



ProfitAccelerator[®]
Business Development Catalog
Everything you need to
grow your digital business.



Table of Contents

Introduction

- 2 *ProfitAccelerator® Magazine*
- 3 Social Media – Connect with us online!
- 3 Social Media – *Print Providers Guide to Social Media*
- 4 Xerox Premier Partners Global Network
- 5 Introducing the cream of the digital crop—Xerox Best-of-the-Best
- 6 eStore—Business Solutions
- 7 eLearning Modules from Xerox and InfoTrends
- 8 *RealBusiness Magazine*
- 8 Xerox Production Brochure

Financial Resources

- 9 *Value-Based Pricing Guide*
- 9 Digital Readiness Assessment
- 10 ProfitQuick® Financial Modeling Suite
- 11 ProfitQuick® Direct Marketing ROI Brochures

Sales and Marketing Resources

- 13 Marketing Accelerator Kit
- 13 Open House/PR Binder
- 14 Digital Sales Management Kit
- 14 Sales and Management Articles for Print Service Providers
- 15 *Selling Digital Printing* Audio Training Modules
- 15 PODi Digital Print Case Studies
- 16 Vertical Market Kit, Volumes One and Two
- 17 *Marketing4Digital* (M4D) Book Series
- 18 ProfitAccelerator® Essentials Kit
- 19 Continuous Feed Essentials Kit
- 20 Wide Format Essentials Kit
- 21 Customizable Calendars Kit (2010–2012)

- 22 Sample Application Print Kits
- 24 ProfitAccelerator® In-Plant Kit
- 25 Best of *In-Plant Graphics Magazine*
- 26 Xerox Digital Print Series: Volume 1—Digital Print Shop in a Box
- 26 Xerox Digital Print Series: Volume 2—Mail Business Made Easy
- 27 The *Why Print?* Kit
- 27 *Print in the Mix* Web Site
- 27 The *Why Print Is Green?*
- 28 Duffel Bag
- 28 ProfitAccelerator Generic Folders

Agency and Design Resources

- 29 *The Printer's Guide to the Agency Market*
- 29 *A Formal Investigation into the Urban Legends of Digital Color Printing Book*
- 30 *OPEN New Opportunities with Digital Printing Kit*
- 32 *Prepress for Digital Printing Book*
- 32 *Xerox Job Preparation Guide for Designers*
- 33 *The Art and Science of Digital Printing: The Parson's Guide to Getting It Right*
- 33 *Clear Dry Ink—Design Guide*
- 34 *DocuTech Highlight Color*
- 34 *Highlight Color Design & Printing Guide*
- 34 *A Design Guide for Black-and-White Cut-Sheet Production*

Application and Development Resources

- 35 ProfitAccelerator Digital Books Development Kit
- 36 Picture Me Profitable Photo Kit
- 37 Digital Photo Sample Applications Resource Binder
- 38 *Profiting through Personalization Vol. II Featuring XMPie*

- 40 *Personalization Book*
- 40 *individualized media essentials Book*
- 41 Create Relevant Direct Marketing That Gets Results Kit
- 41 Direct Mail Brochure
- 42 Xerox 1:1 Labs

Paper and Media Resources

- 43 Xerox® Supplies Catalog
- 43 Xerox® Supplies Portfolios
- 44 Xerox Supplies Coated and Uncoated Paper Swatch Books
- 45 Paper and Specialty Media Sample Pack
- 45 Xerox ID Cards and Applications Directory
- 46 *The Guide to Paper and Digital Printing: What You Should Know Book*

Business Development Training and Consulting Services and Support

- 47 Business Development Services
- 48 Sales and Marketing Services
- 49 Workflow Operational Services
- 49 Lean Document Production (LDP) and Design®
- 50 Application Development Services
- 51 Xerox prInteract® Remote Service Offerings
- 51 Sales and Customer Support Analysts

ProfitAccelerator[®] Business Development

Grow your business with ProfitAccelerator. ProfitAccelerator is today's most robust set of tools and programs designed to maximize your digital printing equipment investment. It brings together Xerox's unparalleled digital printing experience and expertise, world-class resources and industry-leading support, all with one goal in mind: growing your digital print business...and your profits.

