

ProfitAccelerator[®]

Volume 5

Magazine

The New Imperative: Delivering High Value

Highlighting Nine Print Service
Providers from Around the World

Business Development Tools and Services
to Enable Your Profitable Growth

Robust, New Web Portal Allows Premier
Partners to Leverage their Global Network

xerox 

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Gina Testa is vice president of Worldwide Graphic Communications and Business Development at Xerox Corporation.

The New Imperative: Delivering High Value

In a global economy still struggling, the clearest path to success is ensuring that you deliver value to your customers. Increasingly, that means helping generate strong business results with services that are as much about marketing strategy as they are about production.

For many graphic communications providers, the leading vehicle for delivering this value is relevant, personalized communications that make use of digital color printing.

That's where Xerox's two-pronged approach to business development comes in, to help you build the fundamental skills you need to develop and market these valuable services. You can do it yourself, using the Xerox® ProfitAccelerator® Digital Business Resources that have grown to more than 100 tools, guides and templates since their introduction in 2001. They cover all the key business functions, including executive planning, sales, marketing and operations.

Alternatively, you can have Xerox do it for you. For an affordable fee, you can use the Xerox® Business Development Consulting and Training Services to extend your staff with our network of industry experts.

This magazine shows you how Xerox customers all over the world are succeeding by putting these resources to work for their businesses. Many are using Xerox resources to train their sales team in the more consultative sale processes required for success in marketing services.

Read how leading Danish print provider Damgaard-Jensen A/S turned to the Xerox® Business Development Program and Xerox partner Sales2Go, to initiate a value-based sales process with a focus on value creation and profitability. It drove 45 percent growth in Xerox® iGen3® press volume.

In Dubai, United Arab Emirates, interest in high-value, cross-media marketing services was limited until the recession forced companies to rethink their marketing. To be a first mover in capturing the opportunity, Spectrum turned to Xerox business development partner XL to train its sales force.

And in the United States, Progressive Communications not only trained its sales force, but developed and executed a complete marketing plan to drive volume on its new Xerox® iGen press from 40,000 to 1.2 million in less than a year.

Still, generating new business is no carnival — unless you're Henry Wurst, Inc. The company's Denver facility staged a carnival-themed open house supported by Xerox consultants and resources, attracting 257 attendees and generating a tenfold return on its marketing investment.

California-based Impact Marketing Specialists took a different tack to develop new business. After the bottom fell out of its real estate marketing business, Impact worked with Xerox consultants to identify a commercial print partner and train its sales force. The effort helped drive a 10 to 15 percent increase in digital color page volume.

These are just a few of the stories in this issue about how Xerox is helping customers successfully grow their digital businesses. They are taking the next steps toward becoming marketing services providers, networking with innovative colleagues in the Xerox Premier Partners Global Network, and finding new ways to help their clients succeed. Read on, and learn what Xerox can do for your business.

ProfitAccelerator®
Digital Business Resources



Angstrom Graphics Changes its Digital Course— with Great Results

“If at first you don’t succeed...” philosophy leads printer to take a fresh approach ... *by Susan Weiss*



Thomas Edison once said, “I am not discouraged, because every wrong attempt discarded is another step forward.” As we all know, Edison’s “try, try again” attitude led to inventions that changed the world. A similar willingness to look at a challenge in a new way, and to shake things up when necessary, has given rise to exceptional digital and financial outcomes for Angstrom Graphics.

Today, nearly 30 percent of Angstrom Graphics’s (AG) business comes from non-offset revenues. In the three years since joining the digital ranks in 2007, AG enjoyed an impressive 35 percent combined growth rate. But the Cleveland, Ohio, based web and sheet-fed printer’s initial foray into digital, with the purchase of a Xerox® iGen3® Digital Production Press, got off to a slow start. The technology received a lukewarm reception from AG’s 10-person sales team. Trying to assimilate a digital device into a sales infrastructure that rewarded offset success proved challenging. “When you have a sales rep that can sell a \$110K web offset job or a \$1K digital job, what do you think they are going to focus on?” says Rhonda Perry, AG’s vice president of sales.



Full-service graphic solutions provider, Angstrom Graphics, packs cross-media business development capabilities in its creative toolbox, delivering their customers online marketing programs, PURL campaigns, e-mail marketing and more.

www.angstromgraphics.com

Rather than backing away from digital, however, AG executives decided it was time to go down a different path. They purchased another digital device and committed to reinventing their digital sales strategy.

People-first approach wins the day

This time, AG vowed to get hands-on business development support. “Sales reps sell to people,” says Perry, “So they need to be trained by people.” After looking at several vendors, AG opted for a Xerox® iGen4® Press. “Xerox offered a business development expert that was ready to help support and engage with us,” according to Perry. That expert, Julie Higgins-Schmidt, brought an objective eye to the situation. For this second leg of AG’s digital journey, Perry and Mark Berkey, AG’s president and COO, worked with Higgins-Schmidt to create a marketing plan that included a detailed strategy for organizing AG’s digital business unit while also providing for support and training.

Giving digital room to grow

AG OnDemand was soon born. This new AG unit is housed with the Xerox® iGen4 in its own section of the Cleveland facility. Throughout 2010, AG divided up its sales force and developed the AG OnDemand sales team. The five-member team, three of whom transitioned from offset sales, is dedicated exclusively to digital printing and ancillary front-end and post-print solutions.

The reps have received targeted training from Xerox which has been so effective, offset sales reps are knocking on Perry’s door requesting the same training. They “are seeing the excitement and increased business that the OnDemand reps are getting,” says Perry.

The best way to demonstrate emerging technologies? Try them yourself.

AG OnDemand has been capitalizing on emerging technologies, including PURL (Personalized URL) and QR (quick response) code, to promote its own services while demonstrating what’s possible to customers. An AG OnDemand direct mail promotion featuring a PURL yielded a solid 3.91 percent response rate over two months,

“The OnDemand reps are able to present themselves better and gain access to higher-level staff in client organizations, and this is creating new opportunities.”

