

XEROX[®]

Technology | Document Management | Consulting Services

Promotional Transactional

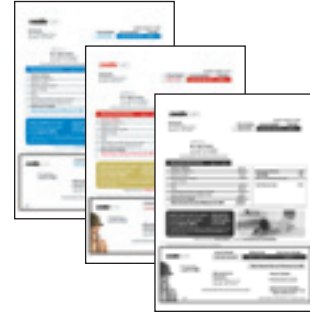
Telecom Application Brief

Cross over to real cross-selling power.

**can
do**

Promotional
Transactional





Make a stronger statement by adding targeted promotional messages.

The Opportunity

Thanks to breakthrough technology, you can transform a mission-critical expense—statement printing—into a revenue-generating opportunity. By combining targeted marketing messages with the obligatory customer statement, your monthly customer billing cycle can be transformed into monthly customer promotion.

From mundane to money making.

Full-service telecommunications companies offer phone, Internet, and cable services, yet few customers purchase all services from a single provider. And, every month, statements must be sent to customers. The telecommunications industry provides the perfect opportunity to cross sell with targeted promotions that reach every customer, every month. Plus, the promotional transactional document can be made available for viewing by the customer, or by customer service.

Every month, telecommunications companies can:

- Increase revenue
 - Up sell or cross promote products and services
 - Sell ad space to valued business partners
- Accelerate payment and revenue collection
- Eliminate warehousing costs for preprinted shells and stocks
- Reduce the number of service center calls
- Cut postal expense through combined direct mail and statement mailings
- Strengthen relationships with customers
- Differentiate from the competition

The Xerox Advantage

For decades, companies have looked to Xerox for high-volume printing of transactional statements in tight print windows and with the confidence of full document integrity. Now, our transaction solutions join with marketing creativity to deliver promotional transactional documents at the speed and with the accuracy our customers depend on.

“Mining” the data.

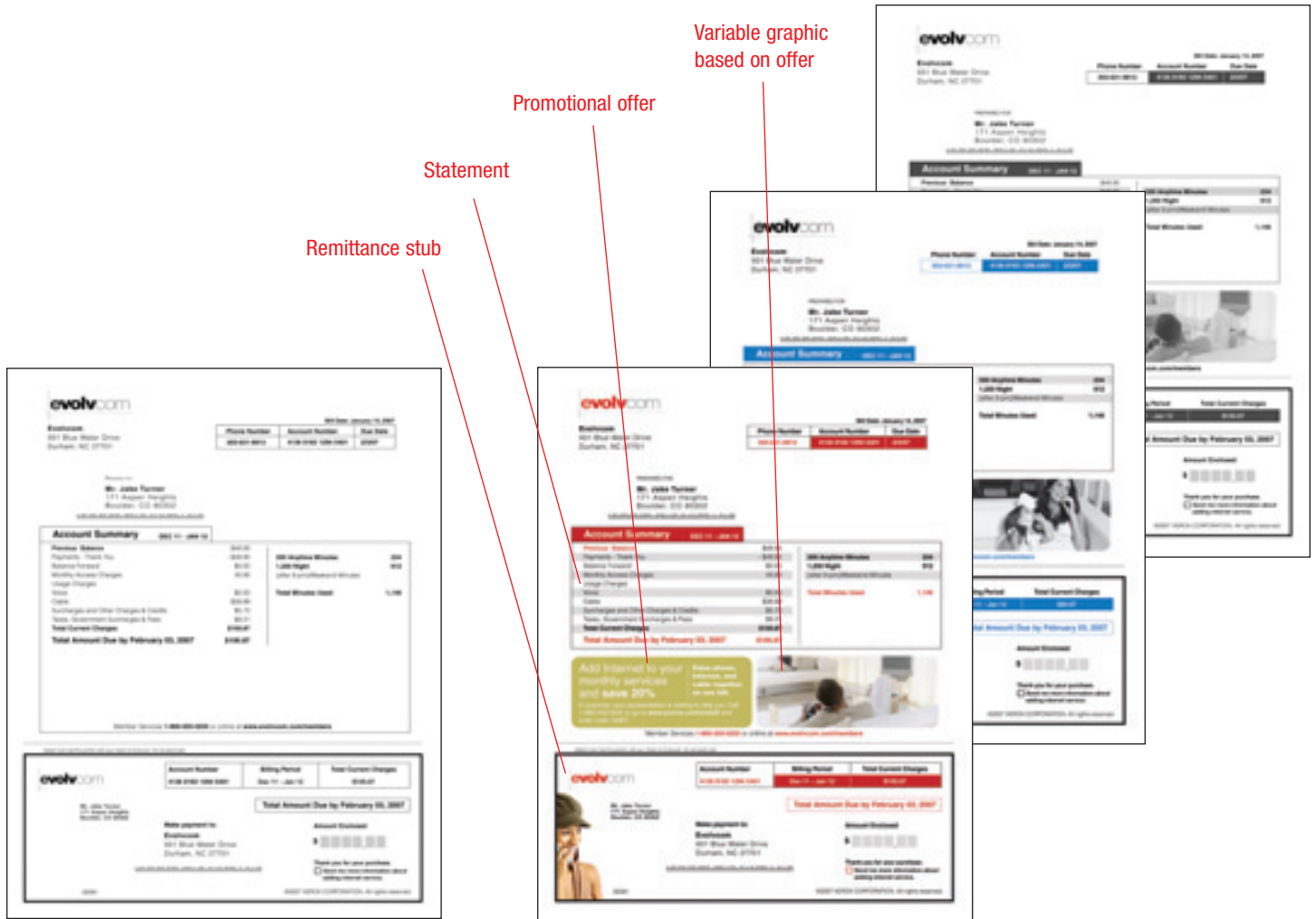
Your company databases hold valuable information about each and every customer: buying history, product preferences, demographics, and length of relationship. Leverage that customer knowledge to craft a personal promotion—and integrate it with the monthly statement to create a monthly revenue opportunity: the promotional transactional document.

