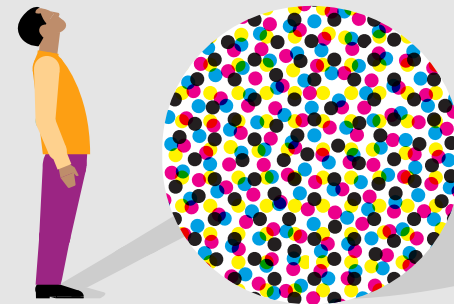
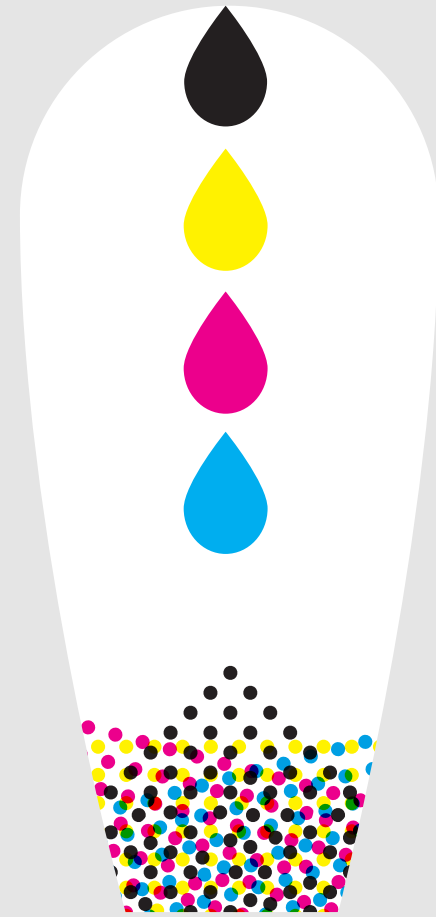


The Production Inkjet Imperative

Position your business for
unprecedented growth



xerox™

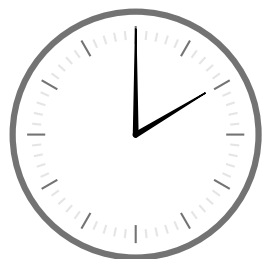
You might *think* you know
production inkjet technology.

But are you aware of the game-
changing opportunities today's
inkjet technology enables?

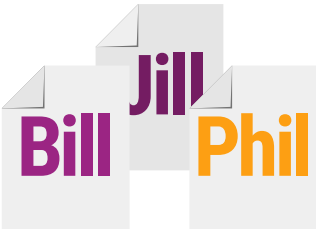
Let's start with all new levels of:



