

# Achieve Measurable Results with Production Inkjet

30%

increase in  
production  
speeds

“With our two Xerox® Impika Compact Inkjet Presses, we have increased turnover. Xerox helped us develop the right workflow [for] the short-run, on-demand production our customers need.”

Alessandro Leto, CEO, LegoDigit

2x

business  
growth  
projections

“We were once a very conservative publishing company. Today, we are transforming the Russian book market and project our business growth to at least double... in the coming years.”

Boris Makarenkov, Director of Development and New Technology, T8 Publishing

## Let our expertise guide your business transformation.

Xerox is helping change the way the world works. By applying our expertise in imaging, business process, analytics, automation and user-centric insights, we engineer the flow of work to provide greater productivity, efficiency and personalization. We conduct business in 180 countries, create meaningful innovations and provide business process services, printing equipment, software and solutions that make a real difference for our clients – and their customers.

Learn more at [www.xerox.com/inkjet](http://www.xerox.com/inkjet)

Xerox® Production Inkjet Presses

# The Inkjet Opportunity

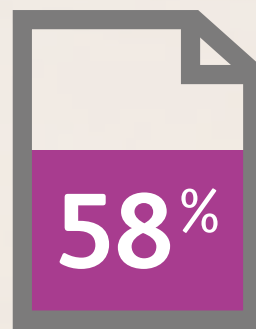
Transform your operation to reduce costs and grow new revenue streams.





Production inkjet technology has continued to mature in recent years, resulting in tremendous growth and broader appeal to more markets. Inkjet meets needs that traditional digital Xerographic and offset technologies can't, producing high volumes of variable content at a low cost. This makes inkjet an essential element when it comes to transforming print operations to triumph over industry challenges.

#### Inkjet use continues to grow...



58% of all digital production color volume will be printed on inkjet devices by 2019.<sup>1</sup>

# A Transformational Opportunity

The production print market is an exciting place to be. But it's not without challenges. Constant evolution in how the world communicates has meant drastic changes for the business of print. Enter production inkjet – an opportunity to transform operations so you're better positioned to meet today's print-related communication needs, as well as be ready for what tomorrow holds.

There is a real need to create new operational efficiencies based on print production trends.<sup>2</sup>



Number of jobs rising:

**52%**



Lead times declining:

**45%**



High volume run lengths declining:

**45%**



These trends lead to an increase in touch points, which can be a threat to margins and profitability – or an opportunity to create new efficiencies with production inkjet.

## Inkjet can help drive costs out.

Production inkjet can transform print operations to reduce costs through:

- Forms elimination via white paper-in print**
- Equipment consolidation and optimization**
- Optimized work mix**
- Lower run costs**
- Workflow efficiency**

