up digital printing

As demand for offset print decreases, 7 Renk adds value with personalized printing and a unified offset-digital workflow to better meet customer needs.



Cenk Kivanc, General Manager and Partner, 7 Renk

As a division of Promat, one of the top two commercial printers in Turkey, Istanbul-based 7 Renk (Seven Colors) has many blue-chip clients, including the publishers of many of the nation's most widely read magazines. But since the year 2000, print volumes have been shrinking, according to Cenk Kivanc, general manager and partner, 7 Renk.

"People are concerned about the environment, so they print less," Kivanc. "Also, real estate is very expensive in Turkey, so they don't want to store as much in warehouses as in the past."

These trends led the longtime offset printer to investigate digital print on demand, which can reduce warehousing and provide other green

benefits. After considerable research, 7 Renk acquired its first digital press, a Xerox iGen3®, at IPEX 2006.

But success wasn't automatic. During the first year, selling digital proved to be a challenge. Monthly volume averaged a paltry 30,000 impressions. The 7 Renk and Xerox teams stayed in close contact, meeting at least once a week, monitoring progress. Soon, Kivanc and his colleagues began deploying several Xerox ProfitAccelerator® tools and became active members of the Xerox Graphic Arts Premier Partners and the iGen3 Users Group.

"7 Renk takes advantage of the real benefits of Premier Partners to improve their business," said Burc Pekmezoglu, Xerox

graphic arts and corporate sales manager. "They are very clever at applying lessons they learn to their day-to-day operations."

In a nation where companies making a tender traditionally seek a list of the print provider's equipment, digital printing capabilities can be a powerful differentiator for meeting a broader set of needs. So 7 Renk developed its vision around a unified digital and offset offering, as well as personalized printing for one-to-one marketing and direct mail applications. Among its powerful proof points: personalized magazine covers for popular magazines, including Turkey's version of *BusinessWeek*, printed on the iGen3.

"We show customers what we can do for them with this new technology," Kivanc said. "We usually need a year or six months until we convince a customer. They think it's complicated, then we show how easy it is when you have the right equipment."

By its second year with the iGen3 press, 7 Renk grew its average monthly volume by fivefold, to 150,000 impressions.

"For the last two years, we've been much more focused on digital printing," Kivanc said. "Traditional printing will continue to satisfy many needs. But we see the future in our country in digital printing."



7 Renk executives: Cenk Kivanc, General Manager and Partner; Ebru Engurluoglu, Customer Relations and Graphic Design Manager; and Yusuf Can, Production Manager.

Business development is a differentiator for Pekmezoglu's team



Burc Pekmezoglu, Graphic Arts and Corporate Sales Manager, Xerox Turkey

Thirteen Xerox iGen3 Digital Production Presses were installed at customer sites in Turkey as of summer 2008. Burc Pekmezoglu believes only half or fewer would be in place without the Xerox ProfitAccelerator Digital Business Resources.

"ProfitAccelerator not only helps us sell, it is the way we sell," said Pekmezoglu. "We don't talk very much about the machine. Our customers buy the business concept, and the business concept is ProfitAccelerator."

A seven-year Xerox veteran, Pekmezoglu oversees a team of seven sales representatives who cover all of Turkey, except Istanbul. The team provides ProfitAccelerator tools as a premium supporting a sale, and follows up after several months with more details on how to use them. They also bring customers to the many learning and networking events of the Xerox Graphic Arts Premier Partners, the iGen3 User Group and the Gil Hatch Center for Customer Innovation.

"It's how we help our customers succeed," Pekmezoglu said.

digital return: 456%



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mail that could get past C-Suite gatekeepers and into the hands of C-level management. Their solution? Tap into Xerox digital printing and workflow technology to create

1:1 personalized mailers from a database of health-care and financial service professionals. By customizing each message, every prospect was directed to a personalized

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