



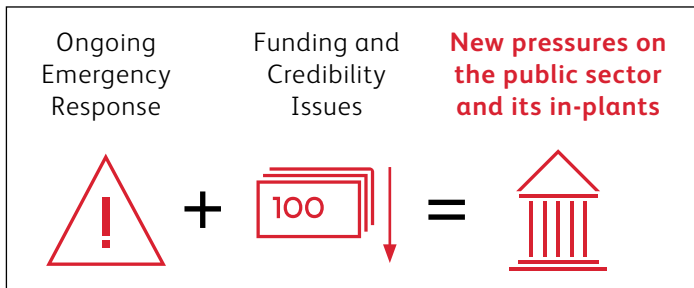
Can an Inkjet Investment Deliver the Reset You Need During a Pandemic?

Controlling Costs While Adding Value.

Cost Reduction Mandates Require a New Approach

Emergencies tend to focus the mind. Safety becomes the top priority. During the coronavirus pandemic, the public sector has led our response, coordinating medical and scientific expertise and making the call for shutting down—and reopening—businesses and schools.

Fiscal discipline takes a back seat in such times. Consequently, many states, cities, and counties have encountered massive budget shortfalls. Tax revenues also are dropping due to the many business closures and job losses, exacerbating budget shortfalls. The Federal government has offered some relief, but debates continue regarding how much debt to take on in the emergency. These issues are further complicated by a spreading lack of trust in our institutions and the communications we get in social media and other online sources.



What does this mean for the public sector in-plant? You continue to play a critical role in communicating guidelines and directives—in ways that seek to enhance trust. And you’ve also long been tasked with running a lean operation that makes good use of taxpayer dollars. But the new mandate to reduce costs goes well beyond those efforts. It requires new thinking, new ways of doing business.

PRINT IS ESSENTIAL

Going 100-percent paperless is not an option. Print plays too significant a role in government communications. The Federal government prints more than 18 billion pages annually, and paper is still required for up to 46 percent of behind-the-scenes governmental services, and up to 58 percent of citizen-direct services. Moreover, 19 million Americans—about 6 percent of the population—lack access to suitable, fixed broadband service, so delivering paper through the mail is the only way to reach them. About 14.5 million of them are in rural areas where a quarter of the people lack broadband access¹.

Furthermore, many people prefer paper, particularly elderly patients who are most at risk for coronavirus complications. And across all demographics, print is more trusted than alternative online sources, so it can play a critical role in rebuilding trust in government.

Given that you’re still going to print—and that volumes are actually rising in many public sector shops—where will you find the dramatic cost reductions you need?

“Nine in 10 consumers agreed that the quality of printed materials is an indication of the quality of service provided by a business.”


– FedEx Office survey²

Paper persists:

- More than **18B** pages per year
- Up to 46% of government services volume
- Up to 58% of citizen direct services volume
- 6% of citizens with no broadband




1. <https://www.washingtonpost.com/outlook/2020/08/04/covid-19-has-exposed-flaws-how-we-finance-hospitals/>

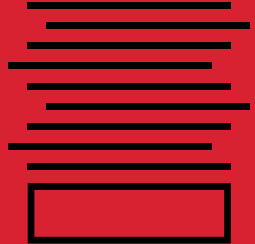
2. <https://newsroom.fedex.com/newsroom/fedex-office-survey-reveals-enduring-preference-for-printed-materials-in-todays-increasingly-digital-environment/>



End-to-end single vendor design

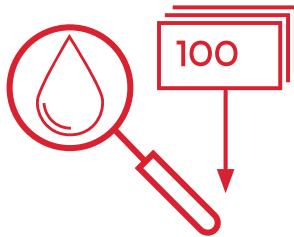
Onboard more work to your in-plant with stunning simplicity

-  **Outstanding media flexibility with HF Ink**
-  **Breakthrough print heads=superior image quality**
-  **Innovative AI, automation, and roll-feed capability**



LEADERSHIP INKONOMICS

It's counterintuitive to think that the once-in-a-hundred-years pandemic-induced mandate for dramatic cost savings could be best met by investing in a new inkjet press. But with the Xerox® Baltoro™ HF Inkjet Press, we make a good case not only for achieving the dramatic cost savings you seek, but also for adding the kind of innovation, value, and flexibility that will make your in-plant a relevant contributor for years to come.