– Rhonda Perry
Vice President of Sales

especially impressive since 70 percent of the audience were prospects vs. existing customers. The PURL was clearly effective at driving response, plus it offered opportunities to gain valuable data from respondents.

“That campaign created an opportunity for us to really get engaged in the process of selling and managing PURL campaigns for our clients,” Perry notes.

“It has also opened doors to other emerging technologies that we can offer our clients, as well.” A second AG OnDemand campaign is in the works. In addition to a PURL, this one will include a QR code—giving customers and prospects instant access to more information via a device such as a mobile phone, while providing AG OnDemand instant response.

Second time’s a charm

The team at AG reworked their digital plan until they got it right. That it’s working, and working well, is undeniable. “We have a way to go, but our digital printing business has doubled over the past year and we anticipate achieving our goal,” states Perry. AG is forecasting that \$2.5 million in its overall revenue growth will come from its on-demand business. That’s a result even Thomas Edison would applaud.



Xerox Helps New Owner Bring Digital to Leading Offset Shop

Digital-printing sales is a key to winning new business for J.F. Moore Communications

Toronto-based J.F. Moore Communications' slogan is "leading the way." And for more than two decades, Canada's 27th largest printer has been a leader in offset lithography. This year, for example, the firm became the fourth printer in Canada to receive G7® Master Printer designation, assuring its ability to meet international benchmarks for color quality and consistency throughout the creative and production processes.

www.jfmoorelitho.com

Dean Baxendale saw an opportunity to expand that leadership when he acquired the company in 2007.

A digital printing pioneer with more than 20 years' experience producing digital marketing and print-on-demand initiatives, he sought to create a formidable 21st century communications business by marrying his digital experience with J.F. Moore's offset expertise.

"Offset is the traditional way to look at print and remains one of our core competencies, however, the larger opportunity for growth is clearly in digital applications like one-to-one marketing, variable data, Web-to-print and cross media campaigns," said Baxendale, now J.F. Moore president.

To support the new digital business, J.F. Moore acquired a Xerox Nuvera® 144 Digital Production System and, more recently, a Xerox® iGen4® Press. Baxendale knows, however, that leading equipment is only part of the equation, so he turns to Xerox for additional help.

The company was one of the first Canadian firms to join the Xerox Premier Partners Global Network of leading print providers dedicated to developing members' digital businesses. Baxendale has traveled to European Premier Partners events to network and share best practices, and he has collaborated with fellow Premier Partners to run international distribute-and-print campaigns.

J.F. Moore's vice president of sales, Les Base, has continually helped his sales team make the shift to the more consultative approach to digital sales. "Your sales people have to uncover the opportunities by listening to the customer and developing solutions that go beyond ink on paper," said Base. "It's a different style—they have to sell new opportunities." Among their training: a two-day training session, conducted by Xerox, counseling the J.F. Moore sales team on how to identify and sell opportunities for digital.

The investments are paying off. In just two years, digital has become 10 percent of J.F. Moore's business and is expected to double in the next three years. Digital is also fueling offset growth by creating opportunities to sell hybrid offset and digital direct mail campaigns.

And the sales team is embracing the shift. "We've successfully sold new one-to-one campaigns, and we're better armed to address our customers' needs," said Baxendale. "In this economy, you need every edge you can get, and I'm committed to making sure our people have it."

New Substrate Makes Books Picture Perfect

Now Bound Books Lay Flat

Books no longer need to obscure a page's text and images that extend too far into the curved bulge near the binding. Xerox® EverFlat Image Solutions Paper®, introduced in November 2008, works with just about all standard binding methods to enable pages to lay perfectly flat in bound books, eliminating the bulge.

The new Xerox® paper is especially valuable for photo books—two-page spreads are practically seamless—as well as music books, cookbooks, product manuals and other books referred to while performing manual tasks. With EverFlat® books, pages can easily be viewed under those circumstances, without the wrestling and jury-rigging required to keep conventional books open.

EverFlat's secret is a laminated hinge on the binding edge of each sheet that enables the paper to crease at a perfect 90-degree angle from the point of binding. Other than that, EverFlat behaves exactly like regular paper except that the hinge needs to be oriented properly when

loading paper and that some binding operations need to be modified slightly. The hinge is toner-receptive, so you can print on it.

The substrate itself is heirloom quality, guaranteed for 100-year-plus archivability. It's available as a stock product in multiple sheet sizes: 13 x 13 inches and 13 x 12.6 inches to support a range of popular book sizes, two versions of 8.5 x 11-inch paper for portrait and landscape printing and A4 landscape sheets. All sizes are 80 lb. cover/220 g/m² and coated on both sides with a silk/satin gloss. EverFlat is also available in custom configurations, with sheet sizes up to 18 x 12 inches, weights up to 110 lb. cover/300 g/m² and a variety of elegant paper styles.

EverFlat can be a powerful differentiator for your print business. Order some from your Xerox supplies account manager or authorized reseller, or visit www.xerox.com, and see what it can do for you!



Brian Segnit
Manager, Photo
Publishing Marketing,
Xerox Corporation

Xerox's Segnit is Known as 'The Photo Guy'

As the manager of Xerox Corporation's photo publishing marketing initiative, Brian Segnit helps Xerox customers capture the lucrative growth opportunity in digital photo specialty products.

He simplifies their challenge to three steps: getting, printing and finishing photos to produce books, calendars, greeting cards and other photo-heavy products. He emphasizes that print providers

don't need to take on industry giants like Snapfish and Kodak Gallery to succeed: plenty of business and consumer niches offer sizable profit opportunities. And he helps them differentiate with products like Xerox® EverFlat paper for flat bound books.

