

# The New Business of Printing® Business Development Services.

The right help for whatever  
your digital business needs.

**We're focusing all of our expertise on your success.**

## Sales and Marketing Services enable you to:

- Build marketing plans
- Sell 1:1 and Web-to-Print services
- Develop an effective digital print sales force
- Target vertical markets

## Workflow Services help you:

- Conduct a workflow assessment
- Build, integrate and optimize your workflow
- Set up a web-enabled business

## Application Services help you:

- Develop specialized, high-value applications that deliver profitable growth
- Create, produce and sell TransPromo applications

For more information on our comprehensive collection of Business Development Services, contact your Xerox representative or visit us at [www.xerox.com/businessdevelopmentservices](http://www.xerox.com/businessdevelopmentservices).

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Business  
Development  
Services  
Application Services



# Application Services

## Capitalize on the industry's hottest, high-growth, high-profit applications



# Are you ready to develop the hot applications that bring profit, growth and industry leadership?

**We can help you identify the right applications for your business** to pursue, and to support them with the right business model, the right technology and the right workflow<sup>SM</sup> to achieve business success.



## Keeping you on target and on time

A growing number of training options can help you develop and run your own applications. And a range of application testing, validation and helpdesk services can help you get your project completed on time and on target.

## Classroom training

Xerox Application Services classroom-style training sessions can take place on your site or at our facilities, targeting your sales and operations staffs. For example, our classroom training in TransPromo includes a course on How to Sell TransPromo. Experts cover everything you need to know to put together an effective TransPromo sales program. They also provide an orientation to the TransPromo market, campaign components and production considerations. When completed your marketing and sales staffs will feel confident selling TransPromo to their customers.

## Call for help

We offer developer helpdesk services to support you in getting your applications up and running quickly. The Variable Information Developer Hotline provides extensive support capabilities for addressing your variable information needs through experienced consultants skilled in a wide range of variable information solutions. They're just a phone call away.

## Test and validate your application

We can help you to test, debug, diagnose, repair and validate the application you've developed or to which you've migrated to ensure you'll get consistently excellent results.



## Ensuring your success in The New Business of Printing® ...Xerox Business Development Services

You always have access to help where and when you need it. Our team of experts is available to work with you on your most important needs—sales, marketing, operations, workflow, applications and more.

From training and support services to tools and resources, learning events, workshops and more, you can draw on our rich history of enabling successful digital printing businesses.

# Advanced Training, Testing and Helpdesk Services help you get the most out of your applications



## Use best practices in your application development

To capture volume and grow revenue, you've got to know your sweet spots and build upon them. Our application services help you identify your best opportunities, and then develop the production systems for delivering them efficiently and effectively.

As the leader in digital printing for more than 40 years, we've long worked with customers who've been among the early developers of the industry's hottest applications. We continue to track best practices that help our customers succeed in the hottest applications in today's print market.

## What are the hot applications?

Today's hottest applications make innovative use of variable data printing, the Web, digital book production and specialty media. They include:

### Web to Print

Every company needs collaterals, but 31 percent of printed collaterals becomes waste, according to research. Web-to-print systems—collateral repositories with Web-based customer ordering systems and print-on-demand facilities—make collaterals always current and always available, eliminating costly storage and waste.

### TransPromo

Optimize return on the marketing investment by including marketing messages in statements and invoices, which have the industry's highest read rates. Relevance can be improved by tailoring offers based upon transactional data. Non-promotional transactional applications can be made more effective, as well.

## Direct Marketing

Participate in one of the largest and fastest growing segments of print. Direct marketing is growing by 7.9 percent annually and accounting for 20 percent of ad spending, more than any other medium (Advertising Age). One reason: relevant personalization and integrated cross-media direct marketing boost response rates, return on investment and other business results.

## Books and Manuals

Digital book manufacturing is transforming book publishing by revitalizing self-publishing and refreshing traditional publishing and by keeping titles forever in print, making low-demand titles viable and lowering proof and review copy costs. Product manuals can be produced in line with just-in-time product manufacturing. Also hot: digital photo books and calendars made from personal photos.

## Media-Driven Applications

Specialty media enable a range of hot applications. They include personalized magnets, event badges, oversized banners and displays and personalized packaging for products ranging from water bottles and chocolate wrappers to bags and boxes.