ProfitAccelerator is part of an ongoing initiative to build and maintain strong relationships with our customers—and it can help you do the same with *your* customers. Use these resources to grow your digital printing volume and customer base while increasing efficiency and productivity. Whether you are an executive in sales and marketing, or in operations, this powerful collection will give you a head start in digital printing success.

To show which groups within your company will benefit most from each ProfitAccelerator offering, you'll see one or more of the following indicated:

Company Users

- > Executives
- > Sales and Marketing
- > Operations

Translated Resources

All ProfitAccelerator Business Development Resources are available worldwide in English. Many of the tools are also available in French, Italian, German, Spanish (FIGS), Brazilian Portuguese, and Dutch (PD). Tools available in multiple languages are noted as follows:

Available in the following languages:
English • Dutch (Nederlands) • French (Français)
• German (Deutsch) • Italian (Italiano) •
Portuguese (Português) • Spanish (Español)

ProfitAccelerator[®] Magazine

The *ProfitAccelerator Magazine* showcases innovative customers from around the world who are succeeding in The New Business of Printing[®] with the help of their local Xerox team and by utilizing a variety of ProfitAccelerator digital business resources. You can also download an electronic copy of the magazine at www.xerox.com/driveprofit.



Volume 3, 2008
701P46122

Volume 4, 2009
701P50125

Social Media – Connect With Your Customers



Visit our Business Development page
on xerox.com

www.xerox.com/driveprofit

BLOGS

Share your thoughts on our Xerox Blogs

Digital Printing Hot Spot

digitalprinting.blogs.xerox.com

Real Business at Xerox

realbusinessxerox.blogs.xerox.com



Follow us on Twitter

@XeroxProduction

www.twitter.com/XeroxProduction

@XeroxCorp

www.twitter.com/XeroxCorp

@XeroxEvents

www.twitter.com/XeroxEvents



Tune into our YouTube Channel

www.youtube.com/xerocorp

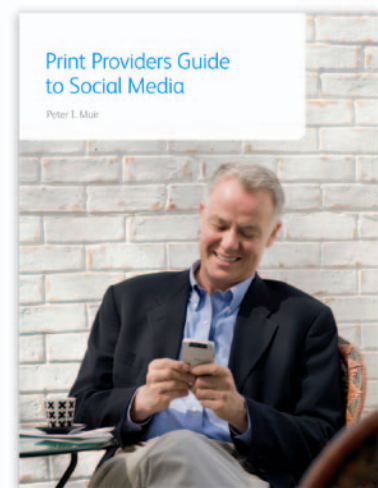


Become our fan on Facebook

www.facebook.com/xerocorp

Print Providers Guide to Social Media

This excellent resource will assist you in understanding how Social Media can play a role in your overall marketing and promotional strategies. You'll learn about the most popular social media channels, how they're being used, how they work and how you could best leverage them for your business. How-to-guides and best practice examples along with recommendations are also included.



701P51077

Xerox Premier Partners Global Network

The Xerox Premier Partners Global Network is an exclusive global community that exists to help you grow your business. It's where the world's top printers meet to collaborate and share ideas. It's also where print buyers, production managers and marketers go to find the planet's most capable print providers via our Global Directory.

Currently over 800 members, representing 43 countries, benefit from:

- Networking opportunities, both virtually through the web site and at exclusive, Xerox-hosted events
- Access to premium content from InfoTrends, WhatTheyThink.com and other industry resources
- Insight into the latest news and trends within the industry via newsletters, webinars and more
- Members own a customized page in our global directory for print buyers, marketers and agencies
- Special rates and discounts on everything from conferences to Xerox business partner promotions

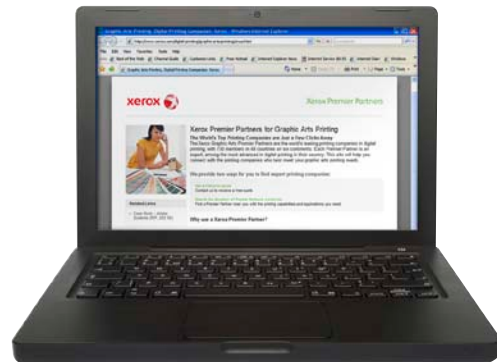


**Xerox Premier Partners
Global Network**



Get your name out there.