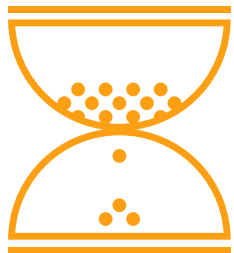
Cost savings



Production efficiencies

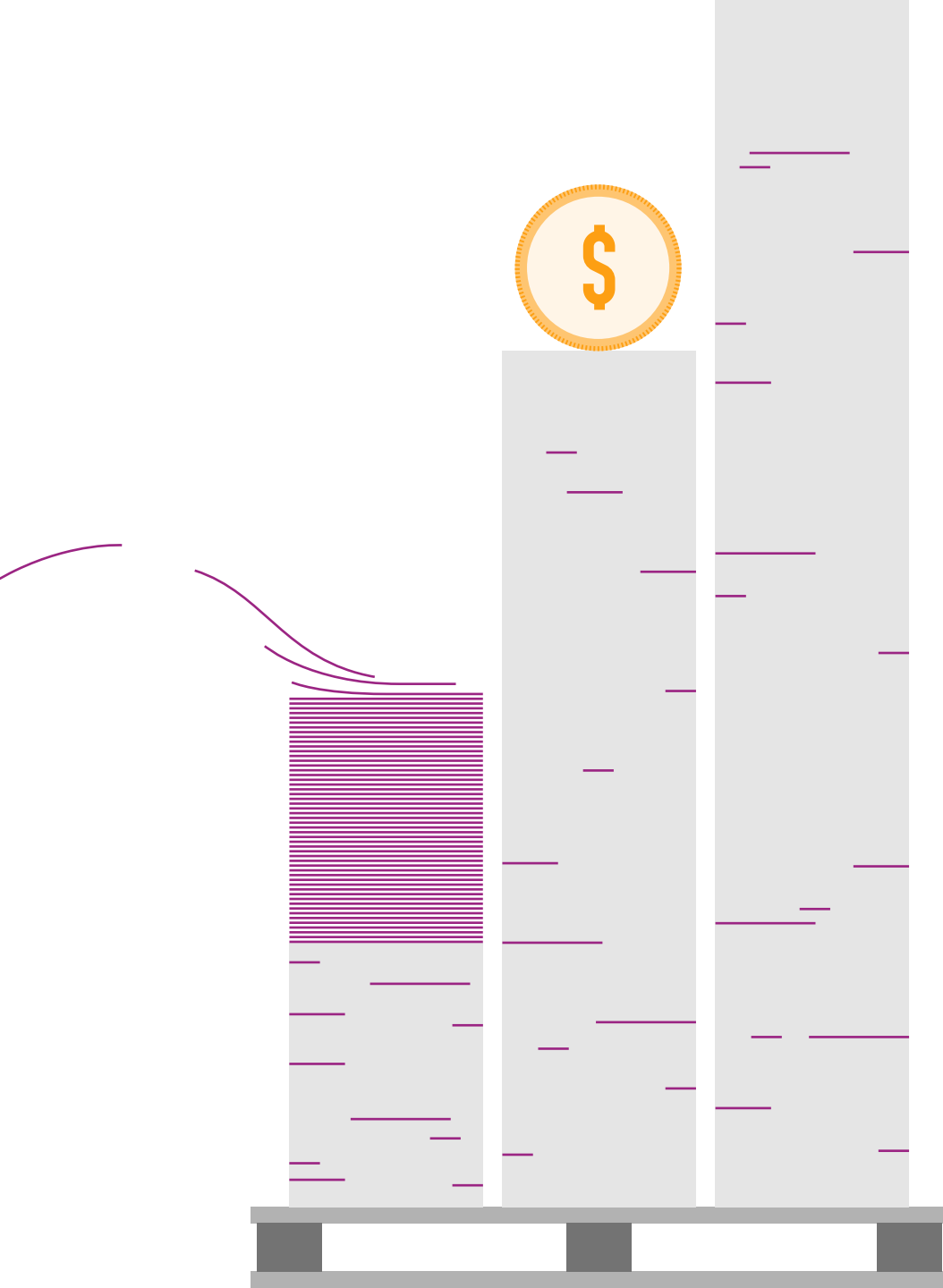


Personalisation for communication



46%

of printers want to improve their overall turnaround time.



And that's why companies are migrating to inkjet at an unprecedented rate, growing their profits, and bringing in more work in the process.

So why are we telling you this?

Well, we've been in the business of production print for a long time.

We want to help you position yourself for long-term success.



So now's the time
to spread the news:

Inkjet's time has arrived.



Think about this
for a moment...

By 2024, **69%** of all
digital production
color volume will be
printed on inkjet
devices.

