Succeeding in a Challenging Economy

Highlighting Nine Print Service Providers from Around the World

Business Development Tools & Services to Enable Your Profitable Growth

“Best-of-the-Best” Contest Winners

The New Business of Printing® Roadmap to Success
# Table of Contents

<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Author/Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>04</td>
<td>‘You Are Not Alone’ in Building Your Color Business</td>
<td>Progressive Communications, Lake Mary, Florida</td>
</tr>
<tr>
<td>06</td>
<td>‘Stepping Right Up’ to the Challenge of Winning New Business</td>
<td>Henry Wurst, Inc., Denver, Colorado</td>
</tr>
<tr>
<td>08</td>
<td>Impact Marketing Specialists ‘Borrows’ a Sales Force</td>
<td>Impact Marketing Specialists, Foothill Ranch, California</td>
</tr>
<tr>
<td>10</td>
<td>Bringing Personalized Communications to Dubai</td>
<td>Spectrum Digital Print Solutions of Dubai, United Arab Emirates</td>
</tr>
<tr>
<td>12</td>
<td>Xerox Helps New Owner Bring Digital to Leading Offset Shop</td>
<td>Toronto-based J.F. Moore Communications</td>
</tr>
<tr>
<td>14</td>
<td>ProfitAccelerator Digital Business Resources</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Seattle AlphaGraphics Still Growing Despite Down Economy</td>
<td>AlphaGraphics of Seattle, Washington</td>
</tr>
<tr>
<td>18</td>
<td>Luck Leads DME to Promising New Sweet Spot: Photo Books</td>
<td>DME, Daytona Beach, Florida</td>
</tr>
<tr>
<td>20</td>
<td>eLearning Helps POD Pioneer Transition to Marketing Services Provider</td>
<td>Sir Speedy Whittier, California</td>
</tr>
<tr>
<td>21</td>
<td>Puerto Rican Firm Grows by 30% with Xerox® Wide Format Made Easy Kit</td>
<td>Office Technology Innovations (Offitek), a division of Copy Color, Inc. in Ponce, Puerto Rico</td>
</tr>
<tr>
<td>22</td>
<td>Here are the Best of the Best Top 16 entries from Xerox Premier Partners Global Network are honored in first-ever Best-of-the-Best competition.</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Charting your course amid ‘historic opportunities’ and ‘profound threats’ The New Business of Printing® is a road map to success in a changing industry.</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>A Proven Success in Developing Digital Business</td>
<td>The power of the industry-leading Xerox® ProfitAccelerator resources and business development services.</td>
</tr>
</tbody>
</table>
Succeeding in a Challenging Economy

The challenging economy has certainly lent perspective to current printing industry trends. Analysts have said for years that digital color is print’s only growth segment. Now we’re hearing anecdotally that offset volumes are declining at many shops, while digital color remains a bright spot, helping to make up for the losses.

That silver lining—that digital color is delivering on its promise—also presents a new challenge. For as more graphic communications providers ramp up digital color, you need to work harder to differentiate your services. Preparation now, will position you well, once the economy improves.

That’s where Xerox’s two-pronged approach to business development comes in, to help you differentiate. You can do it yourself, using the Xerox® ProfitAccelerator® Digital Business Resources that have grown to more than 100 tools 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 Services to extend your staff with Xerox or industry consultants.

This magazine shows you how Xerox customers all over the world are succeeding by putting these resources to work for their businesses.

Read how direct marketing giant DME is developing a new photo publishing business to take advantage of the tremendous growth projected in this segment. DME is differentiating, in part, by producing books with Xerox EverFlat Image Solutions Paper™, which permits open book pages to lay perfectly flat for nearly seamless center spreads.

Still, it’s no carnival dealing with the difficult economy—unless you’re Henry Wurst, Inc. The company’s Denver facility recently 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 fight the recession. 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.

Clearly the economic downturn is a global phenomenon. In Dubai, United Arab Emirates, interest in 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.

Progressive Communications not only trained its sales force, but developed and executed a complete marketing plan to drive volume on its new Xerox iGen4™ Press from 40,000 to 1.2 million in less than a year. Now they plan to add a second iGen4 press.