Part of being a Xerox Premier Partner is creating your very own customized profile page in our Global Directory. It's your personal introduction to prospects, fellow Premier Partners and—most importantly—new revenue opportunities.



To learn more about the Premier Partners Global Network visit www.xeroxpriempartners.com

Introducing the cream of the digital crop

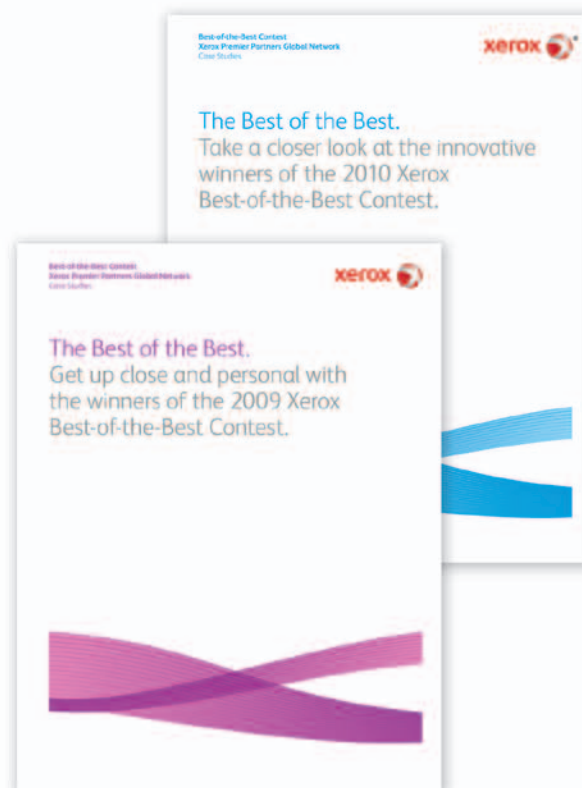
The goal of the Xerox Best-of-the-Best contest is simple: To search out and recognize today's most innovative, results-generating applications being produced with Xerox® digital production technology.

To claim one of the top ten positions in this contest, an entry required more than conceptual creativity and aesthetic beauty. It also needed to produce a practical solution to a real-world business challenge. This is the very nature of growth in print today. Whether it's digital alone, digital combined with offset or an integrated approach that includes electronic media, it has to deliver results.

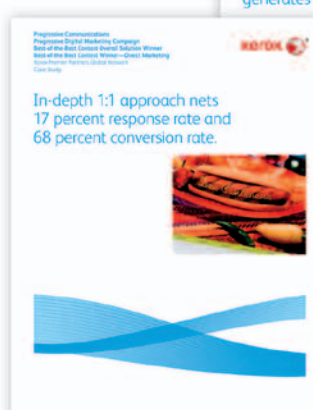
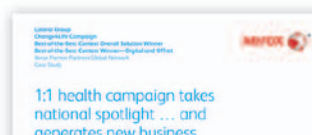
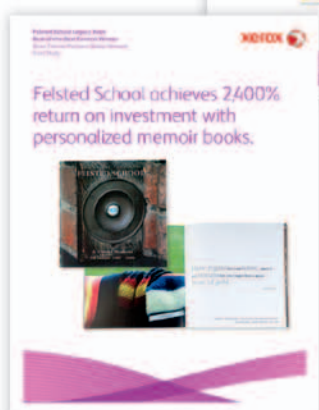
Review these winning case studies and learn more about how Xerox customers from around the world are profiting from digital applications today.

