

Reduce Your Costs.

The freedom to do more with less.



Minimize your expenses. Maximize your efficiency.

Everyone wants to cut costs. Making your operation run more efficiently is simply good business sense. It helps you compete more effectively and frees up resources for you to build on your success. But the big question is: How to do it?

Lowering your expenses is more important than ever.

A recent study by InfoTrends makes the case clear: 63 percent of surveyed businesses cited price as the top criterion for selecting a print service provider.¹ However, keeping your prices at a competitive level is easier said than done. The price of materials and labor is on the rise, which adds up to higher day-to-day expenses for you. Yet in order to compete, you can't pass many of these cost increases on to your customers.

At the same time, reducing expenses is just as critical for the long-term health of your operation. Saving money today enables you to invest in new technology and solutions that are necessary to maintain a competitive edge.

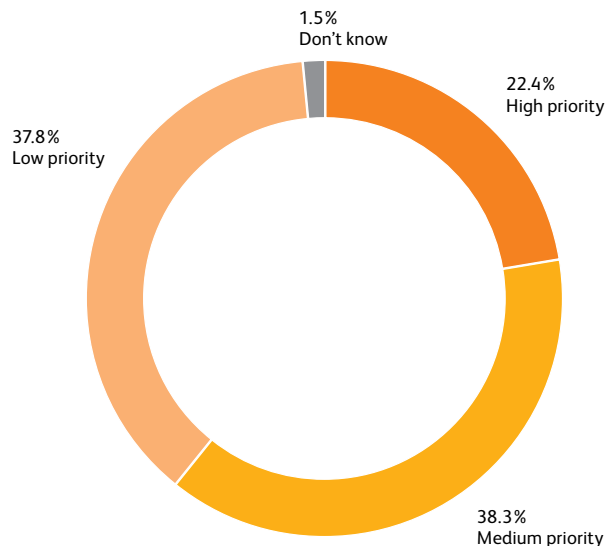
In order to meet your clients' demands and find new ways to lower your costs, you have to do things differently ... because we know you've already taken as many expenses out of your operation as you can.

We'll improve your bottom line.

We have experience in optimizing print operations and can help you maximize the savings of every job. Our technology and workflow offerings work hand in hand to cut operating costs and save you time and labor. We'll also help you uncover new ways to run your print business more economically with in-depth assessments and business development resources that will benefit your bottom line.

Print Production Workflow Is a Priority

Roughly 60 percent of print service providers are making it a priority to automate some aspect of their operation. And for the same reason you want to—to cut the cost of production.



How we can help you reduce your costs:

- **Automated processes to reduce time and labor for each job.**
From preflighting and file conversion to job ticketing and job-attribute-based submissions, we can help your operation save money throughout every step of your production process. Automation also maintains consistency and quality across jobs and minimizes errors.
- **Cloud-based, Web-to-Print and variable data print offerings.**
Benefit from the increased volumes of a Web-to-Print storefront or expand your offerings with variable data printing without having to invest in the technology by using our cloud-based services that let you get started and build your business.
- **Extensive technology portfolio, so you buy only the capabilities you need.** Our wide portfolio of digital production presses ensures that you can get exactly the technology and the options you need without having to buy more than you need—and gives you the capability to upgrade when you want. For example, with our Xerox Nuvera® Flex Speed Program, rather than having to buy a Xerox Nuvera® 144 EA Production System to handle peak volume requirements, you can purchase a Xerox Nuvera® 100 EA Production System and get a temporary speed increase to 144 ppm for 30 to 90 days to meet your short-term needs.
- **Lean Document production services to optimize your operations.**
We'll work with you to find new efficiencies at your operation that speed turnaround times and help you save money along the way.

¹ InfoTrends; *Capturing the SMB Business Communications Services Opportunity*, 2009; "What are your company's top three criteria when selecting a print service provider?"

Real Business Success: Associates International (AI)

How can digital printing dramatically cut production and operational costs? That was exactly the question AI asked ... and their solution went far beyond their expectations.



Reducing costs through automation

Challenge

- Operating expenses were not aligned with successful business model.
- Payroll alone was consuming 42% of the company's costs on top of the rising price of production materials.
- AI wanted to become more efficient and increase their productivity to maximize their profits.

