Xerox® Digital Readiness Assessment Helps Spectrum Capture Rich Opportunity in Dubai

DRA Helps Spectrum Build a Foundation for Expansion

Dubai businessman Ramzi Razian acquired Spectrum in 2009 to turn what was then the printing arm of a publishing company into a niche digital communications business. Situated in the Dubai International Financial Center, Spectrum's location was one of its most prized assets—a feature enhanced further by it being the only printing business operating within the emirate's financial center.

Prior to the acquisition, Spectrum's product and service portfolio consisted largely of business cards, presentations, reports and other corporate document applications.

With proven market experience as the owner of local design house Mercury Graffix, Razian looked to grow the business by developing value-added services around niche digital print and finishing applications.

As a first step, Razian engaged his Business Development Manager Matt King, who had been recruited from the UK where he specialized in creating customers' cross-media marketing programs. Leveraging King's experience and Razian's knowledge of the local market, their focus turned to how they could use their current infrastructure, which included the Xerox® iGen3® 110 Digital Production Press to generate incremental value for their customers.

Assessing the Business's Current State

To drive the process of change within his newly acquired business, Razian agreed to a Xerox® Digital Readiness Assessment (DRA) from his local Xerox partner, Xerox Emirates. As one of the Xerox® ProfitAccelerator® Business Development Resources, which XL delivers on Xerox's behalf, the DRA assesses the current state of a digital printing business to identify the key areas where development is critical for success.

XL consultants Jonathan Dixon and Chris Lake visited Spectrum to initiate the assessment, observing and interviewing staff members about their work processes and methods. From those sessions, XL delivered a written report identifying Spectrum's strengths and areas of opportunity, proposing a course of action and development that methodically built upon the company's commercial and operational capabilities.

In Sales, the DRA highlighted that the over-the-counter nature of so much of Spectrum's work led staff to be reactive, serving customers well but often at the expense of moving upstream to engage decision makers and C-level executives. The report recommended Sales training to help the commercial team improve its consultative sales skills.

Operationally, Spectrum required a structured and flexible workflow that supported multi-platform file handling and management. The need for workflow continuity was underscored further by the wide-ranging, multilingual content, which is a feature of Dubai's diverse, multicultural marketplace. The DRA noted this as Spectrum's most significant challenge to efficiency and recommended process automation to boost efficiency and operator flexibility.

Spectrum accepted both recommendations and engaged Xerox Emirates and XL to provide the support necessary to improve commercial and process functionality.

About Spectrum

Spectrum UAE is a full-service digital printing company based in Dubai, United Arab Emirates offering print on demand, Web-based ordering, one-to-one marketing services and specialist finishing facilities. With headquarters in the Dubai International Financial Center, this expanding organization has branches in Dubai Media City, Dubai World Trade Centre, the American University of Dubai and TwoFour54 in neighboring Abu Dhabi. Web site: www.spectrumdubai.com

Photo, right: Spectrum is the only printing business operating within the Dubai International Financial Center.

Building a Foundation for Growth

Operationally, Chris Lake worked with staff to create a PDF workflow, a central server archive and a common fail-safe process for identifying, storing and backing-up job files. Spectrum also installed Xerox® FreeFlow® Web Services to create Dubai's first Web-based job order and submission portal and has since added Xerox® FreeFlow Process Manager® to automate additional workflow processes.

"It was a technological change, as well as a mindset change," Lake said. "We got everyone involved, encouraging them to buy in to what we were doing and why. By making everyone stakeholders, the team fast-tracked progress and then shared the credit for achievement at the end of the project."

In Sales, Jonathan Dixon works on a one-to-one basis to understand which skills each salesperson needs to develop. "Sales come if you position yourself in the right way and go after business in a structured manner—and that's the approach we took at Spectrum," Dixon said.

These efforts quickly contributed to a steadily increasing sales revenue and customer base.

"Thanks to our ongoing relationship with Xerox, we have and will continue to benefit from XL's support," said Razian. "As a growing organization, we're utilizing their skills on many levels."

"It was an excellent process for us. They spotted things we needed to develop and I was surprised at the level of detail provided. As a business, we've moved forward dramatically."

– Ramzi Razian
Managing Director
Spectrum

About XLMEA

XLMEA provides industry consultancy to the graphic communications sector, specializing in tailored support for print providers, agencies and end users. As Xerox ME Channel Partner for training and development, XL works with a broad selection of digital customers to achieve specific business objectives. XLMEA is a subsidiary of XLHR Ltd. a Manchester-based print industry consultancy established in 1995; collectively XL has a strong reputation across Europe and the Middle East for results-driven support and activity. Web site: **www.xlhr.co.uk**