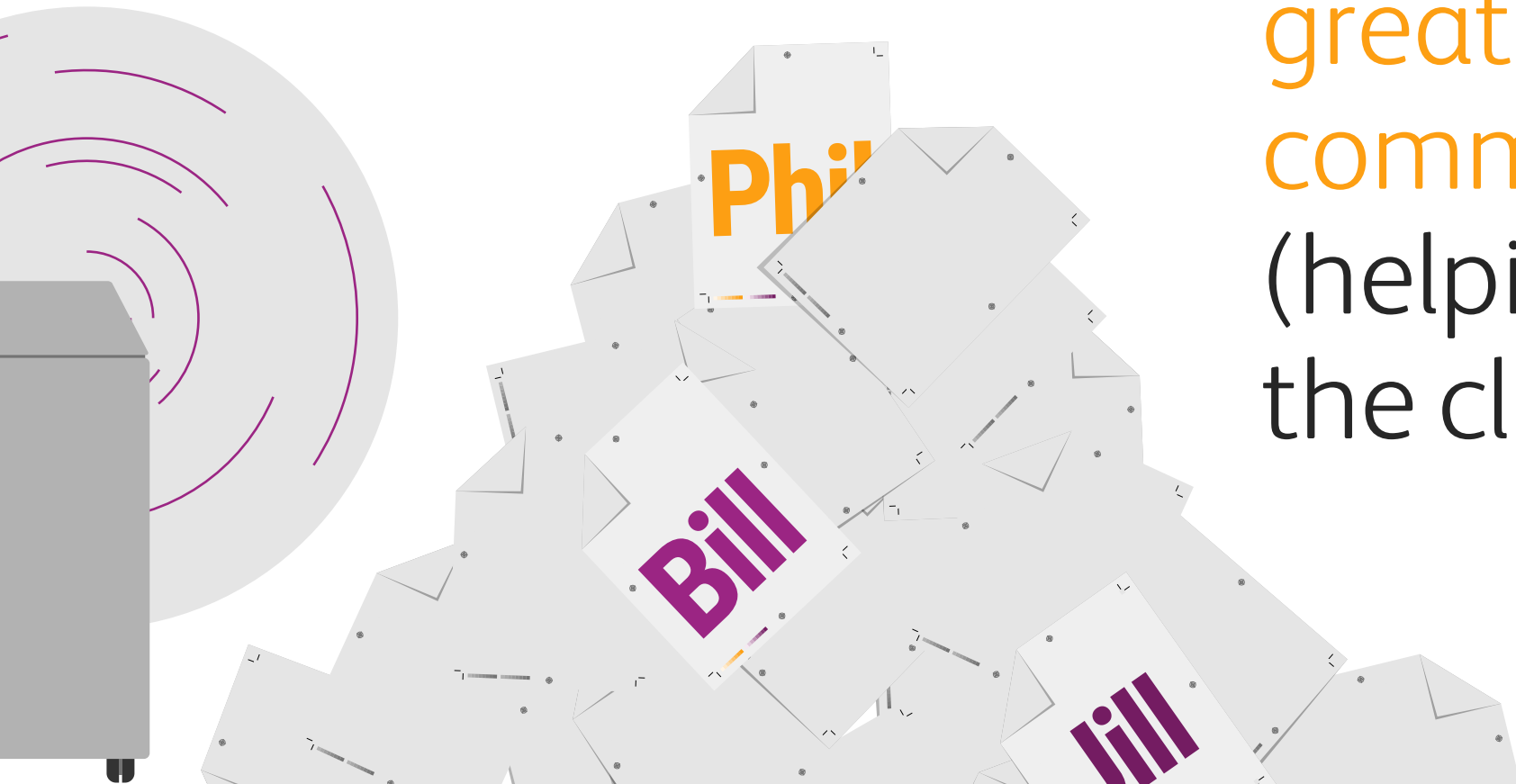




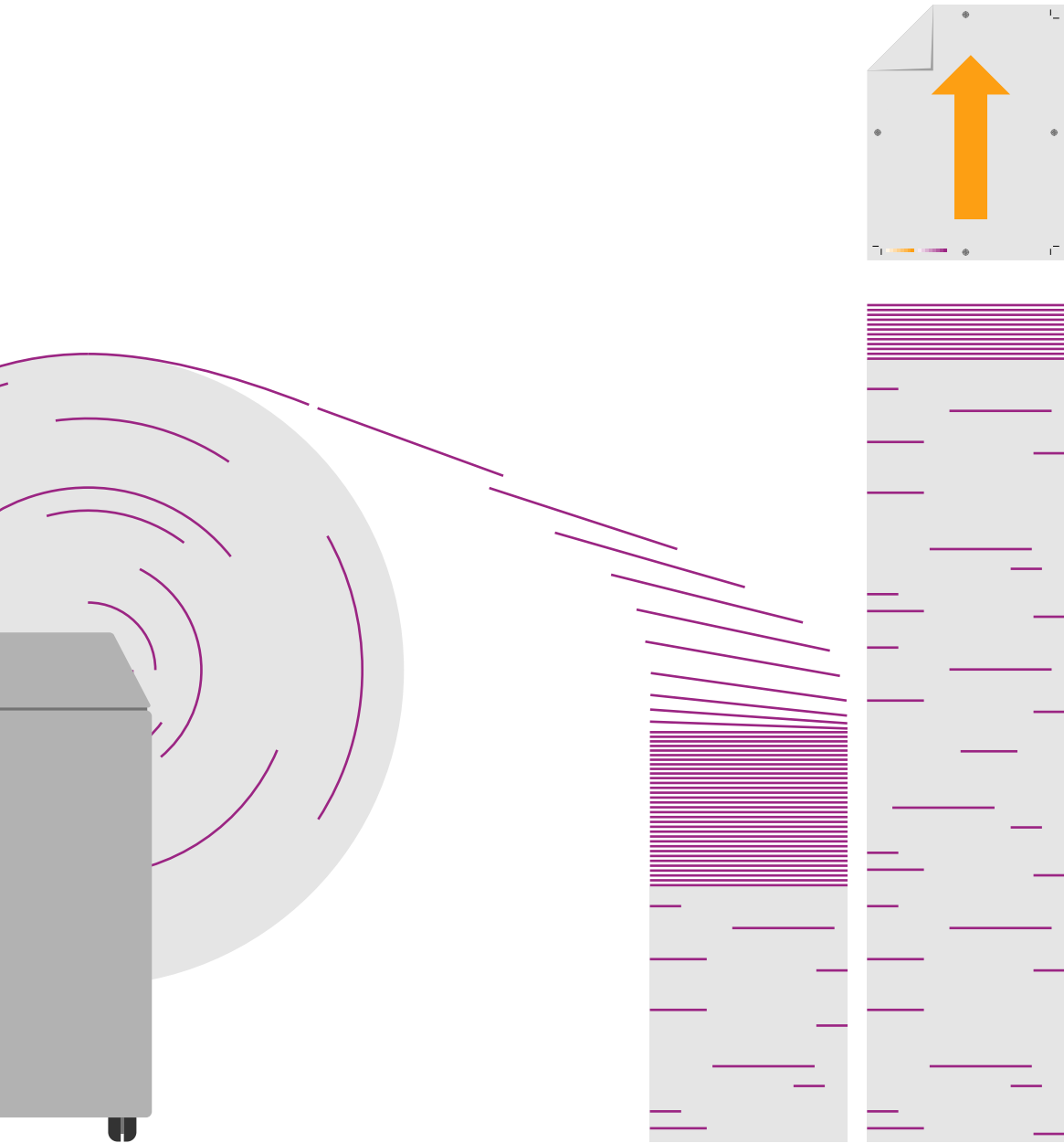
reasons why Xerox[®]
inkjet is becoming
so big, so fast:

