

Helping you focus on
what matters most.
Your business success.



We understand the goals that drive your business.

You want to delight your customers. Or produce more jobs. Or reduce costs while trying to grow your business. We know this is your real business.



Since Xerox has been a leader in the printing industry for over 60 years, we are uniquely positioned to help you succeed in achieving your objectives.

In fact, we help you from the moment your evaluation begins, with technology that delivers the capabilities you want, workflow that helps you increase productivity while reducing costs, and business development tools to help you grow. Plus, you'll be supported with award-winning service to keep you productive, and expert advice when you want it on any aspect of digital printing.

Take a closer look at the potential that digital printing delivers ... and see how our commitment and offerings can help you succeed.

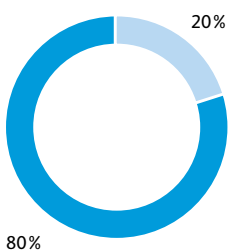
What the industry is saying.

We've done extensive research with print shops from all over the world, including those who haven't yet added digital printing to their operation. From this research, we have found that print service providers around the globe have common key business objectives.

Print professionals want to:

- **Delight customers.** Whether it's through outstanding image quality, fast turnaround time or exceptional customer service, you want to meet the needs and desires of your customers.
- **Produce more jobs.** Getting more jobs through your shop every day is a must in today's short-run, quick turnaround world.
- **Reduce costs.** Cutting expenses or increasing efficiencies enables you to keep more of your profits and maintain your competitiveness.
- **Grow business.** This includes entering into new markets, attracting new customers or getting more work from your existing customer base.

We understand that you're looking for a partner to help you meet these objectives who is committed to your success. The good news is that Xerox is better positioned than ever to help you at every stage.



Nearly 80% of print professionals indicated that digital print has increased their company's profits.

Source: *Production Software Investment Outlook*, InfoTrends, 2011

Global digital printing revenue in 2011 is expected to exceed \$100M and grow 30% by 2014.

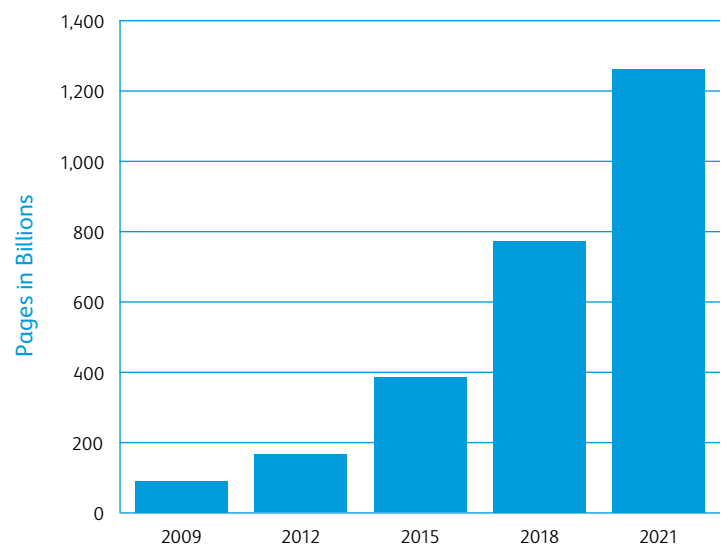
Source: Pira International, Ltd.

Your goals led directly to our solutions.

By understanding your business objectives, we have developed a portfolio of powerful solutions to help you meet them.

- **Award-winning workflow** streamlines your operation and enables you to automate processes, save money and open new opportunities.
- **Market-leading technology** increases your productivity, enabling new capabilities, saving time and delivering incredible quality.
- **Results-generating business development support** helps you attract new customers, get more work from your current customers and boost your bottom line.
- **Proven production consulting services** optimize your business model and your operations, from maximizing cost-efficiency to minimizing turnaround times and training your sales force.