Company Users

- > Executives
- > Sales and Marketing



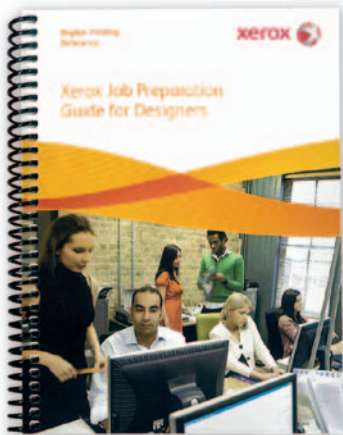
610P729991



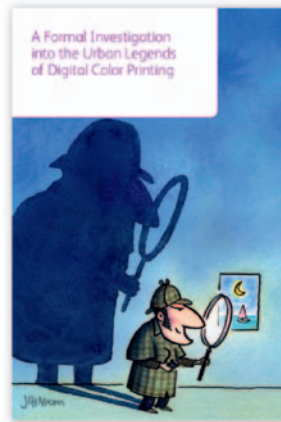
eStore – Business Solutions

You can order online

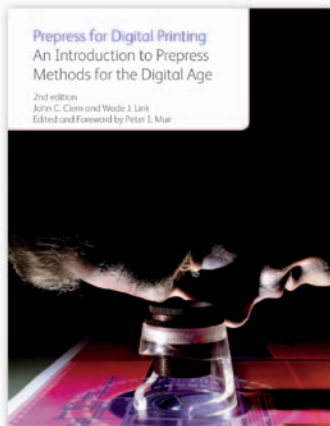
Welcome to your online source for Digital Production Printing Resources. You can now order select ProfitAccelerator® tools and resources through our online eStore. All you need is a valid credit card and you are ready to begin your drive to profit!



701P45148



701P45969



610P720140



701P43304

www.paestore.com

Currently available for U.S. customers. Expansion to other geographies pending.

eLearning modules from Xerox and InfoTrends

Many of today's leading print providers are redefining success in our industry by re-focusing to become providers of marketing services.

These firms avoid competing on price for commodity services by offering digital color and customized communications services that bring new value to their customers.

A critical challenge in making the transition is training. Start your training here with the e-Learning solution from Xerox and the highly respected industry analyst firm, InfoTrends. Separate course modules form a complete curriculum that can be taken anywhere, 24/7, and at each student's own pace.

Students receive occasional quizzes during training and are asked to complete a test after each course. Upon successful completion of all courses, students receive a certificate of completion, certifying them on the program from Xerox and InfoTrends.

Introduction to Digital Color Certificate Program

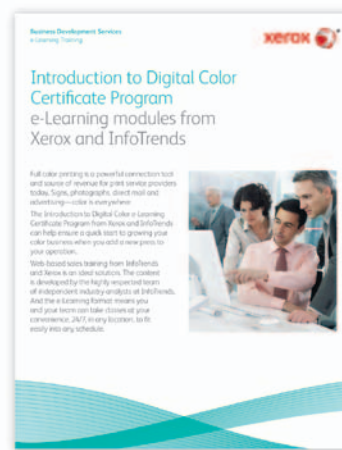
The Introduction to Digital Color Training Program teaches Print Service Providers and Marketing Service Providers about the opportunities and trends within the digital color market. It defines the various market segments, business opportunities and provides real world example sand success stories within each segment as well as a "how to" approach for selling digital color solutions to the marketing professional.

- Market Opportunity for Digital Color
- Color 101
- Digital Color Workflow
- Choosing a Digital Color Device
- The Solution Selling Process

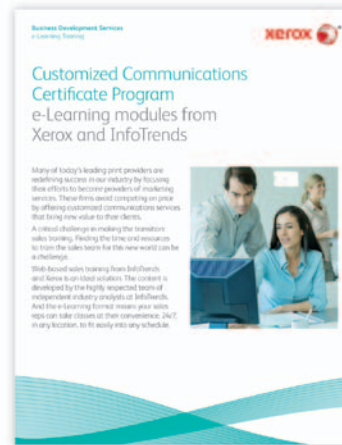
Customized Communications Certificate Program

Customized communications offer a world of opportunity for service providers to introduce new value-added capabilities including variable data printing, multi-channel communications, and Web-to-print to meet the needs of marketing professional. Our Customized Communications Certificate Program defines the various market segments, explores the business opportunities, and provides real-world examples and success stories within each segment, as well as a "how to" approach for selling customized communications solutions.

- Overview of Customized Communications
- Entry Level Variable Data Print
- Web-to-Print
- Advanced Variable Data Print
- Multi-Channel Communications
- Selling Customized Communications



701P50792



701P50793

Each certificate program is \$399.

Customers in the United States may visit www.xerox.com/elearning to order. Worldwide customers can check with their sales rep about including in an upcoming purchase.