Hyper-personalisation
can **deliver 5-8x's the
ROI** on marketing spend
and can **lift sales by 10%
or more.**

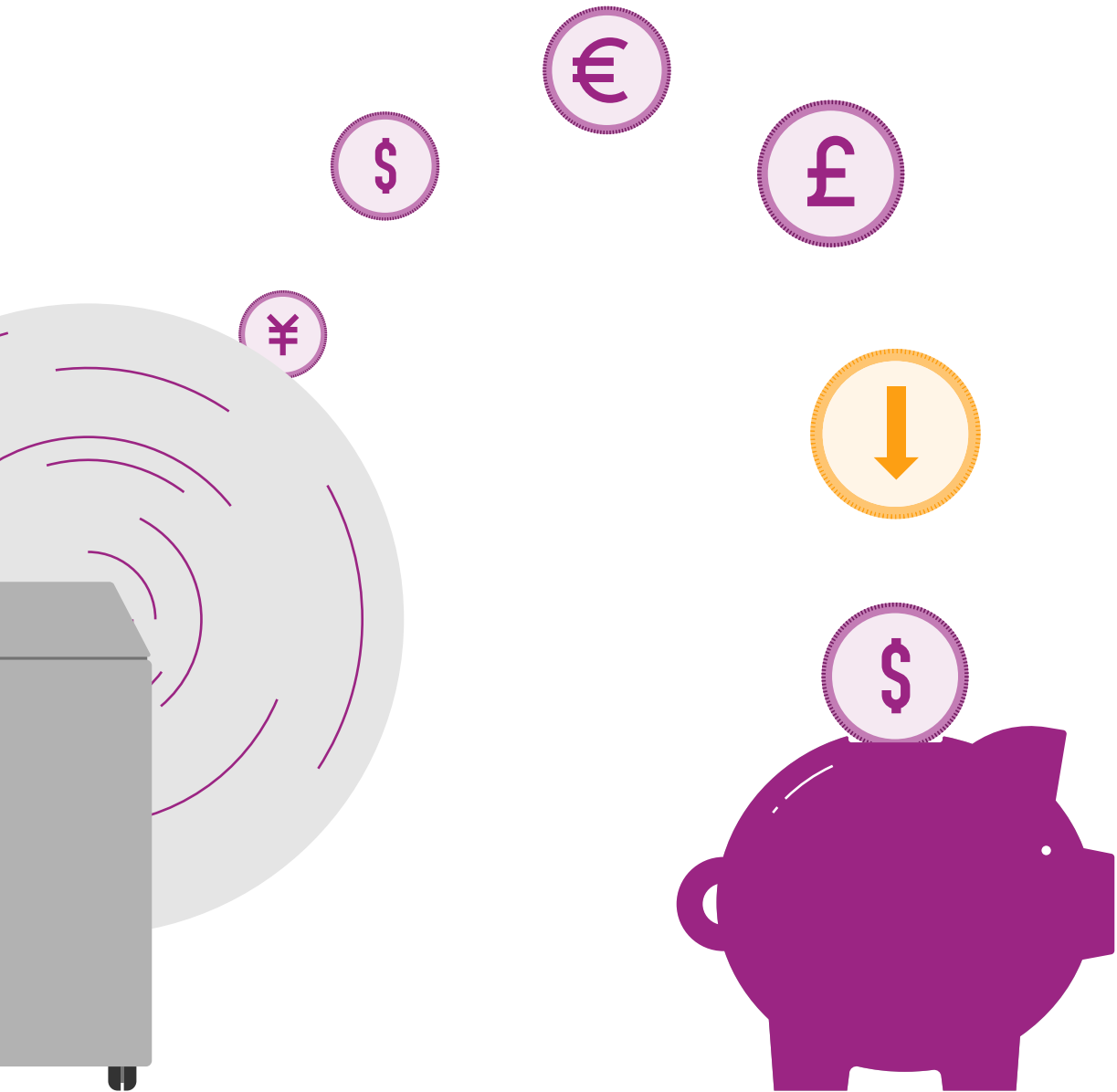




1. It enables personalisation and greater relevancy of communications (helping cut through the clutter).



2. It helps print operations handle high color volumes.



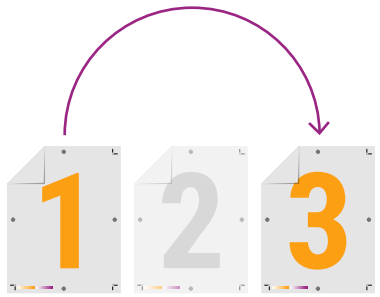
3. It lowers run costs.

Xerox® inkjet delivers both high value and high volumes at low cost.

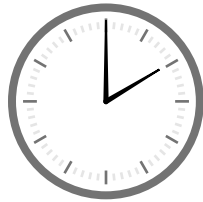
Xerography and offset technologies do some but not all.

	Xerographic	Offset	Inkjet