Segnit is a 27-year veteran of Xerox Corporation in software development, global markets, sales and marketing. His passion for the photo business has earned him the nickname, "The Photo Guy." "These products cost pennies to produce, and they sell for bucks," he said. "This is a tremendous opportunity. It's the bright spot in today's economy."



Sales Training Helps Danish Firm Boost Xerox® iGen3® Volume by 45 Percent

Xerox partner consultants provide structured sales process for Damgaard-Jensen, improving success rates and overall professionalism.

Succeeding in today's rapidly changing print market and soft economy increasingly requires print providers to develop best-in-class business practices. So when Damgaard-Jensen A/S, a full-service print provider with headquarters in Århus, Denmark, recognized it had room for improvement in its sales processes, they turned to the Xerox® Business Development Program for help.

Damgaard-Jensen is a large, family-owned business established in 1917 and employing more than 100 people in Århus and a second location in Copenhagen. About 45 percent of its business is in-store and point-of-sale displays. Other key applications include outdoor

advertising, exhibition signage, construction plans and signage, fabric banners and marketing collateral. Their mix of digital and offset printing equipment includes eight Xerox® printing devices.

The Damgaard-Jensen sales team consists of 10 external sales representatives and 15 internal customer service representatives who have traditionally operated independently of each other. "One of our biggest challenges was the unstructured sales process and communication between our internal and external sales consultants," said Nikolaj Nielsen, Damgaard-Jensen's director of Sales and Marketing.

Nielsen recognized the need for a consistent process and a stronger, unified message for the entire sales team. Nielsen also wanted to establish a more aggressive approach to

www.dgj.dk

selling. And when the firm purchased a Xerox® iGen3® Digital Production Press in 2008 to expand its short-run, quick-turnaround production and direct mail businesses, he recognized a need for sales training to grow print volume for the new press.

Business Development Help from Xerox

Nielsen turned to the Xerox® Business Development Program for help. “Based on my past experience with Xerox, I was confident that it had the best resources for restructuring our professional sales process,” he said. Damgaard-Jensen worked with Xerox to establish sales training objectives around the company’s business goals, including:

- Establishing a corporate standard for sales presentation and processes
- Best practices for sales meeting preparation
- Techniques for developing a customer needs analysis
- Understanding economic reasoning and pricing psychology
- Training in argumentation, overcoming customer objections, recognizing buying signals and closing strategies

Henrik Carentius of Sales2Go, a member of the Xerox® Business Development Consultant Network, worked with Damgaard-Jensen internal and external sales representatives for two to three months. For the external team, Xerox/Sales Partners helped establish a standard sales process and create a new sales presentation. Nielsen states, “I’m crazy about the presentation. Our external sales representatives use it every day, and this results in better quality meetings.”

Sales2Go also listened in on customer interactions with each internal sales representative and provided recommendations on how to better handle incoming sales inquiries, make effective cold calls, and improve coordination with the external sales team. According to one internal sales representative, “This new approach makes it very hard for prospects to say, ‘no’ when we offer to provide more information or schedule a follow-up meeting.”

As with any organizational change, Damgaard-Jensen faced resistance from a few employees. Nielsen mediated this challenge by carefully explaining the importance of

“I would recommend the program to any company that is struggling with marketing and sales. Xerox helped us create a more professional sales department and generate new sales activities that will be critical to our future growth.”

– Nikolaj Nielsen
Director of Sales and Marketing
Damgaard-Jensen

adopting the new sales process. He introduced the goals of the Xerox training engagement to the sales team and encouraged them to try the new procedures. After seeing the results, the entire sales team agreed that the training was incredibly beneficial.

Boosting Sales and Print Volume

In a period of six months, Damgaard-Jensen increased the number of sales meetings by 150 percent and improved its deal-closing rate. “We used to make a sale from approximately five to seven out of every ten meetings,” Nielsen stated. “Because of this training, our sales team now closes eight to nine deals for every ten meetings with prospective customers.”

This new sales process ultimately resulted in a significant growth in digital printing volumes. The amount of print produced on the Xerox® iGen3® press grew by 45 percent during those six months.

Using the new professionally structured sales process, Damgaard-Jensen is now equipped to recognize and meet the needs of new customers while also creating deeper relationships with existing customers. Damgaard-Jensen’s sales team is now practicing a value-based sales process with a focus on value creation and profitability. The communications between internal and external staff members also has improved, resulting in better customer service.

Nielsen emphasized the success of the business development program by noting, “I would recommend the program to any company that is struggling with marketing and sales. Xerox helped us create a more professional sales department and generate new sales activities that will be critical to our future growth. We have already registered for more of these Xerox services in the coming months.”

Impact Marketing Specialists 'Borrows' a Sales Force



Challenging economic times lead to a partnership with a lithographic print shop



www.solutionsbyimpact.com

Impact Marketing Specialists, Foothill Ranch, Calif., was built on digital printing, creating and distributing marketing materials, primarily for the real estate industry, since its inception in 1993. Its business of helping realtors across the nation sell premium real estate flourished until 2007, when the market, which for years seemed unstoppable, ground nearly to a halt.

"We knew we needed to grow into new industries and expand our customer base, but we weren't sure how to get there," said Milt Naylor, president and CEO, Impact Marketing Specialists—especially since the firm didn't have a traditional sales team. "Immediately hiring salespeople didn't seem like the right move," said Naylor. "So instead, we forged a partnership with a nearby traditional lithography shop that was looking to expand into digital."

Impact's Xerox team encouraged—and enabled—the relationship, he said. "Our Xerox team thought there could be a mutually beneficial relationship. The litho shop had a

strong sales force, but lacked equipment, know-how and sales techniques for digital.”

Xerox helped to bridge that divide. Tina Stelzer, a Xerox business development consultant, worked with Impact Marketing to create a new marketing plan and build a comprehensive, customized three-month training program to educate and arm the offset salespeople with the tools they needed to be successful.

