

# XMPie<sup>®</sup> Training and Professional Services Unleash the power of XMPie personalization

Whether you are brand new to XMPie or an existing customer, you invested in XMPie because relevant, personalized communications, including integrated cross-media campaigns, are dominating the agendas of marketing professionals and are one of the driving forces behind The New Business of Printing<sup>®</sup>.

Now you can go from beginner to power user and maximize your return on investment with XMPie Training and Professional Services. Through basic webinars, remote support, advanced on-site (yours or ours) training, and professional services, a complete curriculum is taught by our digital printing experts.



# Workflow Services

## XMPie® Module webinars

These three-hour live webinars provide basic overviews, simple tips and expert insights about how to quickly get up to speed and start generating revenue with XMPie software. Webinar sessions are available for uDirect™ Classic, uDirect Studio, uDirect Premier, uImage™, uCreate™ and uPlan™. You will complete the sessions with a solid foundation of knowledge to confidently move forward creating one-to-one communications.

## XMPie Application Integration Remote Support

Rest easy knowing XMPie expertise is just a phone call away with our XMPie Power User Hotline. Whether you need guidance when trying a new effect or you are on deadline for production and don't have time to figure out a process for yourself—we have professionals ready to help. They are trained with the answers and resources you need to complete projects that exceed expectations. Remote support is available in blocks of time starting at two-and-a-half days.

## XMPie uImage Creative Design Services

Looking for a great way to kick start your creative juices or quickly complete a new project incorporating powerful image and graphics personalization that gets noticed? With this service, our design experts tap into the creative possibilities of text and image layering using uImage. We will use your existing art to create three uImage design template options ready for eye-catching image personalization and incorporation into a live project. When you select your design of choice, we take care of the final treatment and integration into uPlan. This service requires a minimum three-hour engagement.

## On-site training

These deep dive offerings available in two-and-a-half and five-day engagements are an intense XMPie Power User experience. The custom curriculum covers database setup and plan structure, design considerations, template usage, web page development, production optimization and Interactive Content Ports and personalized URLs (ICP/PURLs)—everything you need to expertly develop highly effective, cross-media one-to-one marketing campaigns that deliver results.

## XMPie Campaign Development Services

Want to see how to put it all together the first time? This Professional Service provides the complete development and delivery of an XMPie campaign for your client, giving you unparalleled background and working knowledge to comfortably execute your own campaigns from start to finish. This is also a great service for more experienced XMPie users that are short on the time or resources needed to take on a new campaign. All aspects of the campaign are custom produced—from design and development, to data mining, content management, business development services and ICP/PURLs. It is an excellent investment and a great way to build a best practices roadmap for future campaign development.

## Help where you need it most

Digital printing is an opportunity that is here for you right now. Xerox wants to help printers like you to maximize profitability and provide a foundation for long-term success. Our Workflow Services are designed to give you the help you need. It's all part of our total commitment to providing The Right Business Model, The Right Workflow and The Right Technology<sup>SM</sup>.

### Take XMPie to the Next Level

XMPie's modular and scalable product line features solutions for variable data print, web-to-print and integrated cross-media publishing allowing you to enter the world of VDP with an easy-to-learn desktop product and move into high-value cross-media campaigns or online stores for driving personalized communications when you are ready. By adding new components and building on your XMPie product investments, you can quickly expand your capabilities in one-to-one marketing communications.

**For more information on these XMPie Services and the full curriculum that Xerox offers, please contact the Advanced Services Group at 1-888-878-9622.**

Printed on a Xerox iGen4™ Press on Xerox Digital Color Elite Gloss 100 lb. Cover.

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