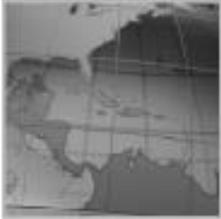


Case Study



Business Development Services 

February 2016

Jubels Expands Reach by Leveraging Industry Relationships

Xerox Business Development Initiatives Support Netherlands-Based Print Company

[Comments or Questions?](#)

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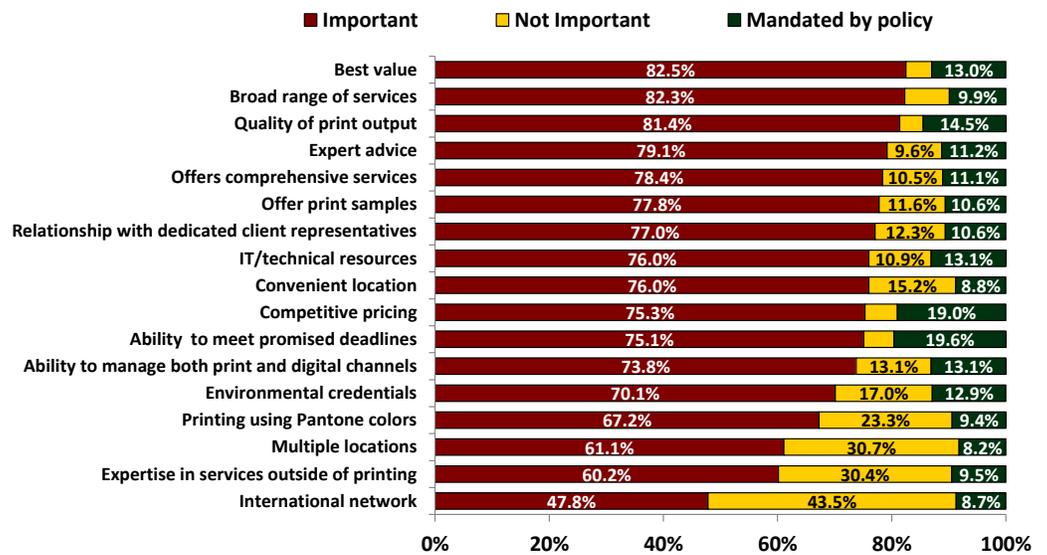
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Introduction

Delivering a great customer experience and quality services starts with understanding what your customers want and taking action to deliver it. Becoming a market leader and an expert in the print industry requires ongoing education and adjustments to the way that your company works so your teams, processes, and technologies can deliver the experience the customer expects. In a 2015 InfoTrends study entitled *Micro to Mega: Trends in Business Communications*, large enterprises with 500+ employees were questioned about critical factors in selecting a print provider. The top criteria included the ability to provide the best value, a broad range of services to enable “one-stop shopping,” quality output, access to expert advice, and comprehensive services.

Figure 1: How important are each of the following criteria when choosing a print services vendor?



N = 883 Enterprise Respondents
 Source: *Micro to Mega: Trends in Business Communications*, InfoTrends 2015

“We expect our print vendors to stay current with technologies and best practices so that we get the best value and are using the most effective methods.”
 –2015 Survey Respondent

All of the factors in the chart above contribute to the customer experience, and they can all ultimately drive growth for print service providers in today’s ever-changing business landscape. One respondent¹ to InfoTrends’ survey noted, “We expect our print vendors to stay current with technology and best practices so that we get the best value and are using the most effective methods.”

¹ A Customer Communications Manager at a large regional electric supplier with 5,000 employees

Jubels as a Market Leader

Jubels (Amsterdam, The Netherlands) is a Xerox customer that is renowned as an exemplary print service provider in Europe as well as the United States. Established in 1902 as a traditional print company, the firm has grown into much more over the past few decades. Taking full advantage of Xerox's business development program and other industry resources, Jubels has expanded its expertise to position itself as a global market leader.



With over 30 years of experience in cross-media communications, multi-channel solutions, and digital printing, the company primarily serves retailers, banks, and insurance companies. In addition to partnering with Xerox since the 1970s, Jubels was one of the first XMPie users. Jeroen van Druenen, CEO of Jubels and President of the XMPie Users Group, is no stranger to the many growth opportunities offered through Xerox's business development program. Whether he is volunteering for a speaking engagement or accepting a Best of the Best award, van Druenen remains an advocate for the many benefits of membership in the Xerox Premier Partners Global Network and the opportunity for growth in the industry.