These are just a few of the stories in this issue about successes Xerox customers are having with Xerox business development resources. They are taking the next steps toward becoming marketing services providers, tapping new opportunities like wide-format printing, and networking with innovative colleagues in the Xerox Premier Partners Global Network. Read on, and learn what Xerox can do for your business.

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

ProfitAccelerator®
Digital Business Resources
Progressive Communications is located near Orlando in Lake Mary, Florida.

‘You Are Not Alone’ in Building Your Color Business

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

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’s 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.”

Their business is doing so well that they are adding a second iGen3 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 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.

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

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 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.”

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

Helping Clients See the Value of Variable Data

“Selling is innate to who I am, and spending a good deal of my time sharing what I know with other salespeople is very rewarding.”

So said Denise Gibe, the Xerox business development consultant responsible for the seven-state U.S. Mountain territory. A 30-year Xerox sales veteran — much of it working with customers to help them better understand digital printing — she now spends much of her time teaching sales to her customers’ salespeople. One of the most popular topics is selling direct mail campaigns and other variable-information services.

“The best way to sell relevant direct marketing and variable-data applications is to intimately understand exactly how to create them,” Gibe said. So she often has her customers’ salespeople learn by doing, by building direct mail and other marketing campaigns. “Once salespeople participate in creating a campaign, you see them light up with new ideas for their own customers.”
Challenging economic times lead to a partnership with a lithographic print shop

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
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.”

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

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.
“1 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.”
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.
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.

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.”

**Helping Reps Get a Seat at the Strategy Table**

Suzanne Bouthillier is a Quebec-based direct marketing consultant with more than 20 years of experience in relationship marketing. She serves as one of Xerox’s leading customer training professionals and each year visits about a dozen Xerox customers across Canada to deliver exclusive training on how to maximize their investments in digital technology. Her clients receive a tailored, sales-training focused session, based on their specific needs and approach to growing their business.

“The sessions are intensive one day affairs, where a lot of ground is covered in a short time,” said Bouthillier. “Typically we start with trends in the market that illustrate the need for digital services. Then we cover several Canadian-specific case studies, which is really important. It makes a huge impact to provide detailed information about peers in their own market selling these programs.”

Offset integration has recently been an especially hot topic. “We demonstrate how one-to-one marketing and direct mail campaigns can actually help increase both offset and digital print volume,” she said. “We also teach sales representatives how to identify and sell these opportunities in the specific vertical industries where they have customers.”

Bouthillier ends her training by providing the sales representatives with a resource guide to help them create a sales action plan focused on the top 20 percent of their clients. “The representatives leave knowing the right questions to ask and how to look at their customers from a different perspective,” she said. “If you want to sit at their table you have to bring something new to it.”
ProfitAccelerator®
Digital Business Resources

Financial Resources
Determine how to achieve top-line growth and bottom-line profit with digital printing.

Sales and Marketing Resources
Help sales and marketing staff generate new business, increase print volume and target new customers.

Agency and Design Resources
Help develop partnerships—and business—with this highly influential graphic communications segment.
Application and Development Resources

Provide how-to assistance for developing some of digital printing’s most lucrative applications.

Paper and Media Resources

Provide digitally optimized media and specialty substrates to capture new revenue and application opportunities.

Business Development Training and Professional Services

Provides your organization a competitive edge with Business Development Services, technical and integration support.
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.

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 in 2008 and reach No. 9 in 2009. The franchise that had 18 employees in one location when Owner and Chief Executive Officer Chuck Stempler acquired it in 2002, now has 75 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.

Chuck Stempler
Owner and Chief Executive Officer of AlphaGraphics

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 in 2010.”

To help track trends and opportunities, AlphaGraphics of Seattle is a member of the Xerox Premier Partners Global Network of more than 750 leading print providers. 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.

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.
“We’re just lucky,” says Mike Panaggio, chief executive officer, DME, Daytona Beach, Florida, when asked how his firm is faring in the current recession. Lucky, because just prior to the downturn, JM Family Enterprises acquired 49.9 percent of DME’s automotive business. The firm owns Southeast Toyota, the world’s largest independent distributor of Toyotas and Scions and one of DME’s largest customers, a business that continues to do well, Panaggio said.