Projected Worldwide Digital Color Pages by Year

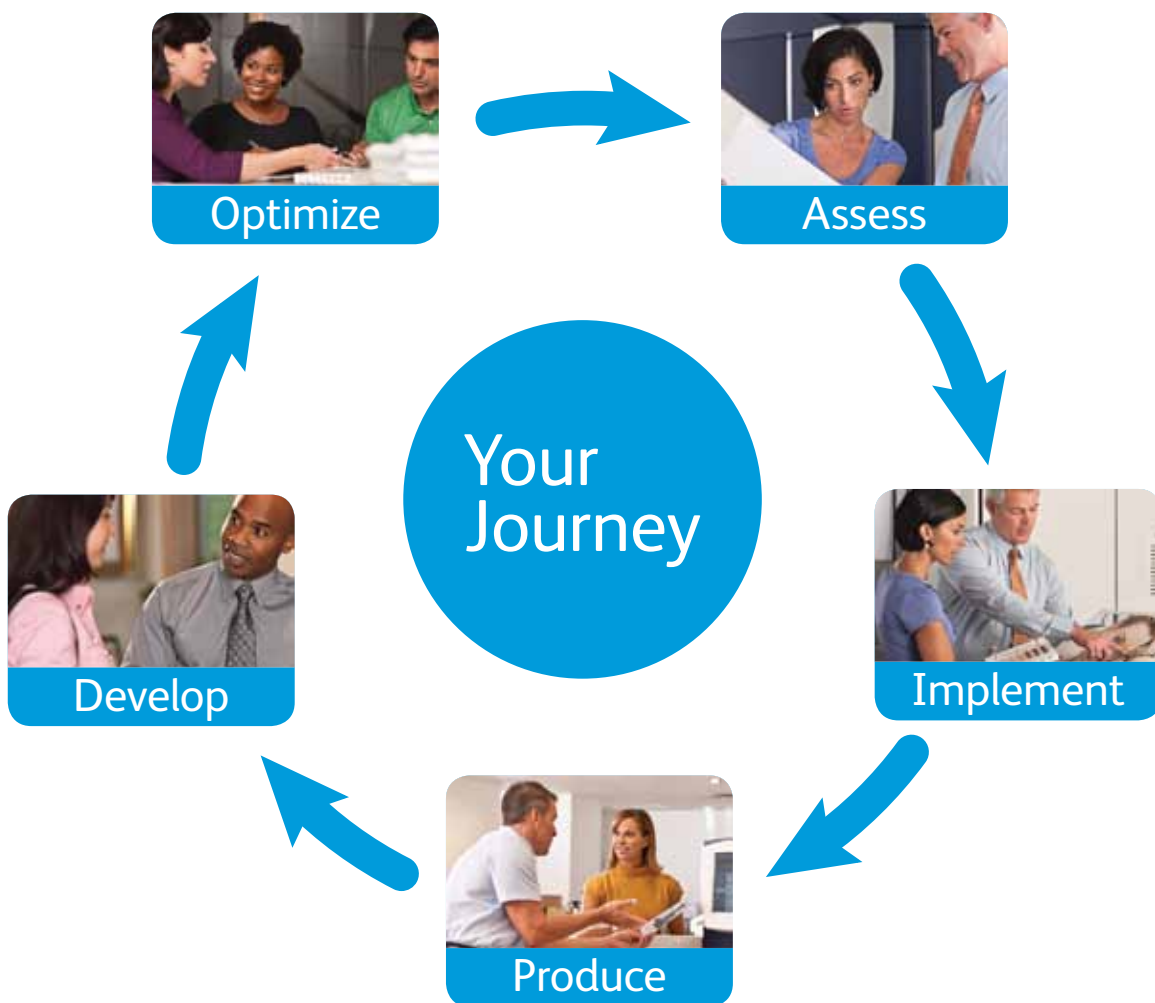


Source: *Caslon Production Digital Page Forecast*, Caslon & Company

We help you focus on what matters most.

In discovering what goals mattered most to print professionals, we confirmed it's not only the business objective that's important to focus on—the journey you go through to reach your goals is just as important.

When we partner with you, we're committed to helping you every step of the way on this journey. Each of these steps is uniquely tailored to your business objectives and the specific challenges you face. This ensures that every solution is exactly right for your business.





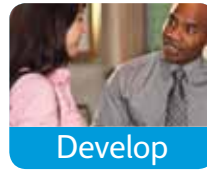
Assess

At the **assessment** step, we work with you to understand more about your business goals. Perhaps you're looking to grow your business. Or reduce your costs. No matter what your objective is, we identify what you want to do and explore how we'll help you get there.

Our Xerox resources will review your applications and current capabilities. Once we have a solid picture of your operation, we'll make a number of recommendations. And together, we'll see how each will work for your business.

Steps we take:

- Goals exploration
- Gap assessment
- Financial modeling
- Solution customization



Develop

We help to **develop** your business and market your new capabilities.

From developing a marketing plan to hosting an open house or creating a social media strategy, we'll work with you to maximize your marketplace exposure.