High volume	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Low cost	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Personalized	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

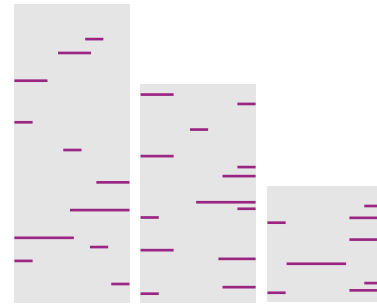
Compared with offset, Xerox® inkjet is a great alternative because it'll help you:



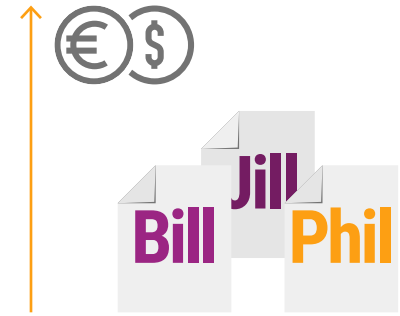
Eliminate steps from the manufacturing process



Shorten lead times and easily implement **last-minute changes**



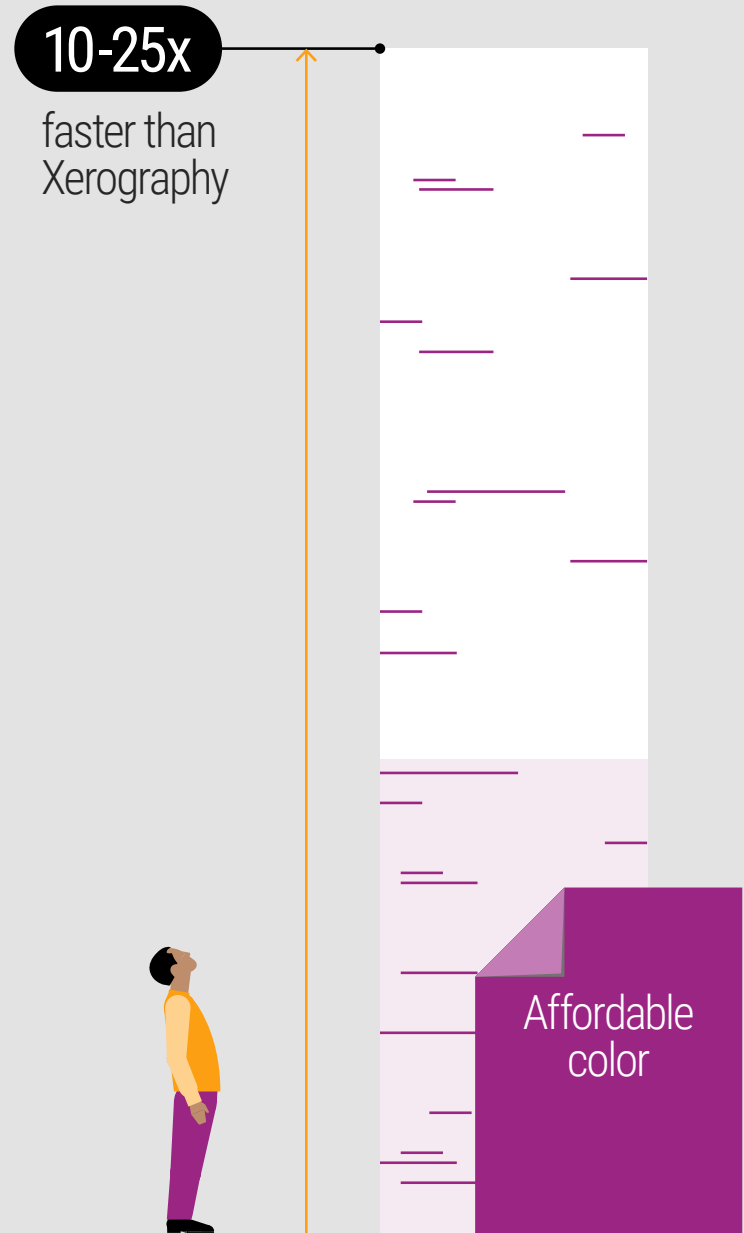
Efficiently handle **decreasing run lengths**