In his role at Jubels, van Druenen is responsible for attracting new business, transitioning the company from a printer to a marketing services provider, and preparing the firm for the future. van Druenen frequently shares his cross-media successes with Xerox's digital print application contest, business development webinars, and other speaking engagements that are offered to Xerox customers.

Leveraging the Xerox Premier Partners Global Network

A Premier Partner is a Xerox production customer who has been accepted as a member of this elite, tightly-knit community that comprises the most innovative printers in the world. The community now boasts over 500 global members who share similar business values, state-of-the art technology, exceptional customer service, high quality standards, and advanced creative and marketing solutions. The community provides a forum for members to share ideas, learn through various educational resources, and stay informed about the latest news and offerings from Xerox and its vendor partners.

A member can also reap the benefits of the network by collaborating and partnering with other members in over 40 countries. According to van Druenen, "You can build very strong relationships with the members of the Premier Partners community. We regularly work with partners in Japan, Germany, the U.K., and the United States. Sometimes I seek them, and other times they seek me. They like us because we're from Amsterdam—one of the major cities in Europe—so we have skills in multiple languages and a great graphic communications tradition."

Membership in the Xerox Premier Partners Global Network can help forge mutually beneficial business relationships on a worldwide basis.

For example, Jubels shares a \$1 million account with the Gabriel Group, a U.S. Premier Partner based in St. Louis, Missouri. Each company produces about 15 to 30 jobs per day through this partnership. The partnership has surpassed the customer's expectations for more personal customer service in native languages at European locations, gaining Jubels a new client as well as bragging rights for providing international printing capabilities.

([Click here](#) to read the case study, or [click here](#) to watch the video featured on WhatTheyThink.com.)

Using the network as a selling tool, Jubels markets its membership in the Xerox Premier Partner Global Network to international and prospective customers with a guarantee of exceptional quality, customer service, and delivery time.

The Xerox Best of the Best Program and PIXI Awards

Xerox's Best of the Best Program is designed to search out and recognize the most innovative, results-generated applications produced with Xerox digital production technology. Through the program, Xerox Premier Partners can receive international recognition and drive business through the competition's accolades. Winners are also awarded the following to help grow their businesses with PR generated by the program:

- A prestigious crystal award
- A case study promoting the winning submission
- Rights to utilize the case study, the Best of the Best logo, and a photograph of the entry for marketing purposes
- PR and potential speaking opportunities
- Recognition in industry publications

Jubels was awarded a Best of the Best recognition for its 2013 books application entry. This interactive book demonstrated digital print capabilities and gained 50 new customers as a result of the award. To raise awareness for the high-quality offerings of digital print, Jubels created this self-promotional book featuring printed artwork to showcase its range of print offerings. After presenting the book to photographers, designers, and artists, the company demonstrated that the quality of digital printing was just as good as offset. (Read the case study [here](#).) "We were very proud to be included in a network of the top print companies in the Netherlands and to win this award," van Druenen states. "It was the book itself that initially gained customers, but winning the award made it a gift that kept on giving. We receive additional business when customers see the award in our foyer, read the case study, or learn about the program through Xerox and its media sources."

Figure 2: Best of the Best Awards Breakfast with Ursula Burns (2013)

Jeroen van Druenen was also a winner of the Printing Innovation with Xerox Imaging (PIXI) Award in 2004. With the media attention that comes with each of these awards, Jubels has an opportunity to showcase and promote its products and services. This ultimately drives new business and further expands the company's expertise in the communications business.

The XMPie Users Group

Jubels has been actively involved with the XMPie Users Group for the past 9 years. In 2013 and 2014, Jubels' Hans Roor designed the XMPie Users Group Conference logo. Roor's design was unanimously chosen among the many entries submitted for review for 2 years in a row. With van Druenen's involvement and the company's membership in the group, Jubels has a significant opportunity to network, develop effective marketing campaigns, and expand cross-media offerings to its customers.

Figure 3: The XMPie Users Group Conference Logo, Designed by Jubels

According to van Druenen, membership in the XMPie Users Group helps Jubels build credibility in the industry.

The XMPie Users Group works to ensure that the members have the tools and information they need to grow variable data solutions and help their customers develop effective marketing campaigns. In addition to engaging in regular dialogue, members can learn about owning and operating XMPie software and solutions through interactive forums, a virtual library, a user conference, the Career Center, online webinars, and other programs and activities. As van Druenen noted during his [interview](#) for WhatTheyThink.com, “It’s all about networking.”