Baltoro sets two significant benchmarks in its class: the best inkonomics (lowest total cost of ownership), offering the market's best promise for delivering on your savings mandate, and smallest footprint, ensuring it will fit in your shop. But those aren't the only sweet spots it hits. Baltoro delivers high capacity (up to 6 million pages per month) and high productivity (up to 300 impressions per minute) with efficient, reliable, highly automated operations to meet tightening SLAs. These include new Automated Intelligence features that automate key maintenance and image-quality steps to maximize reliability and reduce costs.

Baltoro is also versatile to handle all of the applications in your shop at the image quality level you require (up to true 1200 by 1200 dots per inch), enabling you to consolidate your equipment and save on lease costs. Installation is straightforward with simple onboarding and migration processes, and green-button operations. And Baltoro is scalable, so your system grows with you, giving you

investment protection. For example, a new Color Accelerator module enables more applications and opportunity through an expanded media range and higher image quality on stocks like coated gloss cover.

With so much in its favor, Baltoro's industry leadership has been widely recognized with a number of awards, including the prestigious 2020 InterTech Technology Award for bringing truly disruptive innovation to the market.

"The fastest growing print segment is digital (and)...inkjet is the real growth engine for digital printing. The value of inkjet output is predicted to grow from \$77.3 billion to \$118.3 billion...(between 2019 and 2024), making it the fastest growing of any print process by value."

– Paul Ewing, Smithers Pira

BRINGING NEW VALUE TO THE SHOP

Dramatically reducing production costs is a key benefit Baltoro will bring to your shop. But it doesn't end there, for this system also will provide many opportunities to introduce new value to your offerings.

You'll be able to apply color cost-effectively to a broad range of formerly black-only applications to improve visual appeal and better focus read attention. Increased understanding can reduce queries to call centers—and their associated costs—and accelerate bill payments.

Xerox® Baltoro™ Inkjet Press Public Sector White Paper

Baltoro can also consolidate many of the efforts and costs involved in traditional forms overprinting workflows. It functions as a “white paper-in factory,” producing full-color transactional communications in a single pass, eliminating offset pre-printing and the associated cost of warehousing.

Moreover, your new process enables personalization anywhere on the page. Timely and relevant personalized messages and offers can be incorporated into your bills and statements, saving on the cost of printing and inserting offer sheets.

An end-to-end Baltoro solution also automates production for orders placed on the Web or queued in the shop. Open workflow systems, such as Xerox FreeFlow Core and XMPie, integrate seamlessly with Baltoro and digital presses from Xerox and other companies. They help you to optimize your use of labor, reduce errors, and boost your productivity while applying Baltoro’s cost-effective color and personalization to a range of applications, such as multi-media campaigns orchestrated to use both paper and digital media.

“Mail remains one of the top 3 channels for transactional communications today.”

– Annual State of Transactional Communications
North American Business Survey



Find out how the Xerox® Baltoro™ HF Inkjet Press can bring affordable value to your in-plant.

Visit xerox.com/baltoroHF or talk to your sales rep.

MAKE NOW WORK WITH BALTORO

Achieving the dramatic savings mandated by the pandemic requires performing your work in new ways. Adopting such new approaches can also help you deliver value that improves your relevance to your organization and the flexibility to adapt rapidly to change whether induced by pandemic emergencies or more routine business shifts. In these times, you need to operate at peak efficiency, and peak productivity, to do significantly more with significantly less cost.

Baltoro can play a lead role in getting you there.