## Experts at your service

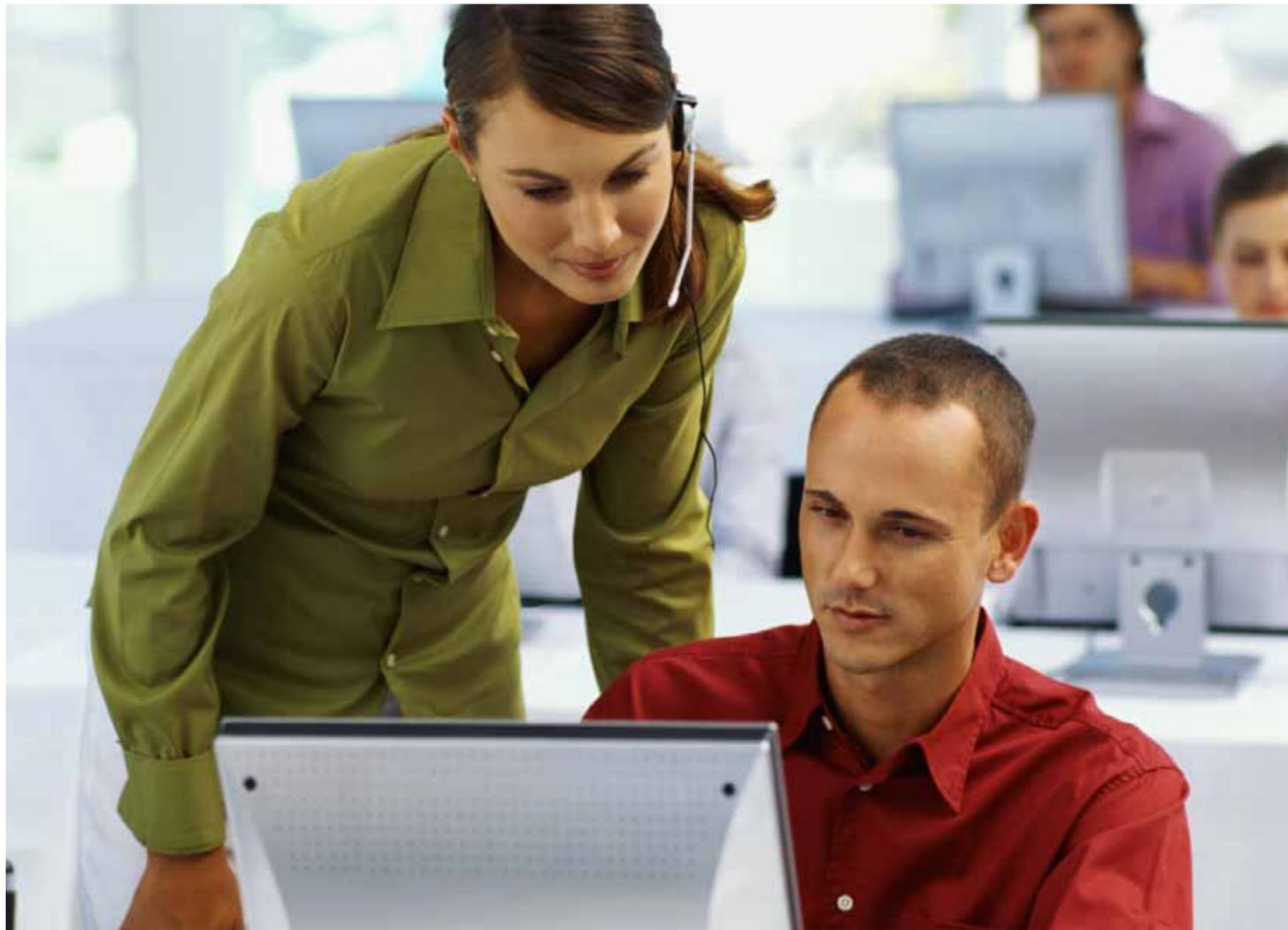
Our application services are delivered by a team of digital printing professionals with expertise in the technical and business issues that are fundamental to the applications you're trying to develop. These services are provided according to your preference:

- e-Learning or webinar
- Training at your site or ours
- On-site professional consultation

For example, you may want to ramp up your TransPromo capabilities. You may want to take an e-Learning course, which permits you to study at your own pace, anytime, anywhere, while more intensive half- and full-day training classes can take place at your site or our facilities. Finally, experts can come to your site and help you implement the application.

# Advanced professional services for developing the industry's hottest applications

Once you've identified the applications you want to develop, our professional experts can help you to apply Xerox and third-party tools to initiate the new services.



We provide support in the following areas:

## Web to Print

We can help you build a print e-business portal or integrate your Web-to-print system for on-demand and personalized collateral repositories, purchase ordering systems, fulfillment centers and a range of other applications. Our experts can help extend your business globally.

## TransPromo

Leverage the capabilities of Xerox skilled trainers and application developers to assist you in taking your transactional applications to the next level. Our team offers programming and support in multiple output languages and file formats to design, develop and test new TransPromo and transactional applications. We can help you transform your statement printing from a cost center to a profit center while building customer loyalty.



## Direct Marketing

Xerox trainers and application developers can help you leverage the FreeFlow VI Suite and XMPie to quickly get proficient with variable information printing and the integrated, cross-media programs that greatly improve marketing campaign results. In addition to helping develop these applications, we can help with your campaign planning. Our expertise includes campaign development, design, content management and data mining to improve the impact of your personalized communication and increase the response rates.

## Digital Book Production

We can recommend, assemble and integrate end-to-end, automated digital book production systems incorporating Xerox and third-party equipment and software. Advanced services include optimizing our print devices for excellent image quality on specific media targets, and customizing hardware to print on otherwise out-of-spec media.



## Photo Specialty Products

We have partnerships with many industry-leading photo specialty products suppliers, enabling us to build end-to-end creation, ordering and management solutions incorporating Xerox and third-party systems.

## Specialty Applications

We perform many one-off, customized application projects to meet extraordinary customer requirements. Try us for your most challenging projects.