You'll also get access to business development support to help you grow your business. These include application sample kits, seminars on selling digital printing, and a wide range of materials on how to make the most of specific opportunities, such as book publishing, direct mail, transpromo and more.

Steps we take:

- Sales and marketing support
- Business development support
- Production consulting services
- Education



Implement

Next is the **implement** step. Here we establish our joint plan, which includes key metrics to ensure your success.

Our team will integrate the software or workflow needed and make sure that everything operates seamlessly within your existing environment.

We will work with you so you can best leverage your investment. For example, if you're installing Web-to-Print software, specialists will help you set up web templates. Or if you need help with color management, we'll provide the right training or tools to meet your needs. Whatever your solution, we'll be right there with you from the very first day.

Steps we take:

- Planning
- Installation
- Integration
- Training



Optimize

We meet with you to discuss ways to **optimize** your solution.

This includes value-stream mapping to help find areas of waste, workflow assessment to discover places where we can streamline your processes, and other ways to help you

improve your business.

We'll see where you are in terms of the metrics you set at the start of this journey—and we'll help you meet or exceed your target. Our relationship doesn't have a start or stop point, but is an ongoing partnership committed to helping you focus on what matters most.

Steps we take:

- Ongoing reviews
- Metrics evaluation
- Improvement plans



Produce

The **produce** step is when we put your solution to work. Hardware, software, workflow, finishing options—whatever your solution entails, we stay close at hand to ensure that you achieve the productivity and quality you want for every job that comes through your doors. We'll also help

you develop new applications that leverage your capabilities.

And your solutions are backed by some of the best service and support in the industry, receiving the J.D. Power Award for Service Excellence five years in a row.

Steps we take:

- Application development services
- Production support
- Service and training support

What's important to you?

Delighting your customers.



Customer satisfaction comes in all shapes and forms. For print professionals, this can range from producing incredible print quality to delivering a higher ROI to meeting the toughest deadlines. But to ensure your customers keep coming through your doors, you need to do more than just meet their expectations. You need to add value, and thrill every customer.

Ways we can help you delight your customers:

- Higher response rates through variable data printing
- 24/7 access to collateral through web-to-finish solutions
- Outstanding image quality with G7 certification
- Saying yes to a wide range of substrates and specialty media

Pre-existing relationships and referrals from colleagues are the top two ways small to medium-sized businesses start working with a print service provider.

Source: *Capturing the SMB Communications Services Opportunity*, InfoTrends, 2007

Real Business Success: Lateral Group

Take a closer look at how Lateral Group delighted their customers through an innovative national 1:1 campaign.

Challenge

- In 2008, the British government announced Change4Life, the world's most ambitious social marketing campaign aimed at reducing rising levels of obesity.
- The objective was to motivate families at risk of obesity by encouraging them to engage in behavior changes that would extend the lives of their children.
- They partnered with Lateral Group because of their expertise in database handling and high-quality print production capability.

Solution

- Sent in-depth questionnaires to families across the U.K. asking parents to detail their children's diet and activity on a typical day.
- Leveraged questionnaire responses to create a personalized action plan for each child.
- Produced this 1:1 action plan on the Xerox® iGen3® 110 Digital Production Press using XMPie® to handle over 4 million variables.

Results

- Successfully encouraged the British public to adopt healthier lifestyle habits.
- Exceeded target for sign-ups by over 200 percent, including 77 percent of the at-risk families.
- Increased marketplace visibility, which helped Lateral Group extend the program into Wales and attract new business from Procter & Gamble.



Producing more jobs.



Today's business requires getting more jobs through your shop every day. That's because for more than a decade, run lengths and turnarounds have been getting shorter than ever.

Digital printing enables you to be profitable in an environment like this. However, if you're moving from offset to digital, you have to find ways to go from producing a smaller number of large jobs per day to a large number of small jobs per day.

In short, it's critical to get more work through your shop in less time ... and Xerox has the tools to make it possible.

Ways we can help you produce more jobs:

- Touchless processes for greater automation
- Superior uptime to keep you more productive every day
- Expanded sheet size so you can print more on a page
- Efficient ways to produce high-value applications

InfoTrends studies confirm that run lengths are dropping, with users predicting increases for run lengths under 1,000.

Source: *Print Service Provider Surveys*, InfoTrends, 2004, 2008, and 2011

Real Business Success: Mediaware

Mediaware Digital, Ltd., is a leading innovator in manufacturing printed folding cartons and packaging. With the help of Xerox, they are now expanding their business with Microsoft and others.