Stelzer began the program with two of her favorite tools from the ProfitAccelerator® Digital Business Resources collection—*Individualized Media Essentials* and *Create Relevant Direct Marketing*. “Those two tools combine to create a great foundation for salespeople who are new to digital,” said Stelzer.

She led two-hour sessions every other week covering cross-media marketing, direct mail, selling to several vertical markets and some variable-data specific topics, such as databases. The sales reps were encouraged to discuss their real-life challenges in class and to bring in direct mail campaigns to critique and brainstorm about how the campaigns could be sold to prospects. The salespeople also received materials, templates and presentations that they could use in their efforts.

The training has paid dividends. Volume on Impact Marketing’s Xerox® iGen3® and iGen4® presses has increased by 10 to 15 percent since the training was completed, and the team has successfully sold digital programs into new industries, Naylor said.

“The issue wasn’t that we didn’t know what we needed to do,” he said. “It was that we weren’t exactly sure how to do it. Xerox helped us get to where we needed to be.”



Tina Stelzer
Xerox Business
Development Consultant

Stelzer is an Agent of Change

Tina Stelzer, a Xerox business development consultant, covers the southern California territory, which includes many small and mid-sized businesses. Working with passionate owners of these businesses is very rewarding, Stelzer said.

“Some of these people have literally used their kids’ college funds to start these businesses, and they simply must succeed,” she explained. “You can’t help but be energized working with people this committed and passionate.”

Stelzer, like many, sees the industry changing. “I help the principals and sales teams create marketing and sales plans that will guide them as their businesses navigate the changing landscape,” she said. The current recession is a watershed event in this transformation, she added. “As traditional business has dried up, people who were hesitant before have realized that the time to change is now. My job is to be a catalyst for that change by providing the guidance and training that they need to be successful.”

Impact Marketing Specialists creates direct marketing campaigns for the real estate and automotive industries using a Web-to-print workflow.





Bringing Personalized Communications to Dubai

Spectrum taps Xerox partner XL for training to help its sales team bring new graphic communications services to a dynamic market



www.spectrumdubai.com

On the surface, Matthew King has what some would consider to be one of the graphic communications industry's dream jobs. He's the business development manager for Spectrum Digital Print Solutions, the only print facility in the financial services free zone of Dubai, United Arab Emirates, the financial capital of the Middle East. Spectrum's services are in so much demand that half of its business is from walk-up traffic.

King's mission, however, is to expand beyond Spectrum's core financial district business by selling one-to-one marketing services throughout the region. He joined the company in early 2008 after nine years helping AlphaGraphics North East, Stockton-on-Tees, U.K., build a successful personalized communications business with the same tools as Spectrum: a Xerox® iGen3® 110 Digital Production Press and XMPie software.

When he first arrived, business in Dubai was booming, King said. "Everyone felt immune from the recession.

People I called on mostly said, ‘what we’re doing now (mostly static marketing pieces) works fine. Why change?’”

A reason to change arrived in 2009, as the recession reached Dubai’s major industries. “What worked in 2008, just didn’t work in 2009,” King said. “We didn’t change our business proposition, but the response and outcome changed.”

King had his hands full developing major accounts, leaving a significant gap: the city’s many mid-sized companies. The Spectrum team identified the need in its business plan, and rather than try to hire in a market where few have one-to-one marketing experience, they decided to train one of their customer service representatives, Maria Lopez.

To provide the training, King turned to Xerox partner XL, the firm that recruited to Spectrum. XL had contracted with Xerox in early 2009 to provide business development services in the Middle East and Africa, using Xerox® ProfitAccelerator® Digital Business Resources. XL developed a personalized, one-on-one training program specifically for Lopez. “The approach worked well,” King said. “The trainer, Jonathan Dixon, put everything in terms she could understand. He’s second to none.”

One-to-one marketing services have been a bright spot in the slow economy, and King plans to pursue what he believes is another lucrative opportunity in transpromotional communications—as soon as Spectrum gets its ISO 2001 certification for handling data securely. So he hopes to continue building the sales team, he said.

With a solid business plan, a compelling market and a valuable training and business development partner in XL, Spectrum appears well-positioned for opportunities that emerge as the recession lifts.

Matthew King of Spectrum Digital Print Solutions, Dubai, U.A.E., speaks on his recent successes in one-to-one marketing at a July meeting in Dublin, Ireland for members of the Xerox Premier Partners Global Network of leading print providers.



XL’s Ian Swarbrick, left, and Jonathan Dixon check out the Xerox Ducati motorcycle while working the Gulf Print Show during April in Dubai, U.A.E.

Xerox Partner XL Delivers Training, Support in Middle East and Africa

Xerox Corporation has a smaller presence in many of the world’s developing markets than in many North American and European countries. Yet the need for training and business development support among Xerox graphic communications customers is the same everywhere.

In the Middle East and Africa (MEA), Xerox is meeting that need through a partnership with XL, a training and recruitment organization based in the United Kingdom and the United Arab Emirates, which also has a partnership agreement with Xerox in its home country and in Europe. Since April, XL has worked with about a dozen graphic communications providers in the region, using Xerox® ProfitAccelerator Digital Business Resources in training and business development initiatives.

“XL has the fundamental understanding of how to drive sustainable profitable revenue from putting marks on paper that our graphic arts customers need,” said Chris Lynch, manager, Graphic Communications Program and Channel, Xerox Middle East. “The feedback from our customers is that they’re glad to see we have a partner who can deliver these services under the Xerox umbrella.”

The partnership is a good fit for XL, as well, said Ian Swarbrick, managing director, XL, who points out that XL can also recruit the right people to drive Xerox’s customers’ businesses.

“XL shares core values with Xerox, where customer satisfaction and development are paramount,” Swarbrick said. “Like Xerox, we have a strong desire to achieve results, drive profitable revenue and meet the rapidly changing demands in the digital media marketplace. We believe our benchmark business development skills further strengthen the Xerox offering to the market in the MEA region.” A growing list of Xerox customers agrees.