The solution

- Worked with Xerox analysts to map their workflow and value stream from start to finish.
- Integrated a Xerox® iGen4® Digital Press, FreeFlow® process manager and output manager with the partner provided VDP, Web-to-Print and MIS solutions of their existing workflow.
- Automated production to virtually eliminate the need for an overnight shift—as well as boosted their volume capabilities.

The results

- Reduced total operational costs by 35% over three years.
- Increased productivity by 78%, reduced labor by 36%.
- Enabled AI to take on more work through expanded capabilities, boosting sales by 78%.

Real Business Success: Seminole County Print Shop

One of the best ways to reduce costs is to automate workflows to remove manual steps from the process. The government print shop in Seminole County was able to do just that with help from Xerox ... and were able to attract new business.



Reducing costs by reducing manual labor

Challenge

- The Printing Division of the Seminole County Board of Commissioners wanted to expand their services, streamline their workflow and maximize customer usage of their services—all while reducing costs.
- They had different brands of digital equipment that didn't work well together.

Solution

- Utilized a range of Xerox printing solutions, including a Xerox Nuvera® 120 EA Production System, DocuColor® 242 Digital Color Printer/Copiers, Xerox® FreeFlow® Web Services, Output Manager® and Makeready® software.
- Created a centralized system with built-in redundancy to offer new services to customers and improve the quality of their current work.
- Enabled jobs to be processed without intervention, reducing time and manual labor through FreeFlow® automation.

The results

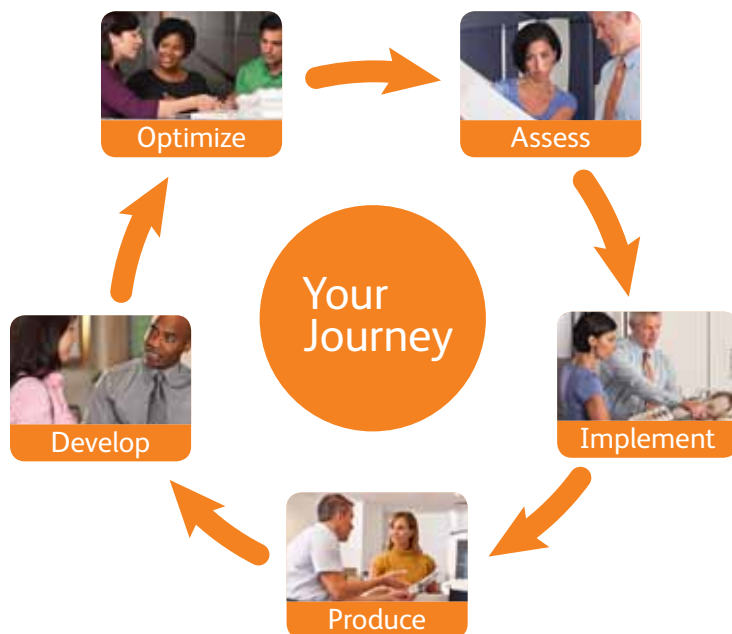
- Reduced printing costs by 22%.
- Accelerated turnarounds by slashing makeready times by 85%.
- Provided cost-effective finishing through inline saddle-stitching.
- Improved job management to handle increased print volumes.

To read more about how we've helped businesses reduce costs for their customers and themselves, visit www.xerox.com/BestOfTheBest.

We're dedicated to helping you every step of the way.

When we partner with you to reduce your costs, we stay committed to you through each step of your journey. This ensures every solution is exactly right for your business. Here's how we help plan your journey:

- **Assess.** We work with you to explore a number of options and opportunities to lower your expenses—from workflow automation to Lean Document production services.
- **Implement.** A team of Xerox professionals will seamlessly integrate your solution and provide all the training you need.
- **Produce.** We support your solution and stay close to ensure that everything runs smoothly and delivers the cost reductions you want.
- **Develop.** Once we know that production is going smoothly, we help develop your business and market your new capabilities so you can find more ways to improve your bottom line.
- **Optimize.** We regularly sit down with you to see where you are in terms of meeting or exceeding your goals ... and share new ideas or opportunities that will reduce your costs even more.



No matter what your business objectives are, we'll work with you to ensure you have the freedom to focus on making your operation more cost-efficient ... with amazing results.

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