Challenge

- Streamline Microsoft's supply chain for Windows 7 software packaging, in dozens of languages.
- Integrate production with manufacturing and supply chain systems.
- Build production line in just six weeks.

Solution

- Acquired the Xerox® Automated Packaging Solution Powered by Stora Enso® Gallop® for the Xerox® iGen4® Press.
- Integrated the production system with Microsoft's supply chain.
- Tested equipment and IT infrastructure.

Results

- Ramped up secure facility in six weeks.
- Improved management with a zero-inventory, zero-outage solution, reducing turnaround time from days to hours and saving significant costs.
- Quickly expanded business with packaging for Microsoft products and other customers.



Reducing your costs.



Do more with less. It's a request you've probably heard from many of your customers, especially as production and materials costs have been going up. The answer? Find ways to save money. After all, saving money can make your operation more competitive in both the short and long term.

Squeezing waste out of your processes is a good place to start—the lower your operating costs, the more profitable you can be. The good news is that there are superb customer solutions that can reduce costs by saving time, labor and materials.

Ways we can help you reduce your costs:

- Automated processes to reduce time and labor for each job
- Cloud-based, web-to-print and variable data print offerings
- Extensive technology portfolio, so you buy only the capabilities you need
- Lean Document production services to optimize your operations

To help reduce costs, around 60% of print service providers are making it a priority to automate their workflows in 2011.

Source: *Production Software Investment Outlook*, InfoTrends, 2011

Real Business Success: InterContinental Hotels Group (IHG)

Is it really possible to slash production costs and add turnkey localization to brochures at the same time? Read on to find out how IHG did just that.

Challenge

- IHG purchased preprinted Holiday Inn Express brochures in bulk and customized them manually for each franchise.
- The cost per brochure totaled a very high \$10.00 per unit and they turned obsolete quickly.

Solution

- Installed a Xerox® Color 1000 Press and XMPie® for variable data printing.
- Enabled the creation of location-specific collateral versions with clear dry ink in place of UV coating.

Results

- Cut the cost of their Holiday Inn Express brochure by 50% and eliminated warehousing and obsolescence.
- Enabled sales teams to personalize materials whenever needed.



Growing your business.



Growth is key. But growing your business isn't just about attracting customers and getting more revenue. It's an ongoing process that requires a long-term strategy to differentiate yourself in the marketplace, break into new markets, learn about and use the latest printing innovations ... all while keeping your customer base satisfied.

The good news is that the opportunity to grow is the best it's been in several years. And we can help you add new services and offerings to attract new customers and give you the support, resources and expertise you need to expand your operation.

Ways we can help you grow your business:

- Broad range of workflow solutions for cross-media campaigns
- Production technology to expand into new markets, such as packaging
- Innovative marketing tools and effective sales training
- Wide portfolio of application development resources

The total number of production color pages in the U.S. is projected to nearly double what it is today, reaching 200B pages in 2014.

Source: *Print on Demand 2009–2014 Market Forecast*, InfoTrends, 2010

Real Business Success: Angstrom Graphics (AG)

When Angstrom Graphics added digital printing to their operation, they knew it would help grow their offset-only business. They were amazed at just how powerful the results actually were.

Challenge

- AG wanted to drive their growth by increasing their digital printing capabilities.
- They added a Xerox® iGen3® Digital Production Press to their operations, but soon realized they need to change the way they marketed their business.
- They turned to their strategic partner, Xerox, to help them make the most of their investment.

Solution

- Developed a new digital-focused business plan and rewrote their current marketing plan.
- Conducted a Xerox-led training seminar to educate their sales force on how best to sell their new capabilities.
- Created a new, separate digital division—AG OnDemand—and increased their capabilities with a Xerox® iGen4® Digital Press.

Benefits

- Grew 35% over the past three years with the most growth in the past 12 months.
- Migrated nearly 30% of business to non-offset production.
- Increased iGen4 volume 535% in under eight months.



Deliver more applications.

Customers are looking for new ways to stand out. They want new communications that increase response rates. Full-color customized packaging that promotes their brand better. And everything in between.