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Application Development



Sales and Marketing



Workflow and Operational



Seattle AlphaGraphics Still Growing Despite Down Economy

Smart strategy,
more proactive sales
initiatives and Xerox
business development
support help the
franchise continue
growing during
the recession



Chuck Stempler
Owner and Chief
Executive Officer
of AlphaGraphics

AlphaGraphics of Seattle is one of those fortunate graphic communications companies that continues to grow despite the troubled economy.

Its success is based partly on long-term strategic decisions that have paid off, helping it to crack *Quick Printing Magazine's* Top 100 list and reaching the top 12 since 2008. The franchise that had 18 employees in one location when Owner and Chief Executive Officer Chuck Stempler acquired it in 2002, now has approximately 60 employees in five locations.

Other key success factors: the firm's more proactive approach to its mostly business-to-business customers since economic conditions turned, and the contributions of industry partners like Xerox, Stempler said.

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www.SeattleAlphagraphics.com

Stempler was a 20-year veteran of the garment industry when he bought the franchise, bringing a just-in-time manufacturer's discipline to its production, kitting and fulfillment environment. By operating 24 hours a day, six days a week, the shop can usually deliver one-day turnarounds on jobs that might take days or weeks at competitors, and that continues to be a differentiator in its print-on-demand business, he said.

Stempler also brings a nose for the leading edge of digital technology—a new Xerox® iGen4® Press is among the shop's six Xerox® printing devices and multiple offset presses—and an ear for meeting customer needs. That has led the franchise to develop new applications that are personalized with XMPie software to be more relevant to recipients, such as cross-media, direct marketing campaigns that boost customers' return on investment and AlphaGraphics' profit.

Another new personalized application is a custom-magazine cover, produced monthly with offset-like image quality on the Xerox® iGen4 Press and merged with inside pages printed on offset. "This is a growing business for us," said Stempler. "We expect to expand to two additional markets."

To fine-tune his business, Stempler often uses tools from the Xerox® ProfitAccelerator® Digital Business Resources collection, such as the ProfitQuick® Job Estimation Tool, which helped him better calibrate his pricing strategies.

And to keep his strategies on course, particularly as the market has tightened, he consults with his Xerox Business Development Consultant Karen Kimerer. "She has a deep understanding of the industry and market knowledge relevant to us in the greater Seattle area," said Stempler. "She and Xerox are stellar partners."

Stellar is also a good word to describe AlphaGraphics of Seattle's performance.



AlphaGraphics of Seattle cracked *Quick Printing Magazine's* Top 100 list, reaching the top 12 since 2008.



Karen Kimerer
Xerox Business
Development Consultant

Kimerer's Customers Seek Reinvention

In the difficult economy, Xerox Business Development Consultant Karen Kimerer finds it easier to get time with business owners. "Many are looking to reinvent or enhance their business," she said. "When times are tough customers seek ways to generate more profit."

As a business development consultant, Kimerer uses her expertise and various Xerox® tools and resources to expand her clients' business opportunities. This can include assessing marketing opportunities, developing methods to generate sales leads, determining pricing strategies and expanding into new services, she said.

A 12-year Xerox veteran and former Xerox iGen3® sales representative, Kimerer finds her work gratifying. "I enjoy helping our customers profit from their Xerox® systems and capitalize on opportunities in the market," said Kimerer.



‘You Are Not Alone’ in Building Your Color Business

Progressive Communications is located near Orlando in Lake Mary, Florida.

Progressive Communications is successful with digital color printing and business development support from Xerox



www.progressivecommunications.com



Gabe Hernandez
Vice President of
Operations, Progressive
Communications

Progressive Communications has grown rapidly with digital color printing. The full-service commercial print, direct marketing and fulfillment company in Lake Mary, Fla, had its light production Xerox® DocuColor® 242 Digital Color Printer/Copier just six months when it recognized a larger opportunity. But to capture more of the big, profitable market for digital, variable color, they needed a more powerful production press.

According to Xerox Business Development Consultant Mickey Call, they also needed to do the necessary planning and training to make the investment pay off. So when they chose the Xerox® iGen3® 110 Digital Production Press as their new press in spring 2008, Call began helping them prepare well in advance of the press's installation.

He met with the Progressive Communications sales team for three months, preparing them to use the

more consultative approach that's required for selling personalized communications programs. Call then worked with senior executives and the Marketing Accelerator Kit, part of Xerox® ProfitAccelerator® Digital Business Resources, to develop a marketing plan in support of the new business.

To reach new markets and drive print volume, Progressive Communications used Xerox® ProfitAccelerator vertical market kits for industry knowledge and tools to ease entry into the healthcare and education markets. As a result, the sales team has added several new clients in these segments. And to keep the momentum going, the company uses the Xerox® ProfitAccelerator Open House Kit to help plan its "Summer School" seminars, where they educate existing and prospective clients on the power of relevant personalized communications for generating high return on the customer's investment. Among the presenters was Mickey Call.

The efforts paid off in a big way. Volume on the Xerox® iGen3® Digital Production Press quickly grew, from about 40,000 pages the first month to 1.2 million pages in March 2009, averaging 500,000 monthly pages. Some 80 to 85 percent of their work is variable, developed with software from XMPie, Inc., and often using as many as 15 fields to make the personalization more relevant.

The Xerox® training, planning resources and business development support have been critical to Progressive's success, according to Gabe Hernandez, vice president of operations, Progressive Communications. "The iGen3 press is keeping us a step ahead of our competition. It allows us to keep pushing the envelope on design and customization for our customers."



Progressive Communications staff proof a job in front of their Xerox iGen3 110 Digital Production Press.

"Mickey helps us build our business," said Hernandez. "The message from Xerox is clear, you are not alone—before, during or after the installation."

Most of the jobs Progressive Communications produces on its iGen3 press are personalized communications programs.



