

# Communicating a winning image to leading companies around the world.



“We needed a partner who could hit the ground running, and we found that with Xerox. Right away they were cranking out the work, hitting the deadlines. And the quality of work was dead on.”

– Vice President  
Document Publishing Manager  
Global Investment Management Firm

## Background

A leading global investment management firm headquartered in the United States prides itself on world-class quality in every aspect of its business. It manages nearly US\$350 billion in assets for individuals and some of the world’s leading companies, public retirement plans, foundations and endowments.

## The Challenge

However, the company recognized that there was an opportunity for improvement in one operational area – the in-house print facilities that produce customized sales presentations for retirement plan prospects. These prospects include major companies around the world, among them members of the Fortune 500. So quality and timeliness are essential for success.

Managing its brand colors was very challenging. Documents with tabs and covers had to be hand-assembled, which slowed down the production process. The hard-working staff sometimes found it difficult to meet tight deadlines and accommodate last-minute content changes from the sales teams with the speed and quality they needed.

In order to stay ahead of the competition, our client realized that it needed to take its production printing operations to the next level. However, printing was not one of its core competencies.

The company realized that it needed help to optimize its in-house printing facilities and take advantage of the latest innovations in the digital printing industry. So it partnered with Xerox for a more efficient solution.

# Optimized digital printing services.

## Improved speed, quality and brand control.

### The Solution

This company partnered with us to develop and implement a plan to provide state-of-the-art, in-house digital printing capabilities.

We introduced Xerox® iGen3® Digital Production Presses and other new digital printing technology to deliver the consistent, high-quality color and black-and-white printing needed for world-class sales presentations and other vital documents.

Together, we re-engineered critical steps in the digital printing workflow – from file creation to output – to improve speed and efficiency and replace manual processes with automation.

We also provided valuable training to our client on file preparation, color management, variable information technology and other printing industry best practices to help improve reproduction quality, control and efficiency.

In addition, we helped our client develop a global “distribute and print” capability by taking advantage of Xerox Premier Partners, a global network of digital printers that adheres to consistent quality standards. This saves time and supports the company’s strategic plans for global growth.

### The Results

The client has already achieved a number of benefits by partnering with us to better manage its in-house digital printing operations.

The quality and consistency of digital printing and corporate color reproduction were dramatically improved. Digital files are centrally managed and archived, providing added security and control for the brand. These processes enhance the impact of sales presentations and other documents and maintain the company’s outstanding brand image.

Turnaround times improved, even during periods of peak demand, thanks to the optimized workflow, the increased automation and our production printing management experience.

The satisfaction of the sales executives, internal clients and end users increased significantly, reflected in the growing number of projects produced by the digital printing team.

Thanks to this partnership, our client was able to bring state-of-the-art digital printing and finishing technology in house without increasing costs or making a major capital investment. The new technology also enabled innovative, high-impact applications such as one-to-one marketing that will help personalize sales presentations and turn routine customer communications into more powerful cross-selling and up-selling tools.

In addition, the company can now ship files electronically to Xerox Premier Partners around the world for secure, high-quality local production. This gives a competitive advantage in growing markets around the world.

### Case Study Snapshot

#### The Challenge

- Digital printing was not a core competency
- In-house printing technology was out of date
- Color reproduction and brand consistency were challenging to control
- Manual work processes interfered with tight deadlines
- The in-house printing capabilities did not support one-to-one marketing or global “distribute and print”

#### The Solution

- Digital printing services managed by Xerox
- Latest digital printing and finishing technology implemented
- Workflow re-engineered and optimized
- Training provided on file preparation, color management, variable printing and other industry best practices
- Xerox Premier Partners enabled global “distribute and print”

#### The Results

- Centrally managed digital printing services from a proven partner
- Better, more consistent printing quality and brand control
- Faster turnaround times
- More automation and better efficiency
- New capabilities for one-to-one marketing
- Efficient, secure regional printing capability in growing international markets

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