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Case Study

Results  
you can  
measure.

DST Output relies on 140 Xerox DocuPrint 180 high-speed cut-sheet printers and 25 Xerox DocuPrint 500 Continuous Feed Printers. Overall, the company produced nearly 9 billion digital images in 2002.

With 29 patents relating to data processing and printer/insertion synchronization, the company was able to increase production in 2002 by more than 500 million images, including a 67% increase in full-color images.

DST Output provides customer communications for five of the top seven wireless providers in the U.S. DST Output also provides services (statement production or fulfillment) to eight of the top 10 mutual fund complexes, reaching approximately 25% of investors; four of the top 10 brokerage firms; and four of the top 10 defined contribution providers. In addition, DST Output provides customer communications for the satellite TV, insurance, and healthcare markets.

The company's market share in e-statements is increasing rapidly. In 2002, DST Output loaded more than 183 million e-statements, a 176% increase.

DST Output is a leader in communications design. In 2002, the company designed six of the top 10 highest-ranked mutual fund statements, including the top three, in the DALBAR annual survey.

DST Output is at the forefront of color customization. Using Xerox iGen3® Digital Production Presses, it is consolidating customer statements, newsletters, and targeted messaging.

DST Output, one of the world's largest providers of business-critical communications, relies on the latest Xerox technology to remain at the forefront of its industry.



## DST Output

DST Output is a customer communications company at the vanguard of the integrated communications revolution. A subsidiary of DST Systems (2002 total revenues: \$2.38 billion), the company provides digital solutions for the billing, customer care, and customer communications markets. From three mega-production centers in the U.S., DST Output produced over 1.8 billion pieces of mail in 2002, generating nearly 9 billion digital images, including more than 11 million full-color digital images. DST Output is the largest third party First Class mailer in the U.S.



## Constant Innovation

# 1

“We consider the Xerox support team an extension of our Output family. They play an integral part in ensuring that we are a happy customer and that our needs are met.”

Jim Reinert, Executive Vice President of Operations



DST Output is one of Xerox's largest and most innovative customers. The company operates 140 Xerox DocuPrint™ 180 high-speed cut-sheet printers, 25 Xerox DocuPrint 500 Continuous Feed Printers, and six Xerox 4850 Highlight Color Laser Printers at state-of-the-art production centers, including three mega-centers. Many of the country's largest financial services, communications, insurance, and health-care companies rely on DST Output to print, mail, and electronically distribute their most important customer communications. DST Output is continually devising new ways for customers to build stronger, more profitable relationships through integrated digital solutions.

## Leading the Revolution

# 2

“Working arm-in-arm with Xerox to create customer documents in printed and electronic form, we are doing things that no one else can equal.”

Kim Herren, Senior Vice President of Strategic Planning and Marketing



By partnering with Xerox, DST Output is achieving higher speeds, greater data integration, and near-litho-quality color. DST Output holds 29 patents for data flow and printer synchronization, driving its Xerox continuous-feed technology to maximum output. Reliability of the production environment is second to none thanks to full-time Xerox technicians and support personnel at all production centers. Despite the economic downturn, DST Output increased its overall production from 2001 to 2002, generating 500 million more digital images (print and electronic) and increasing its full-color image output by 67%.

## The Technology Advantage

# 3

“With iGen3®, we've finally broken through two major barriers: color and cost. The digital color quality is there. And it's costing less than the old way of doing things.”

Bernie O'Connor, Executive Vice President of Sales



The newest competitive frontier for DST Output is near-litho-quality color on fully customized pages. In 2002, the company acquired two Xerox iGen3® Digital Production Presses, the most advanced color xerographic technologies available. With iGen3®, DST Output is consolidating customer statements, newsletters, and special messaging into powerful full-color combination documents customized for each recipient. The sender lowers the per-piece cost by avoiding multiple printed inserts, while delivering a more personalized communication through targeted messaging coupled with high-quality color printing. Costs are down. Color quality is up. With Xerox.