Mickey Call
Xerox Business
Development Consultant

Mickey Call Builds Customer Relationships

As a Xerox business development consultant covering the mid-Atlantic and Florida territories, Mickey Call's job will vary from customer to customer, but the bottom line is still the same—to help them grow their business.

With 35 years in the graphic communications industry—13 years with Xerox—Call works with

the customer before, during and after a product installation. He said it's important to build a relationship with the top executives and get their agreement upfront on a business growth strategy.

Mickey worked with Progressive Communications on a marketing plan, helped them use the Xerox® ProfitAccelerator Vertical Market Kits and spoke at their "Summer School" seminar on the "Higher ROI of 1:1 Marketing." He meets bi-weekly with their sales and management teams. "This job is about building trusting relationships. I enjoy working closely with customers to help them succeed. It is very gratifying," said Call.

eLearning Helps POD Pioneer Transition to Marketing Services Provider

Training opens eyes at Sir Speedy Whittier to the many ways it can add value for its sales and marketing customers



Richard Coriaty
Senior Sales Consultant
Sir Speedy Whittier

As the largest Sir Speedy franchise in the United States, Sir Speedy Whittier, Calif., has succeeded by anticipating shifts in the market and meeting customer needs in a partner-like fashion. A member of the Xerox Premier Partners Global Network of leading print providers, the franchise pioneered print on demand in the 1990s and personalized color

printing in this decade, and now is focused on becoming a marketing services provider.



www.swhittier.com

The new focus began in 2007, when management took a strategic look at the market to determine “the next big thing we can bring that adds real value,” said Richard Coriaty, senior sales consultant, Sir Speedy Whittier. “We’ve been successful with marketing clients for many years, mostly by fulfilling print work. Ultimately, what we’re doing now is expanding our offering to focus on more parts of the value chain.”

The strategy was somewhat familiar to the five-person sales staff. “We’ve always had a consultative sales approach,” Coriaty said. “We always saw that services like managing document repositories, inventory and fulfillment brought value to our clients and opened up more opportunities for our print-on-demand business.”

Nonetheless, the franchise was entering a new terrain, selling and managing whole direct marketing campaigns and working more often with senior marketing executives. So they turned to business partners to support their transition. Their franchisor, Franchise Services Inc., which is encouraging all of its print franchises to make the same transformation, provided “excellent sales training” and other resources, Coriaty said.

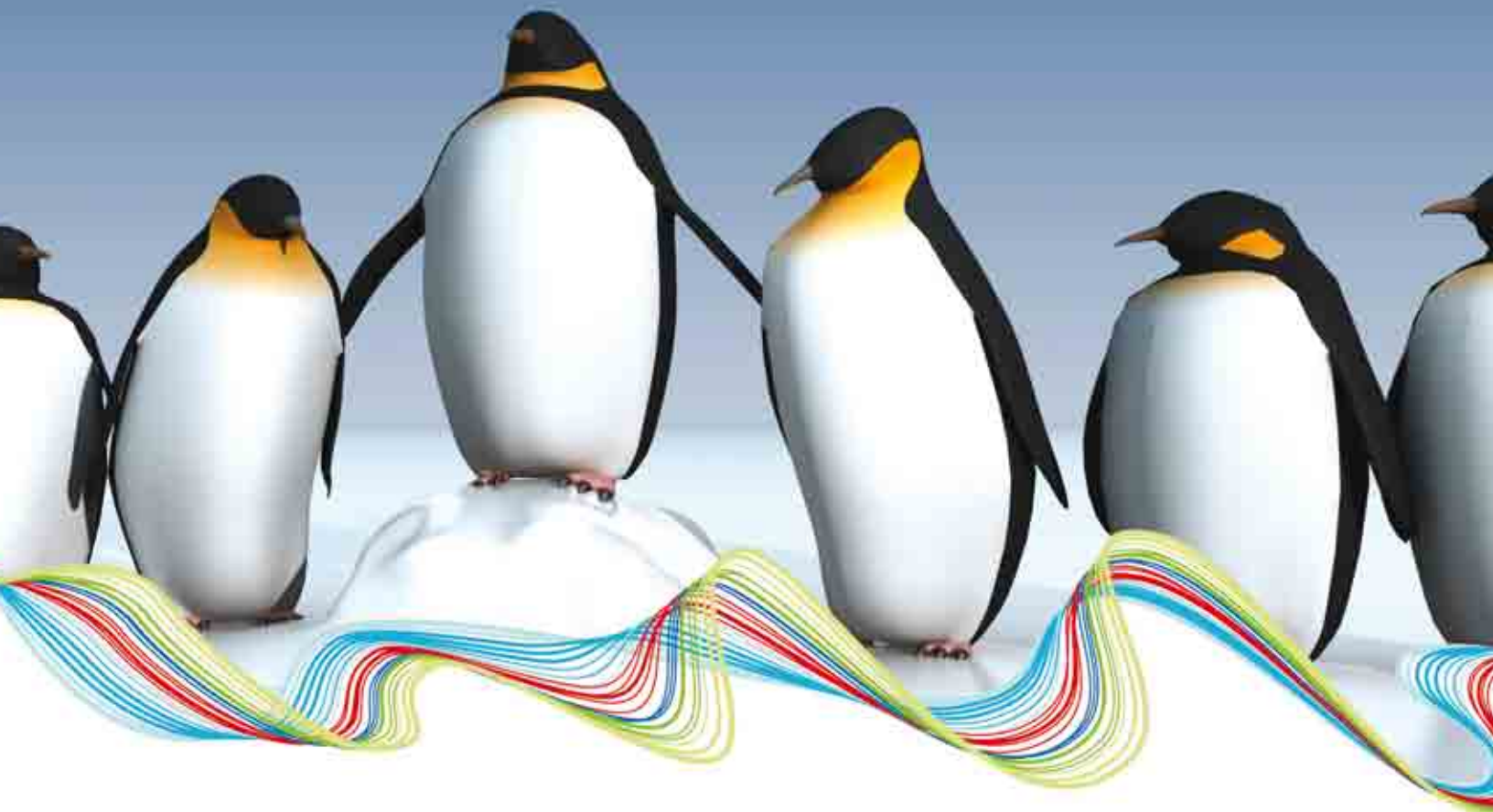
Xerox also has provided sales training, including a sales management seminar for Coriaty and an eLearning program taken by all five sales executives. The self-paced, interactive, Web-based eLearning program, developed by Xerox and market research and consulting firm, InfoTrends, consists of seven modules on selling customized communications. “It opened our eyes to how broad this opportunity is and helped us solidify our ideas and broaden our scope about what it means to be a marketing services provider,” Coriaty said.