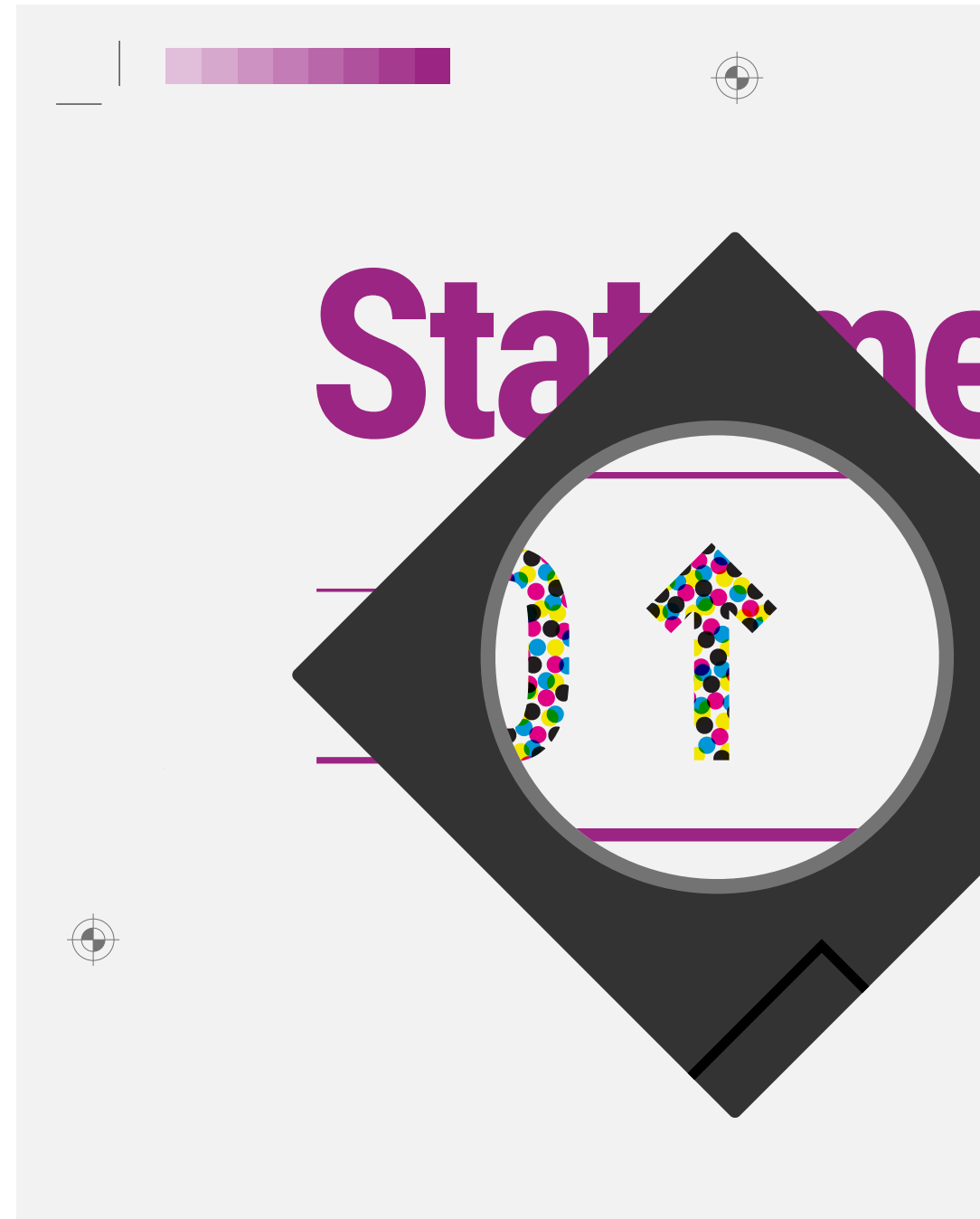
Increase communication **value** with personalisation and relevancy

Xerox® inkjet has many advantages over cut-sheet xerography.