RealBusiness Magazine

RealBusiness is a dynamic collection of customer-focused articles designed to educate and inform graphic arts and information technology executives, in-house printing professionals and marketing and finance executives about the significant value of networked digital documents through digital printing. It offers interesting and detailed discussions of how others have benefited from taking innovative approaches to their businesses. Whether your goal is improved workflow, higher response rates, faster turnarounds or simply gaining digital printing know-how, this magazine will give you the facts to make the right decisions for your business.

Company Users

- > Executives
- > Sales and Marketing



Spring 2010
701P50531

Fall 2010
701P51005

Xerox Production Brochure

Learn more about the many ways working with Xerox can help you take full advantage of an immense and growing digital market. This brochure introduces you to new applications and services that were never before possible, and outlines how businesses both large and small can thrive in the world of digital print through the right business model, the right workflow and the right technology.

Company Users

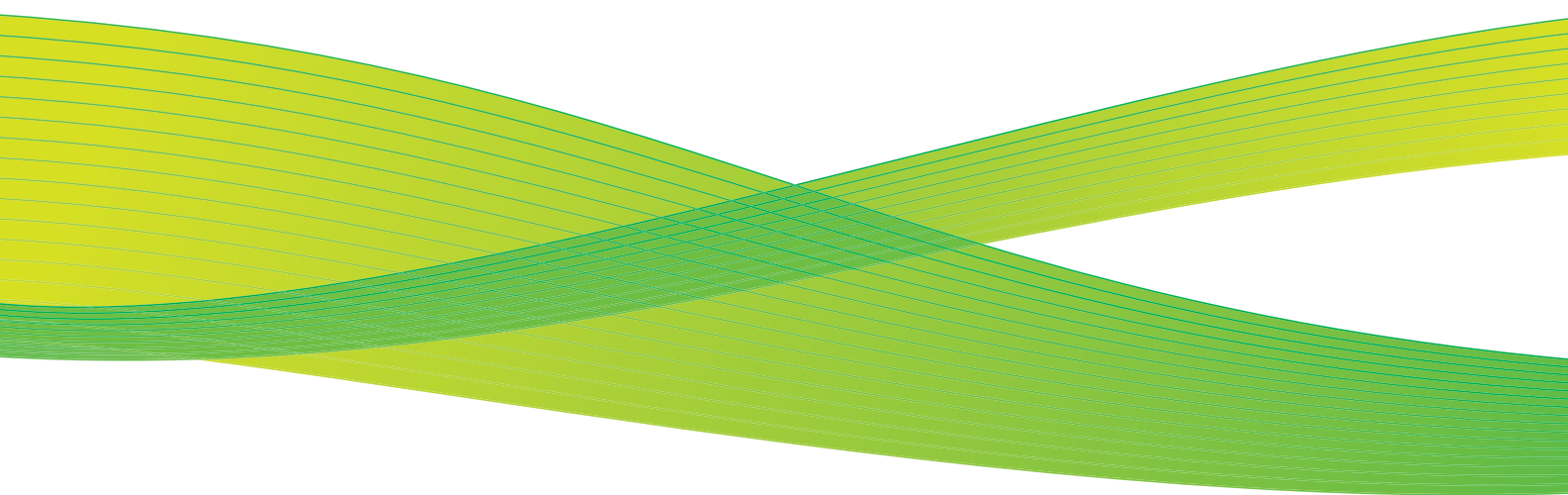
- > Executives
- > Sales and Marketing
- > Operations



610P729712

Financial Resources

Achieve a bottom line that makes you say “Wow.”





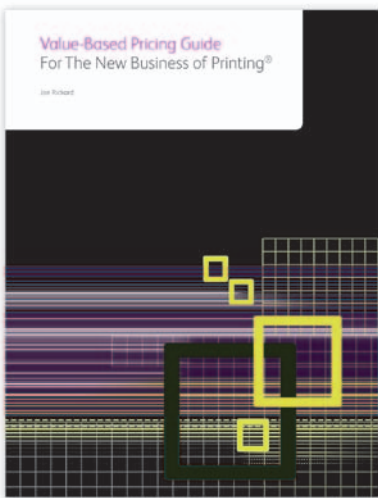
Value-Based Pricing Guide

The *Value-Based Pricing Guide* provides information and tools for print shop owners and managers to develop a value-based pricing model for The New Business of Printing®, helping them generate higher margins and profits.