## Inkjet can help grow revenue.

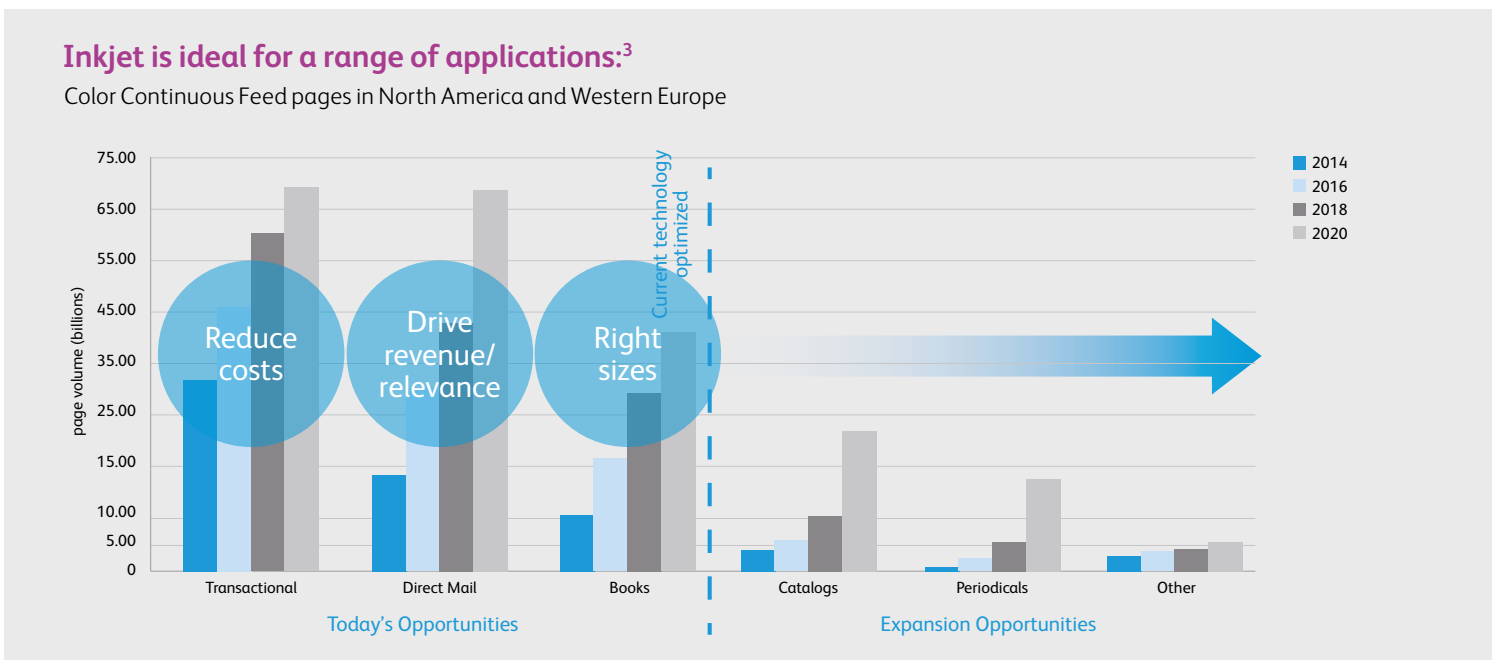
Production inkjet can transform applications to create new revenue sources:

- More effective personalized campaigns**
- Improved revenue collections**
- More production capacity**
- A broader set of capabilities**

<sup>2</sup> *Print Future 2015*, Neil Falconer: Drupa Insights.

# Positioned for Growth

The majority of pages inkjet is expected to deliver – upward of 58% of overall digital volume – will come from the categories below. These are the jobs inkjet is running today, and those with the most potential for growth.



## What is fueling inkjet growth?

It's simple, really. Inkjet technology meets needs that cut sheet Xerographic or offset solutions can't.

### Inkjet lowers run costs.

Using blank rolls of paper for white paper-in printing saves money versus creating – and warehousing – offset preprinted shells for overprinting. In addition, inkjet has lower per-page costs compared with Xerography.

### Inkjet boosts productivity.

Pressure for increased competitiveness has driven more aggressive lead times. One inkjet device can often replace multiple Xerographic presses, streamlining workflows to produce more jobs in less time and saving space to reduce overhead costs.

### Inkjet opens up new applications.

There are some needs only inkjet can answer profitably:

- Incorporating customized full-color marketing content on high volumes of statements
- Creating large ROI-driving personalized direct mail campaigns
- Improving time-to-market for targeted publications
- Producing short-turn, high-volume jobs cost effectively
- Transforming catalogs from static offset to personalized, revenue-driving pieces

These new applications – and more – have helped many print providers reinvent themselves with inkjet.

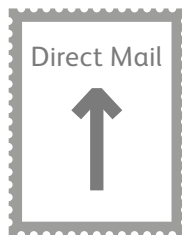
## A look at the numbers:

Outstanding image quality and an ever-expanding media range make inkjet a technology that can enable the production of more relevant, customized communications to large audiences quickly, cost effectively, and with higher results. And who isn't looking for that?

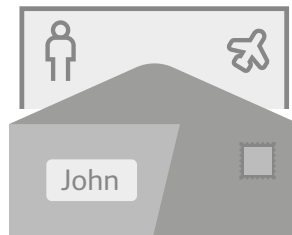
### Relevancy takes precedence

Customer experiences can improve with personalization:

**92%** of marketers expect the amount of direct mail they send to increase or stay flat.



**39%** of marketers want to provide better tailored offerings, driven by data.



**74%** of marketers are adding targeted messages to their transactional communications.



## Production inkjet supports high-value applications.

Plan to extend the benefits of highly relevant, cost-effective inkjet printing to more of your work.



Near-constant image quality improvements and an expanding media range make it clear that inkjet can do much more than cost effectively deliver the jobs we associate it with today.

Inkjet can become a vital component of your future strategic plans, giving you a flexible platform on which to anchor new, revenue-driving opportunities.