The image quality is unbelievably good. And media ranges are expanding fast.



Xerox® inkjet can help you drive down costs and grow revenues.





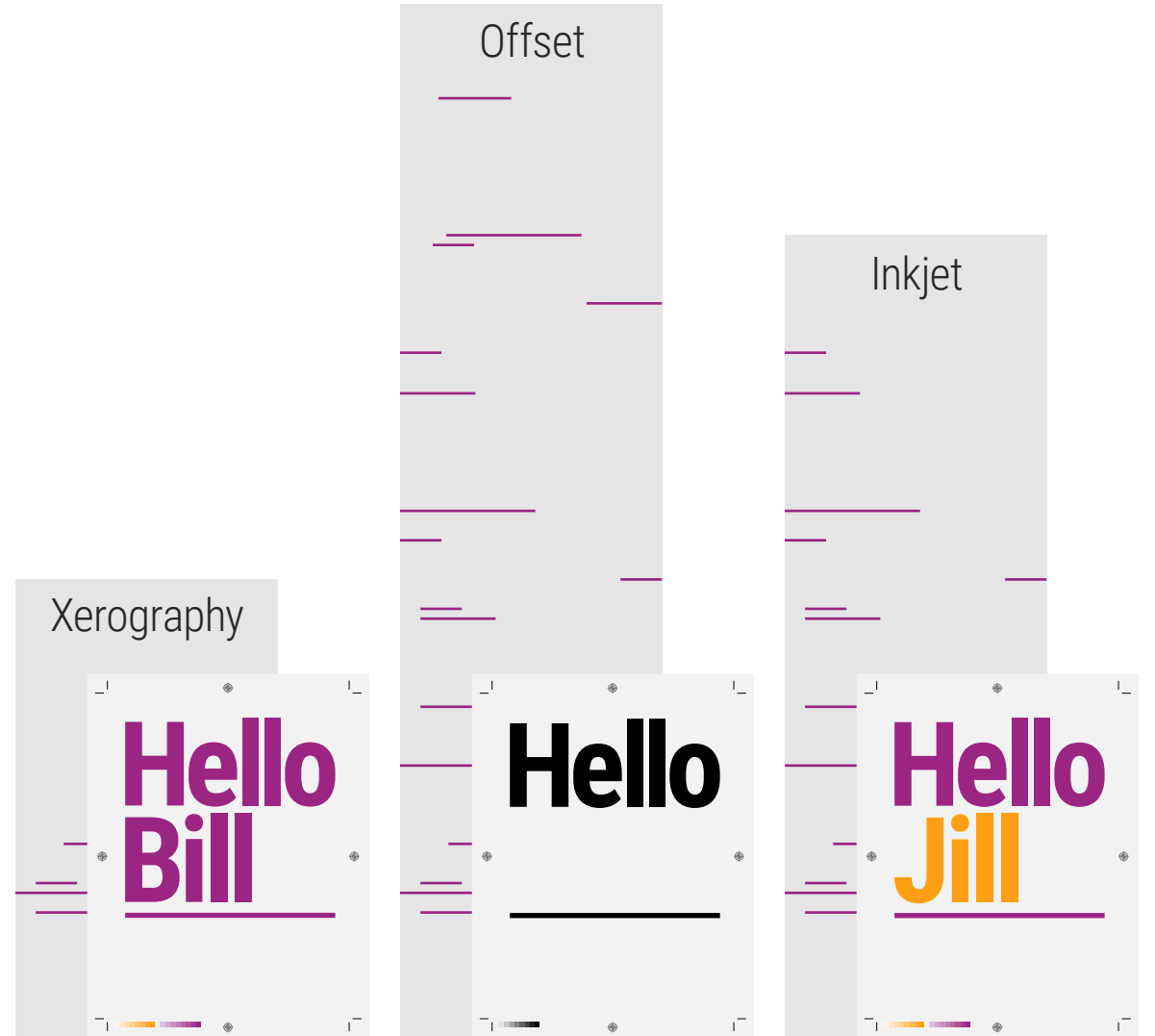
Use a white paper workflow.