Now the firm manages complete cross-media campaigns using staff or freelancers for planning, creative services, data management, results measurements, lead tracking and even sales training to help its customers close on campaign leads. “When we first got the iGen3® press (in 2002), we were in the middle of the delivery chain. Now we start at the beginning, even before a project is conceptualized. Now we’re a driving force.

“Ultimately, we try to be the partner that helps the client to not only deliver a measurable return on investment, but an increase in sales,” Coriaty said.

And Xerox® eLearning is helping them do that.

To learn more about ProfitAccelerator® or our Business Development Services, visit: www.xerox.com/driveprofit



Everything starting to look alike?

With so much information fighting for consumers' attention, how do you break through the clutter and make sure your marketing stands out above the rest? How do you ensure that you deliver the right messages, at the right time, using the right media? And knowing that the key to making your communications more relevant and responsive is establishing a two-way dialogue with your customers, how do you best accomplish this and increase ROI?

For many, the answer is black and white. There is only one... XMPie.

One company leading the integration of personalized cross-media marketing with 1:1 business communications to deliver Individualized Communications Management (ICM).

One solution that provides everything you need to reach customers with relevant messages across all channels — print, e-mail, Web, social and mobile — and track every action and reaction, no matter the size or complexity of your audience.

One partner backed by the strength of Xerox Corporation, a Fortune 500 company with world-class service and support.

Stand out from the crowd! Find out how XMPie can make your marketing more relevant, responsive and profitable today.

For more information, visit:

www.xmpie.com, www.facebook.com/xmpie or www.twitter.com/xmpie.



one to one in one™



‘Stepping Right Up’ to the Challenge of Winning New Business

Carnival-themed open house helps Henry Wurst, Inc. showcase new capabilities and drive business in the slow economy

Henry Wurst, Inc., a 72-year-old company perennially among the top 100 North American printers, has been successfully creating variable applications for national franchisors and large companies for more than a decade. To produce digital short runs and personalization that more closely rivaled offset quality, the company’s Denver facility installed a Xerox® iGen4® Press in February 2009.

“The economy was really depressed then,” said Dean Hruby, president, Henry Wurst, Inc. West Region. To jump start its business and let the market know about the new press, Hruby and his team—in consultation with Xerox—decided to stage a carnival-themed open house. And to promote it, he said, “We wanted a campaign that encompassed personalization, the Web and direct mail, while still maintaining a focus on our new capabilities with the iGen4. It would demonstrate to our customers the full potential of integrated, cross-media initiatives.”

Xerox helped plan the early-evening event using the ProfitAccelerator® Open House/Public Relations Kit and also provided speakers and funding. Attendees had a choice of educational presentations on either “New Digital Technologies and Your Business,” or “Social Media—Finding Ways to Make them Work for Your Business.” Following the presentations, plant tours were offered showcasing Henry Wurst, Inc.’s capabilities, including the iGen4 press. The finale was a carnival in the warehouse with tents and booths offering carnival food, drinks, entertainers and games.



www.henrywurst.com



The Henry Wurst, Inc. open house event combined an educational event with a fun, carnival atmosphere and drew more than 275 customers and prospects.

Invitations were delivered in a two-wave, multi-touch campaign to 1,600 customers and prospects, beginning with a personalized “save the date” email flyer and followed two weeks later by an elaborate invitation, printed on the Xerox® iGen4® Press. Each invitation included a raffle ticket affixed by a small spring, so it popped out when the piece was opened. A personalized



The Harry Wurst, Inc. open house invitation was part of a multi-touch campaign.

URL was provided for registration, including a brief questionnaire that drove further personalization at the event. For example, the carnival

item they chose as their favorite appeared on the cover of the book they received at registration, along with a personalized Xerox DocuCard® name tag. Additionally, they could upload a personal photo that would be printed in a calendar gift they received at the end of the event.

The cross-media campaign helped generate great results. Some 257 customers and prospects attended, representing a 16 percent response rate. To date, the event has generated a tenfold return on investment, with potential deals that could make it 1,000-fold, Hruby said.

“The carnival definitely helped us win business,” said Hruby. “Xerox is a tremendous partner and really helped us pull it off.”

Support for a Successful Open House Event

Our Business Development Consultants can assist with an open house by providing planning, program management and on-site support—as we did in working with the team at Henry Wurst.

If you’d like additional help in the areas of audience acquisition or showcasing your 1:1 capabilities, the **Xerox® Advanced Marketing Services** VIP Open House Solution may be ideal for you. This cross-media communications program features multiple touch points designed to interactively engage your prospective visitors from invitation through post-event reporting and includes:

- Print-ready invitation file
- Email invitation
- Personalized registration website and “Refer-to-a-Friend” feature
- “Reminder to Register” email
- “Sorry you can’t make it” email
- “Reminder to Attend” email

For the day of the event, we will provide:

- Your customer-focused 1:1 presentation
- VIP Backstage Pass (nametag) [print-ready file]
- SWAG Bag Label [print-ready file]
- Personalized calendar or notepad [print-ready file]
- Personalized treat bags [print-ready file]

For use post-event, we will provide:

- “Thanks for Attending” email
- “Sorry you couldn’t make it” email
- Customer feedback website
- Winner announcement email
- Full campaign analytics and reporting

For more information, please contact your Xerox sales rep.