And lucky, because the RME sale left DME with considerable cash to invest in a possible new “sweet spot,” Panaggio said.

Since its founding in 1984, DME’s sweet spot has been direct marketing. While the company has multiple Xerox® iGen4s™, “DME has always been more on the creative side,” Panaggio said. “We have just enough production here so we can’t be fooled. We do not do 100 percent of our production.”

And that’s the model DME is bringing to its new investment in the photo publishing industry. For production, DME is aligned with ColorCentric Corporation, Rochester, N.Y., which fulfills photo books for lulu.com and others, as well as marketing materials for customers that include DME. Together, the two members of the Xerox Premier Partners Global Network of leading print providers are building a distributed fulfillment network with multiple sites in North America.

For the ordering system, DME last fall acquired 50 percent of RocketLife, a California-based software company that created “the first true operating system for the photo publishing industry,” Panaggio said. In a recent consumer study by market-research firm InfoTrends, RocketLife
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 sheets 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!
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.

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.
Office Technology Innovations (Offitek), a division of Copy Color, Inc. in Ponce, Puerto Rico, has two businesses. One is selling Xerox office and production equipment as a Xerox authorized sales agent. The other is selling design services and printed output as a wide-format print provider. A recent addition to its Wide Format Department is helping both businesses.

Offitek acquired a Xerox 8264E Color Wide Format Printer in November 2008, bringing new capabilities, such as printing on canvas media, to its diverse customer base of photographers, painters, graphic artists, sign makers, retailers and others.

To support the new installation, Xerox Wide Format Sales Specialist Greg Schlaff provided Offitek with the Xerox ProfitAccelerator® Wide Format Made Easy Kit, which is designed to help quickly grow wide-format revenue. Its resources—modules offer color media samples, application files and strategies for sales prospecting—are driving sales in both of Offitek’s businesses.

As a Xerox sales agent covering south central Puerto Rico, Offitek uses the kit to target potential customers and as a proof source to show that the printers deliver high-quality images on a wide range of media. Use of the kit has enabled several agency sales, according to Juan Rivera, graphic designer and manager, Offitek Wide Format Department.

In wide-format printing, Offitek uses the kit to help identify possible customer applications and to show customers the range of indoor and outdoor media available to them, as well as the high-quality photo reproduction capabilities. “This way the customer can see and feel the media to decide what they need,” Rivera said.

The approach has helped Offitek grow its wide-format business by 30 percent since acquiring the 8264E printer. Growth has come both from existing markets and from new specialty markets, such as artists, photographers and high-end retail stores, driving average monthly volume to about 2,000 square feet.

Selling with the Wide Format Made Easy Kit has proven to be very effective, because it shows customers and prospects what they can expect, Rivera said. “And if you can show it, you can sell it.”
Here are the Best of the Best

Top 16 entries from Xerox Premier Partners Global Network are honored in first-ever Best-of-the-Best competition.

Sixteen printed applications from 12 graphic communications companies won awards in the first-ever Best-of-the-Best Contest among members of the Xerox Premier Partners Global Network. The top 10 award winners are pictured here. In addition, six won honorable mention recognition. The winning submissions will be on display and run live at the Xerox booth during Print ’09 in Chicago.

Entries were accepted in six categories: books, collateral, direct marketing, offset and digital, photo specialty, and TransPromo. A panel of Xerox judges selected the winners based upon image quality, ease of trade show reproduction, business results, and use of Xerox® technology.

“This competition recognizes many companies from all over the world that are producing great work and generating great business results in a tough economy by using The Right Technology, The Right Workflow and The Right Business Model™,” said Gavin Jordan Smith, vice president, Xerox Premier Partners Global Network. “Their achievements show us that digital color printing has indeed gone mainstream.”

The Premier Partners is a global network of more than 750 leading print providers in 48 countries and six continents, dedicated to developing their digital businesses.

Collateral – Bottomline Ink, Perrysburg, Ohio, promoted its business with this personalized collateral printed on the Xerox DocuColor® 5000 Digital Color Press.