Instead of pre-printing offset color shells, then overprinting with monochrome variable data...

Now you can print all color and monochrome in a single step.

Improve your production economics.

By optimising your operation's mix of print technology, you'll be able to allocate job production to the right technology.





Drive higher results with truly personal communications

- Increase response rates with greater relevancy
- Leverage data to customise messages and content to the recipient

Xerox® production inkjet
is changing everything.

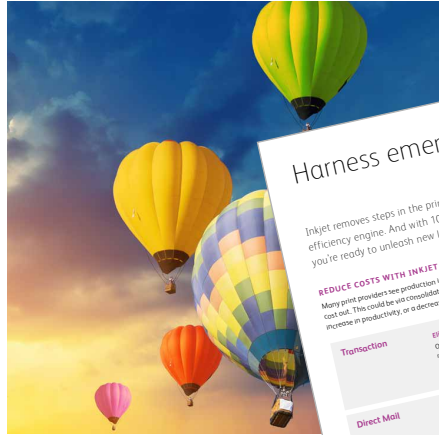
We'd be happy to talk
when you're ready to
take that next step.

Reach out to us.



Further reading

Take a deep-dive into the transformational power of production inkjet, including the applications positioned to benefit the most and important operational considerations.



The Inkjet Opportunity
Rise above commoditization with inkjet transformation.

Harness emerging opportunities.

Inkjet removes steps in the print manufacturing process, making it the ultimate efficiency engine. And with 100% personalization capability, inkjet also ensures you're ready to unleash new levels of value-driving differentiation.

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 statements and order forms. A single paper or approach reduces the need for offset stock production and costly warehousing.
 - Maximize the Mail Stream**
Consolidate marketing efforts into transactional communications already designed for the mail stream, eliminating steps and reducing costs associated with sorting and multiple mailings.
- Direct Mail**
 - Eliminate Pre-Printed Forms**
An expanding range of inkjet media makes a white paper in applications viable for most direct mail applications, 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 paper, making it easy to deliver high value, full color variable communications – cost effectively.
- Books + Publications**
 - Run Low Cost Book Media**
Inkjet reliably runs the majority of all 90 gsm light book media, keeping paper costs within expected ranges while appearing crisp quality.
 - Eliminate Warehousing and Mitigate Risk**
For publishers, availability depends on the ability to effectively manage their demand. Inkjet enables high speed production runs to replace raw costs with technology flexibility.
- Catalogs**
 - Do More with Less**
To reduce paper and postage costs, catalogs are moving away from large, often costly generalizations in favor of smaller, targeted catalogs that deliver maximum impact.
- Commercial Print**
 - Enable Run Lengths**
Inkjet technology unlocks opportunities to right size run lengths to virtually any page count, reducing waste and associated costs when compared with offset.
 - Reduce Manufacturing Steps**
Offset presses require specialized operator skills and extensive set-up. Inkjet with inkjet technology and pre-set color bars within most print runs can be repeated simply.

GROW REVENUE WITH INKJET

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

- Integrate Marketing Content for New Revenue**
By targeting the right space and subscribers such as a billboard, commercial by products and services can be promoted. The leverage possible cost to generate revenue.
- More from Personalized to Personal**
Relevance is the key to direct mail success. Relevance is more than including a recipient's name and address – it means tailoring imagery, messaging and offers to the specific individual to drive higher response rates.
- Build 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. Targeted 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 opening up to customized catalogs that reflect an individual consumer's past purchases or selected items in geographic regions. One might save a 3% higher average order value with this approach versus static catalogs.
- Add Valuable New Applications**
Applications such as direct mail, magazines, and hybrid communications give commercial printers who build commercial ways to add personalized value without sacrificing the quality consumers expect.

Your skills can also unlock opportunity in adjacent markets...

- TRANSACTION DATA EXPERTISE CAN TRANSFER TO PERSONALIZED DIRECT MAIL
- PUBLISHERS WANT THE INFRASTRUCTURE TO PRODUCE MULTI-PAGE CATALOGS
- COMMERCIAL PRINTERS CAN ADD VALUE TO STATIC CATALOGS WITH INKJET PERSONALIZATION

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Download

In the era of intelligent work, we're not just thinking about the future, we're making it. Xerox Corporation (NYSE: XRX) is a technology leader focused on the intersection of digital and physical. We use automation and next-generation personalization to redefine productivity, drive growth and make the world more secure.

Every day, our innovative technologies and intelligent work solutions — Powered by Xerox® — help people communicate and work better.

Discover more at www.xerox.com and follow us on Twitter at @Xerox.