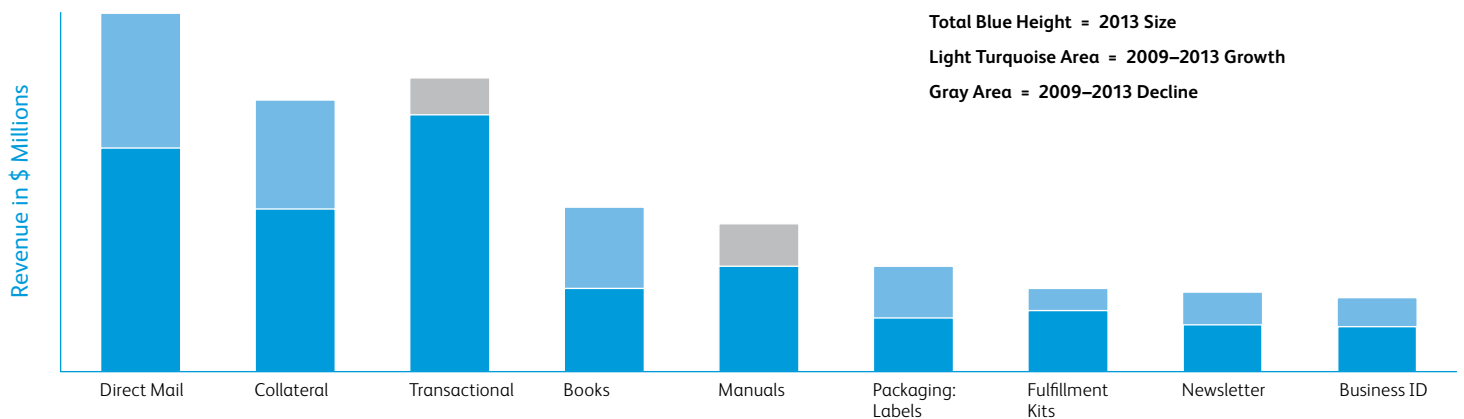
We can help you deliver all of these and more—and help you build your business at the same time. By offering more application options, you can expand your market appeal and attract jobs and customers. What's more, we'll work with you to figure out what the best options are for your operation and give you the support you need every step of the way.

New applications are being developed every day and we can help you take advantage of the rich potential in each of them, including some of today's most powerful opportunities:

- **Books and Manuals**—Print short runs economically to meet publisher needs, including course packs, trade books and technical manuals.
- **Collateral**—Create powerful, compelling marketing materials, both static and personalized, that increase brand affinity and sales.
- **Digital Packaging**—Produce short-run, specialized packaging with multiple languages, regional preferences or targeted marketing.
- **Direct Marketing**—Help your customers achieve greater response rates through highly targeted and relevant direct mailings.
- **Photo Publishing**—Take advantage of the increasing demand for photo applications, such as high-margin photo books, greeting cards and calendars.
- **TransPromo**—Leverage full-color variable data printing to add personalized promotions to monthly transactional documents, and virtually guarantee they will be read.



Digital Market Share Size (2009–2013) by Application



Source: Caslon & Company

Welcome to the greener side of printing.

If you search for “green printing” on the Internet, you’ll get more than 200,000 links.

That’s because more and more people are focused on finding ways to print with less impact on the environment. And there are a lot of misconceptions out there.

Myth: Green is difficult and costly.

For years people have assumed greener printing practices and technology were a luxury. Recycled papers didn’t always run in every piece of equipment. Saving energy meant compromise. And green inks in the offset world weren’t always the most vibrant or long-lasting.

Today, digital is changing the dynamic. Print-on-demand is inherently green. Recycled paper options run through every type of Xerox production press. And the short-run model has a lower environmental impact because there’s little or no waste.

Myth: Being green is just a fad.

Even with customers demanding green services, some may view sustainability as a fad. Truth is, sustainability is important to all of us. It’s about doing things in a way that’s efficient and repeatable using as few resources as possible. That’s just good business practice. Environmental responsibility may seem like a fad, but saving money is always in style.

Myth: Electronic distribution is greener than print.

A common assumption these days is that electronic distribution is greener than print. The facts are less conclusive.

Make no mistake, printing has an impact on the environment, as do most industrial processes. However, the electronic alternatives are not far behind. Data centers and servers use an average of 61 billion kilowatt-hours a year. And since the use of data centers is projected to double in five years, it will soon overtake paper production.



Find out how to unlock profitable opportunities and improve business results for your customers through our Production Sustainability Application Guide, a detailed, application-focused approach to environmental sustainability.



Whatever your business objectives, we're here to help you be successful.

And not just us, either. We have over a hundred Business Innovation Partners who can help extend the power of your solutions with customized offerings ... and help you get the success you want for your operation. So, whether you're leveraging our technology, workflow, business development support or our production consulting services, we'll ensure that you're able to focus on what matters most: your business goals. **With Xerox, you're ready for real business.**

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