Direct Marketing – Cathedral Corporation, Rome, N.Y., drove record enrollment for St. Mary’s University with this personalized direct marketing piece produced on a Xerox iGen3® 110 Digital Production Press.


Collateral — On behalf of Capture Public Relations and Marketing, Keiger Printing Company, Winston-Salem, N.C., produced this colorful collateral for the landscaping division of the BUDD Group on a Xerox iGen4 Press.

Direct Marketing — Magjak, Port Chester, N.Y., generated nearly half a million dollars in travel revenue for a membership travel organization with a multi-media direct marketing campaign, using a Xerox iGen4 Press.

Direct Marketing — Keiger Direct, Winston-Salem, N.C., boosted responses by 303 percent with a cross-media enrollment program for Salem College produced on a Xerox iGen4™ Press.


Direct Marketing — West Canadian Digital Imaging Inc./orangedoor direct, Calgary, Alberta, generated 56 new leads in the first three weeks of a self-promotion campaign produced with a Xerox DocuColor® 8000 Digital Color Press and personalized URLs.

Best of the Best Honorable Mentions

- dsicmm group limited
  Dagenham, U.K., Collateral

- Gabriel Group
  Earth City, Mo., Direct Marketing

- Keiger Printing Company
  Winston-Salem, N.C., Offset and Digital

- ODS Office Data Service GmbH
  Berlin, Germany, Direct Marketing

- OSG Billing Services
  Englewood, N.J., TransPromo

- Quantum Group
  Morton Grove, Ill., Collateral

For more information about membership in the Xerox Premier Partners Global Network, visit www.xerox.com/xpp.
Charting your course amid ‘historic opportunities’ and ‘profound threats’
The New Business of Printing® is a road map to success in a changing industry.

“Our industry is not simply changing, it is being redefined... creating historic opportunity for the prepared, and profound threats for the unprepared. Absolutely no one, no matter how big, how well established or how successful in the past, can afford to do business the same old way.”

Those are the words of Andy Paparozzi, chief economist of NAPL, in a recent State of the Industry Report. Clearly the industry is changing. To help you lead in these changing and demanding times, Xerox has a two-tiered development strategy.

- **Business Development**—programs and tools for print providers that will create new and profitable business opportunities, including:
  - **ProfitAccelerator®**—today’s most robust set of tools and programs designed to maximize your digital printing equipment investment.
  - **Business Development Services**—affordable, fee-based consulting services that support your sales, marketing, workflow or application initiatives.

- **Market Development**—by educating agencies and designers on how to effectively design for digital. In addition, we are educating marketers on the value of digital and what personalization, short runs and color can do for their business.

Developing the market for digital applications is a partnership, and we have tools to assist all members of the value chain in building stronger and more strategic relationships. Join us for this exciting journey into digital with The New Business of Printing.

### What’s Changing?

<table>
<thead>
<tr>
<th>Marketers</th>
<th>Agencies and Designers</th>
<th>Print Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Your Targets</strong></td>
<td>From print buyers to marketing executives</td>
<td><strong>Your Work</strong></td>
</tr>
<tr>
<td><strong>Value Chain Requirements</strong></td>
<td>• High response rates &lt;br&gt; • Quick turnarounds &lt;br&gt; • Increased return on investments</td>
<td>• Increased value add for customers &lt;br&gt; • Revenue growth &lt;br&gt; • Personalization</td>
</tr>
<tr>
<td><strong>Strategy</strong></td>
<td>Market Development</td>
<td>Business Development</td>
</tr>
</tbody>
</table>
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.

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!

In 2008 alone, we 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. It’s part of the confidence they demonstrate every day in successfully pioneering The New Business of Printing®.

To learn more about ProfitAccelerator or our Business Development Services, visit: www.xerox.com/driveprofit
Digital color is a winning formula for increasing profit and revenue. And no one is better qualified to add to your digital capabilities than someone with a proven track record. Over half of the world’s color pages are printed on Xerox digital color presses. That’s more than twice the nearest competitor. Our industry-leading products have helped hundreds of small commercial printers on the road to greater digital color profits. But what really separates us from the pack is the way our service and support team steers you to cost-effective color solutions that best fit your company’s needs. And that makes Xerox digital color technology a win for everyone.
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.