# The Opportunity Lies in the Applications

Inkjet can make the jobs you're running today more cost-effective. It can also help you transform that same work to make it ultra-compelling, driving new levels of response and revenue.

## Reduce costs with inkjet:

Many print providers see production inkjet as a way to re-evaluate their business and transform operations to drive cost out. This could be via consolidation of equipment, elimination of pre-printed forms, workflow automation, an increase in productivity, or a decrease in run costs, waste, and inventory.

### Transaction

#### Eliminate Pre-Printed Forms

Operational efficiencies can be achieved by removing pre-printed statement and invoice forms. A white-paper in approach removes the need for offset shell production and costly warehousing.

#### Maximize the Mail Stream

Manage costs by including marketing messaging into transactional communications already destined for the mail stream to reduce mailings and save money.

### Direct Mail

#### Eliminate Pre-Printed Forms

An expanding range of inkjet media makes a white paper-in approach viable for more direct mail jobs, removing the need for offset production and costly warehousing of pre-printed forms.

#### Optimize Production Economics

Inkjet delivers high volume and quality with attractive economics across a range of papers, providing more production flexibility within print environments to right size jobs for the right technology.

### Books + Publications

#### Run Low-Cost Book Media

Inkjet reliably runs the majority of 60-90 gsm trade book media, keeping paper costs within expected ranges while delivering crisp quality.

#### Eliminate Warehousing and Mitigate Risk

For publishers, profitability depends on the ability to effectively manage book demand. Inkjet enables right-sized production runs to optimize run costs with technology flexibility.

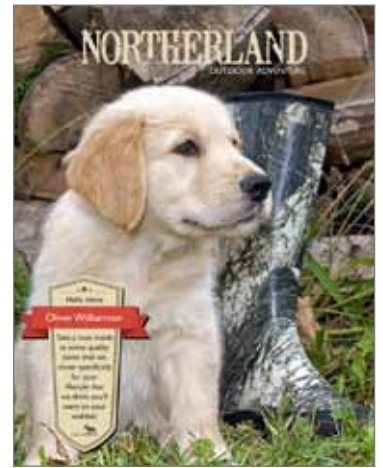
### Catalogs

#### Leverage Offset Media with New Ink Sets

As inkjet technology capabilities broaden to support offset coated media, image quality equivalent to offset at a compelling cost-per-page allows production runs to be optimized.

#### Do More With Less

To reduce costs, catalogers are moving away from large, often costly generalized runs in favor of smaller, segmented catalogs. These needs are well-matched by production inkjet technology.



## Grow revenue with inkjet:

The other bottom line benefit of inkjet is revenue growth, which often requires re-engineering offset jobs to leverage variable information, adding relevance and value. This transformation can open the doors to new work and new growth.



### Integrate Marketing Content for New Revenue

By treating the white space on statements such as a billboard, complementary products and services can be promoted. This leverages an idle asset to generate revenue.



### Move from Personalized to Personal

Relevance is the key to direct mail success. Personalization is more than including a recipient's name and address – it means tailoring imagery, messaging and offers to that specific individual to drive higher response rates.



### Boost Engagement with Personalized Publications

Magazines can be personalized in a variety of ways to better engage readership and meet the goals of publishers and advertisers. Segment-specific content, data-driven personalization and personalized ads can all drive value – and new revenue.



### Drive Orders with Segmentation and Targeting

More and more brands are opting to send customized catalogs that reflect an individual customer's past purchases or seasonal items in geographic regions. One retailer saw a 51% higher average order value with this approach versus static catalogs.<sup>4</sup>

## Inkjet as part of an omni-channel strategy:

By supplementing inkjet print with email, web, mobile and other digital channels, you let consumers interact with their favorite brands on their own terms – boosting traffic, improving the customer experience, and ultimately driving more revenue.



Research has shown this can increase profits by up to 60%<sup>5</sup> over a print-only approach.

<sup>4</sup> Reppa Customer Test

<sup>5</sup> Gartner Group and *Leading on the Edge of Chaos*, Emmett C. Murphy and Mark A. Murphy



# Making the Move

Most print providers looking at inkjet for the first time are facing a technology migration – moving or consolidating volume from offset or cut sheet Xerographic devices. In addition to the obvious differences in handling ink, media and color management between each technology, these migration opportunities present some unique operational considerations.