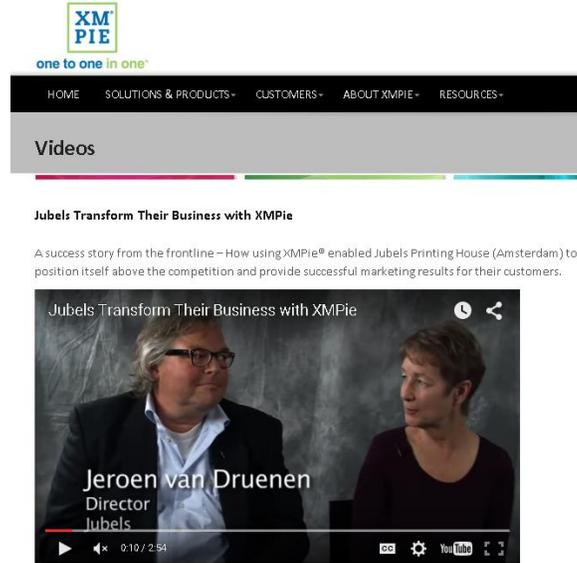
Jeroen van Druenen understands the value of the group itself as well as his position on the board when it comes to media attention for himself and his company among peers across the globe. He concludes, “As President of the Board, I am representing Jubels as a market leader for cross-media services. Of course we are also learning from our peers through each user group conversation and activity, but having this membership and position on our resume helps build credibility in the industry.”

Additional Business Development from Xerox and XMPie

Jubels has also participated in a number of business development opportunities from Xerox. Webinars, for example, have a two-part opportunity. As a webinar attendee, Jubels has access to education, new ideas, perspective, and best practices for various topics. Alternatively, as a speaker, Jubels has an opportunity to position itself as a market leader while also showcasing its service capabilities and gain new business. Whether it’s from listening or speaking, van Druenen is an advocate of the Xerox Business Development Webinar Series moderated by InfoTrends as well as the XMPie webinar resources. He comments, “These webinars are engaging and informative, and it’s a pleasure to interact with my peers on the successes we’ve had with cross-media.”

Jubels has shared its best practices in several webinars and case stories over the past few years, and each has brought the company further into the limelight. These include:

- An XMPie Webinar showcases Jubels and the XMPie “Circle” solution for campaign collaboration—what it is and how it works to create dynamic, engaging cross-media campaigns with XMPie. ([Click to view.](#))
- A Xerox Business Development Webinar Series webinar entitled “Mobile on the Move” highlights Jubels’ experience with integrating mobile technology into its cross-media services portfolio. ([Click to view.](#))
- A short video by WhatTheyThink, during which Senior Editor Cary Sherburne interviews van Druenen about Jubels’ success in transforming its business with XMPie. ([Click to view.](#))
- Thought Leadership Video presented by Xerox Premier Partners Network, featuring an interview of van Druenen by Adam Dewitz of WhatTheyThink. The short video was taken at the annual forum in Prague 2015 and highlights the value of the event for Jubels. ([Click to view](#))

Figure 4: Jubels Transforms Its Business with XMPie (Video)

Information sharing throughout the Premier Partners session has enabled Jubels to expand its applications and service offerings.

Jeroen van Druenen continues, “I also had the pleasure of attending a Xerox Business Development Workshop led by InfoTrends during my visit to Prague for the Premier Partners forum this past September.” While the workshop on marketing strategy is expected to help expand Jubels’ business, van Druenen also noted how information sharing with global colleagues with different markets, customers, and areas of expertise benefited his company. The diverse group boosts learning and can help guide future plans for expanded applications and service offerings to grow the company. “It helped me get the future of Jubels in order and justified my past decisions to go digital. In a group like this, you’re able to get a helicopter view of the industry and your own company. It’s a great way to help us stay on track.”

The Bottom Line

Jubels has leveraged many of the business development opportunities that are offered through Xerox’s Business Development Program, the Xerox Premier Partners Global Network, and the XMPie Users Group. In doing so, the company has positioned itself as a market leader in the print industry to peers and customers alike. This has enabled the firm to expand its reach and achieve further growth. By remaining current with technology and best practices, Jubels is able to provide the best value, quality output, and expert advice to businesses of all sizes on a global scale.

To learn more about the Xerox Premier Partners Global Network and other Business Development support, please visit www.XeroxDigitalHotSpot.com.

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About the Author



Nichole Jones

Consultant

nichole_jones@infotrends.com

+1 781-616-2191

Nichole Jones is a Consultant for InfoTrends' Business Development Strategies Production Printing and Packaging Consulting Services. Ms. Jones' responsibilities include managing the promotion and distribution of InfoTrends' content and assisting clients and channels in building business development programs. She is also responsible for developing curriculum and content for InfoTrends' training services.

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