Robust, New Web Portal

Allows Premier Partners to
Leverage their Global Network

To drive better networking, learning and business opportunities for its members from 48 countries, the Xerox Premier Partners Global Network has created a robust, new Web portal. The portal includes a peer-to-peer social platform where Premier Partners can share ideas and opportunities, and an enhanced site for print buyers to search for suitable suppliers among the many world-leading print providers in the organization's membership.

"Membership has its benefits, evident by the new business-generating tools Xerox is making available to its Premier Partners," said Bart Van Deuren, managing director, Publimail nv-sa, in Belgium. "The Web portal will allow me to take full advantage of a global network of print providers, sharing insight about how to grow revenue and stay relevant with my customers. It will be a valuable component to my business development plan."



The new portal is designed to enhance the user's experience through:

- **Business opportunity drivers** — Print buyers, marketers and agencies can now access leading print services providers through features such as mobile applications for iPhone, Droid and Blackberry that integrate Google Geo mapping technology. Using this portal is easier than ever with rich search criteria and enhanced information of individual Premier Partner offerings, capabilities and services.
- **Networking** — A new forum allows members to connect, pose questions and explore business opportunities. This global reach to so many of the world's leading digital print and graphic communications companies is unmatched in the industry, and the forum provides a new vehicle for members to tap this resource.
- **Industry information** — News and information available on the site has been expanded to help members stay up to date with the latest trends and technologies that can improve their businesses. New offerings from market-research and consulting firm InfoTrends complements news and opinions from online news service WhatTheyThink and articles, case histories, podcasts and webcasts from Xerox.
- **Members-only offerings** — Offerings include regional special offers to shows, events and other discounts and services.



**Xerox Premier Partners
Global Network**



To learn about becoming a member of the Premier Partners—or to search for a leading print services provider—visit www.xeroxpremierpartners.com.

A Proven Success in Developing Digital Businesses



The business successes at the companies featured in this issue offer evidence to the power of the industry-leading ProfitAccelerator® resources and business development services offered by Xerox.

That success is not an accident. ProfitAccelerator tools and business development services are created with customer input and the expertise from Xerox's three decades of market leadership in digital printing. No Xerox competitor can match that depth of experience. And no competitive business development resources are as comprehensive.

ProfitAccelerator offers resources for every person in the organization—executives making business decisions, marketers and sales representatives selling the value of digital print and operations staff producing digital pages. And it offers something for every type of organization: in-plants and print-for-pay operations, dedicated digital printing shops and those using digital to complement core offset services. Just as importantly, ProfitAccelerator can play a role at every point along the continuum of digital print adoption and deployment—helping you evaluate the opportunity, make a decision and build volume in your new business.

Ultimately, though, ProfitAccelerator is about more than a set of tools. It's about the Xerox people who are dedicated to helping you succeed, people who regularly exceed expectations, behaving not like vendor representatives, but as your partners for success.

ProfitAccelerator®
Digital Business Resources

Business Development Services are affordable, fee-based professional and training services that support your business building initiatives.

Sales & Marketing Services can assist you in developing a Marketing or Sales Management Plan, training your sales force to sell digital, VI or direct marketing and more. To optimize the efficiency and effectiveness of your operation, two of the most popular Workflow Service offerings are Color Management and Designing for Digital. If you are interested in understanding and implementing high-value, high-margin applications, such as direct mail and TransPromo, then our Application Development Services would be ideal for your organization.

Utilizing the industry's most comprehensive collection of best practices and business development tools, along with the industry's most knowledgeable business development consultants, can assist you in growing a successful digital business. We've seen it happen already!

We have observed our customers who had iGen3's® and iGen4's® exhibit between 6.9% to 18.4% **more** volume growth when engaged by a Business Development Consultant, compared to accounts where there was no engagement. And this was during the beginning of the economic downturn.

For many Xerox customers, like those you've read about in this magazine, taking advantage of Xerox® ProfitAccelerator tools and Business Development Services have contributed to their digital success.

To learn more about ProfitAccelerator or our Business Development Services, visit: www.xerox.com/driveprofit



Contact your local Sales Rep today to find out more... and get ready for real business.

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realbusiness
live!

Real Business Live Freedom to Perform Coming to a Town Near You:

In 2011, over 100 strategy sessions will be taking place around the world to help print providers focus on what matters most—their real business goals.

Real Business Live is back this year with global events presented by Xerox Corporation and key partners. The events combine facts from industry experts with displays of technology and business development resources to provide guidance on the real-world business issues print providers face every day.

“Freedom to Perform is coming to a town near you,” said John R. Ahlman, Director, Xerox Global Events Marketing and Integrated Collaterals. “We know print providers’ time is extremely valuable—that’s why we decided to bring these events to them instead of asking them to travel to us.” We’ll be sharing successes from fellow print providers that can help attendees maximize their investment, boost their business operations and explore new strategies that will help them reach their goals.

Freedom to Perform events are planned for over 25 cities across the United States with many more happening in Canada, Europe, the Far East and the Pacific Rim. Whether print providers are looking to delight their customers, produce more jobs, reduce their costs or grow their business, Xerox is committed to helping them succeed every step of the way.

Freedom to Perform is all about giving print providers the freedom to focus on achieving the possible.

Find a Real Business Live event that’s right for you—local, global, live or online—www.xerox.com/realbusinesslive

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Ready For Real Business



ProfitAccelerator[®]

Digital Business Resources

Grow your business with ProfitAccelerator. No company offers a more robust set of tools and programs to help you expand your business and maximize your digital printing investment than Xerox. We bring you unparalleled experience and expertise, along with industry-leading support. All with one goal in mind: to help you grow a vibrant, sustainable, profitable business with digital.

To learn more about our comprehensive portfolio of world-class resources, visit us online at www.xerox.com/driveprofit

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