

Xerox FreeFlow[®] Products Millennium Marketing Solutions Case Study

How a small design shop evolved into a substantial services-based company.

In today's ultra-competitive commercial print industry, one company turned to digital print, Web-to-Print, and automation to fuel their growth. And the results speak for themselves.



Founded in 1990 in Annapolis, Maryland, Millennium Marketing Solutions set out to serve the marketing needs of their clients by focusing their attention on offering award-winning graphic design (postcards, corporate identities, advertisements, etc.), while outsourcing their print. By 1999, they grew tired of relying on others to fulfill their printing and bought a small quick print shop that had five employees and two presses to gain full control of their customers' jobs. With their never-ending desire to improve, they began working with Xerox in 2001 and acquired a Xerox DocuColor[®] 2045 Digital Press, a Xerox DocuColor 6060 Digital Press, and most recently, a Xerox iGen3[®] Digital Production Press. Today, they operate a 24-person business in a company-owned, 9,000-square-foot facility and have transformed what was once an offset environment into a cutting-edge, highly automated digital printing operation that recognizes the value of offering customized services to their customers through the use of software technology—printing everything from one-to-one promotional materials to custom brochures.

Convenience through automation.

Millennium knew that the best way to attract new customers and to keep existing ones was to provide high-quality products in a timely manner. This was the foresight that drove them to install their iGen3 Digital Production Press, so they could produce offset-quality prints and keep up with their customers' demand for fast turnaround, short-run jobs. Since their customers were so impressed with the high-quality output and with print volumes growing rapidly, Millennium knew that they needed a solution that allowed them to become more productive in receiving and automating these jobs. This need became even more evident when one of their largest customers decided that they wanted to turn their online, virtual HTML tours into custom PDF brochures. This process would typically take 24 hours to set up the files and another two days to print. Though the final brochures were well-received by the customer, Millennium knew that there had to be a more efficient way to prepare these files for print, and with the fiercely competitive nature of the industry, they knew they needed to streamline their workflow processes—so Millennium turned to Xerox for help.

Simplicity builds volume.

Xerox closely reviewed Millennium's needs and found that in addition to wanting to provide their customers with a solution that enabled them to order, track, and pay for jobs 24/7, they also wanted to reduce their overall workflow costs, errors, and turnaround times. The initial proposed solution consisted of Xerox FreeFlow® Web Services Powered by Press-sense™ and FreeFlow Process Manager™. Within no time, the solution was up and running.

Since these software solutions were easy to use, fit into their existing workflow, and seamlessly integrated with their iGen3 Digital Production Press, Millennium was able to implement a fully automated workflow—eliminating operator intervention. They created their workflow once using Process Manager, and use it over and over to automate the jobs coming in from Web Services. Now, the same customer that used to have to wait three days for a custom brochure, can now log in to a custom Web portal to upload files and receive their printed piece the following morning. Customers can also use the Web portal to view a proof, access previous jobs, submit a job ticket, or pay their bill—all with the simple click of a mouse.

With the economic hardships facing many industries today, many of Millennium's customers were searching for a simple solution that allowed them to cost-effectively communicate their offerings. Web Services has enabled Millennium to offer these customers a solution that can help them increase revenues and boost their response rates with personalized communications. Plus, they can quickly and easily order small or large quantities with fast turnaround.

In addition, much of Millennium's business comes from customers who require thorough data on orders, customers, production, and more for end-of-year reporting. Now, thanks to Web Services, Millennium is able to offer them the ability to pull their own reporting information, as well as order stationery and promotional items through a customized Web portal. "I can now offer a custom website to not just one customer, rather a full management group of 80 customers," says Keith Tippett, vice president of Millennium Marketing Solutions. "This has enabled us to extend our reach to more customers than ever before, helping us promote both our printing and non-printing services."

New applications build volume.

Millennium saw the value of being able to offer their customers a breakthrough way to streamline their ordering and report-generation through Web Services. Today, more than 50% of the jobs that come into the operation come in via the Web, and more than half of those jobs are automatically routed to their iGen3. "With Xerox, you aren't just buying their products," adds Tippett. "You also get a whole solution and support structure to help you grow your business."

Millennium continues to push the envelope on the solutions they provide to their customers. They do not simply offer printing, but rather print fulfillment. They recently approached an existing customer with an offer to provide a solution beyond the typical calendar that is often created. Millennium



With the help of UDirect Studio software from Xerox partner XMPie, Millennium was able to create this high-value, high-impact calendar campaign for an existing customer with variable photos, names, and specific events on their iGen3 Digital Production Press. The campaign investment provided a return of more than \$300K thanks to its extremely high response rates. With the help of their software solutions from Xerox, work that traditionally would have been outsourced to offset is now being done in-house and adding to Millennium's bottom line.

suggested creating a high-value, high-impact variable campaign—ensuring much better response rates. With the implementation of XMPie® UDirect™ Studio, Millennium was able to create a calendar with variable photos, names, and specific events on their iGen3. The campaign investment provided a return of 700% in revenues—and provided Millennium incremental work on their iGen3 that would have been outsourced to offset in years past. "We like to set ourselves apart from the competition and provide solutions that go above and beyond what others can offer," adds Tippett. "This keeps our customers satisfied and improves the likelihood that they'll be long-term clients."

Volume builds the bottom line.

Prior to implementing FreeFlow Web Services and FreeFlow Process Manager, it used to take Millennium's staff up to six hours just to set up the files to print 20 to 30 custom, virtual tour brochures per week. Today, they're printing nearly triple that volume with zero operator intervention. In fact, Millennium's custom brochure business has grown from \$100K a year, prior to automation, to more than \$500K annually. "You can't just be a printer anymore," says Tippett. "Thanks to our Xerox solutions, we're now positioned ahead of the game and our competition has to play catch-up."

To learn more about what an automated workflow solution can do for your business, call 1-800-ASK-XEROX or visit www.xerox.com/freeflow.