Document design and workflow.

The key to marketing messaging—and accelerated bill payment—is document design. In this example, Lytro Proform Designer™ delivers easy yet stunning document layouts without compromising printing efficiency. It integrates transactional data with design layouts from popular graphic design programs to ensure creative effectiveness and maximum impact for both statement and marketing needs.

Equally as important, Proform Designer takes full advantage of architecture Xerox designed specifically to maximize print speed for promotional transactional documents: the Xerox FreeFlow® VI Suite. Most graphic design solutions work in concert with composition systems that fully compose every page of every document prior to sending to print. A statement mailing to 1,000 customers results in a 1,000-page document a printer must receive, RIP, and print. Lytro Proform Designer leverages the print-efficient VI Suite to enable a “just send the data” solution. Those same 1,000 customer statements are received as a single page by the Xerox FreeFlow Print Server, and VI Suite composes “on the fly.” Print productivity is maximized.

Telecom Promotional Transactional Example



Telecom Traditional Transactional Statement

Telecom Promotional Transactional Statement Printed in Monochrome, Highlight Color, and Full Color

Choice of Industry-leading digital printers.

In our example, we output to a Xerox DocuColor® 8000 Digital Press, Xerox DocuTech® HighLight Color System, and a Xerox Nuvera™ Digital Production System—state-of-the-art full-color, highlight color, and monochrome digital production printers.

Xerox offers over 40 printers that deliver the highest image quality and the most productive printing. These printers are tightly integrated with industry-leading feeding-and-finishing solutions from Xerox business partners.



Lytrod Proform Designer and the Xerox FreeFlow VI Suite combine to integrate transaction data with design layouts for maximum impact.

Production Notes

Production Hardware:

The full-color version was produced on a Xerox DocuColor 8000 Digital Press. The two-color version was produced on a Xerox DocuTech 128 Highlight Color System. The monochrome version was produced on a Xerox Nuvera 120 Digital Production System. A Xerox FreeFlow Print Server was used as the digital front end; these jobs can also be produced using the Xerox CX Print Server, Powered by Creo™ or the Xerox EX Print Server, Powered by EFI™.

Media:

The invoices were printed on Xerox Graphic Xpressions True WHite 24/60 lb. Bond/Text.

Finishing:

Perforation, folding, and mail insertion.



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