## Moving from offset:



**Improving time-to-print** is a big driver behind the move to inkjet, helping shorten lead times and implement last-minute changes more easily. High inkjet speeds provide significant flexibility when it comes to meeting shrinking turnaround times.

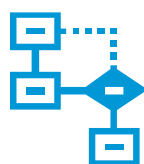


**Inkjet lets you deliver personalization across an entire page** instead of being confined to a 4- or 8-inch strip imprinted with a digital head on offset.



**Data management skills will be needed to support increased personalization.** Changes in workflow and tracking are usually necessary to ensure that the correct pieces are printed, finished and delivered based on SLAs and marketing program needs.

## Moving from cut sheet Xerography:



**Workflow needs to scale.** A move to production inkjet could mean producing up to 20 times the volume of existing Xerographic devices in the same shift. The entire workflow may need to be enhanced to support these increased volumes.



**Another consideration is color.** Many digital Xerographic operations print monochrome data onto offset-printed color shells today. Inkjet lets the monochrome variable data and the color content print together, saving time and money. It also provides an opportunity to redesign documents to present monochrome data in color, adding interest and capturing more attention.

Adding color to a shop that's only ever dealt with monochrome is a big step – one that can be made easier with the right solutions, professional services and support.

# Empowering Transformation

Business transformation means more than just replacing a printer. And despite its benefits, inkjet is not a realistic replacement for all print technology. Ideally, operations can employ a complementary strategy that lets them match production devices to individual job needs, maximizing investments and profit potential.



## Cut Sheet Xerography

Short-run, quick-turnaround champion

Pushing the boundary on special effects

Broad media support

Low volume variable/personalization



## Inkjet

Productivity and cost champion for high-volume *variable* print manufacturing

High performance

Sweet-spot quality

Cost-optimized

Expanding media range



## Offset

Productivity and cost champion for high-volume *static* print manufacturing

Minimal personalization via overprint

Extensive ability to add special effects

Broad media support

Inkjet is a valuable part of a hybrid print operation that strategically maximizes its technology.

# Why Xerox Inkjet?

Production inkjet choice, reliability and quality all come standard at Xerox. Our systems are part of a strategically designed ecosystem that make them a smart, sustainable investment.



## Innovation

Continuing innovation in presses, print engines, ink and media ensures you can maximize your investment over time.

## Flexibility

Our broad portfolio lets you invest appropriately to meet today's goals, knowing that your investment can also scale for what tomorrow holds.

## Reliability

Our industry-leading service model provides the backbone for a strong, sustainable production inkjet ecosystem and ultimate reliability.

# Transformation in Action

**100%**  
**Personalized**



“Our new print facility... helps clients get highly personalized transactional and marketing communications to the right customers or prospects – the first time, and every time.”

Craig Hall, Managing Director of Document and Information Services

Capita Document & Information Services

## Migration to White Paper Factory

### Opportunity

With the mandate to differentiate themselves, Capita created a unique automated, white-paper solution, managing client data from origination to mailbag through a simplified, co-mingled workstream. This has helped add value to current clients, win new clients and reduce the costs associated with managing stocks of pre-printed forms and envelopes.

### Transformation

Capita's new technology solution produces letters and envelopes on Xerox® Impika® Inkjet presses, allowing clients to create 100% personalized mailings efficiently, quickly and securely. Each individual envelope and inserted document can be highly customized with relevant marketing messages, helping to deliver customer intimacy and improved response rates. Capita's commitment is to reduce costs, increase customer engagement and secure data integrity while protecting the client's brand – all with a low carbon footprint.

**100%**  
**Objectives achieved**



“Clients are searching for new ways to communicate with their customers in more appealing ways. Our experience, combined with Xerox® technology, has resulted in providing high-quality, innovative direct mail solutions.”

Augustin Minaya, Managing Director, Telemail

Telemail, S.L.

## Serving Direct Marketers with a Flexible Platform

### Opportunity

Looking to capitalize on the surge in direct mail, Telemail responded and invested in new technologies and product offerings.

### Transformation

With the goal of building a flexible platform, Telemail installed the Xerox® Impika® Compact Inkjet Press and three Xerox® iGen3 Presses. Their investment in new technologies and variable data expertise has paid off.

Today, the company prints approximately 13 million pages a month for the utility, retail and banking industries. With its flexible platform, Telemail directs jobs to the most appropriate technology, maximizing efficiency and productivity throughout the shop.