Up to now, printers with digital printing capabilities have struggled with developing a rational and consistent value-pricing policy that can be easily implemented. This guide shares the knowledge, methodology and techniques for a value-based pricing approach. It also includes worksheets designed to reinforce best practices that focus on performance rather than theory.

Company Users

> Executives



701P48534



Digital Readiness Assessment

The Digital Readiness Assessment (DRA) analyzes your business along 17 different factors identified by a Lean Six Sigma study as critical for success in digital. It provides you with a customized report summarizing where you score compared to the best in the industry. Detailed recommendations for growth and improvement are included and can be used as a foundation for your business development initiatives.

Key Benefits of the Digital Readiness Assessment

- Print providers who participate in this assessment are able to benchmark their business to the best in the industry.
- It provides a way to identify your business strengths and opportunities.
- It can help you identify the right tools and resources that you need in order to be successful in digital technology.

Company Users

> Executives
> Operations

Available in the following languages:
Deutsch • English • Español • Français
Italiano • Nederlands • Português



701P45231

701P45029

ProfitQuick® Financial Modeling Suite

ProfitQuick is a suite of financial modeling tools that helps you assess the impact of Xerox® production equipment on your business, both before and after you buy. Available in multiple languages and currencies, ProfitQuick has four main modules:

Business Planner

As you consider buying Xerox® production equipment, the Business Planner Module enables you to see into the future. Using this tool, you can develop a seven-year customized profit and cash flow analysis for the equipment, learn which applications are most profitable, determine the page volumes needed to become cash flow positive and more. It also shows you the impact of quick turnaround and variable pricing premiums.

Job Estimation Tool

Once you're working with your Xerox equipment, the Job Estimation Tool makes it easy to compare costs and profits for digital versus offset printing, for job runs of any length.



Investment Planner

Understanding the true costs of the services you offer is essential to running a profitable, successful print business. To help you determine exactly what those costs are, Xerox has developed, with direct customer input, the ProfitQuick Investment Planner. This tool creates industry-leading workflow recommendations across comparative technologies that enable you to streamline your business so you don't waste a minute—or a dollar.

Using this tool, a Team of Xerox professionals will jump right into “a day in the life” of your business, coming to your site to observe, learn and gather information. They will walk your key jobs through your current workflow, gaining an understanding of your environment and profiling your critical applications.

The Xerox team will take the information gathered and, using the Investment Planner tool, produce:

- Cost and time savings analyses for your key services including graphical workflow process flowcharts.
- Detailed reports, customized for your data and your business, to help you make well-informed business decisions.
- Quantified cost and time benefit statements for web-to-print and workflow automation solutions in your business.

Company Users

- > Executives
- > Sales and Marketing
- > Operations

Available in the following languages:

English • Dutch (Nederlands) • French (Français)
• German (Deutsch) • Italian (Italiano) •
Portuguese (Português) • Spanish (Español)

Contact your local Xerox Sales Representative to learn how ProfitQuick can help you and how to access ProfitQuick Business Planner and the ProfitQuick Job Estimation Tool for yourself.

610P717750

ProfitQuick® Direct Marketing ROI Planner

The Direct Marketing ROI Planner is a powerful Xerox® marketing tool designed to demonstrate and project the complete Return on Investment (ROI) of a direct marketing campaign or program. It is not just another ROI calculator but an advanced provider of true projections and results to evaluate the effectiveness of your direct marketing projects, giving you the ability to compare campaigns and evaluate risk.

The Direct Marketing ROI Planner is the business partner of print service providers and marketers to forecast and report results to their clients and board of directors, respectively. An instant score card and a true campaign enabler that not only presents standard statistics, but also outlines the overall profitability of the products or services sold.

The Direct Marketing ROI Planner enables you to see all the figures and results of your direct marketing campaign to an impressive level of business detail. It is also a great forecasting tool that allows marketers to compare different campaigns. Now you can quantify your risk of transitioning from conventional marketing to 1:1 direct marketing.

Company Users

- > Executives
- > Sales and Marketing
- > Operations

www.xerox.com/driveprofit

Click on "Financial" to be directed to Direct Marketing ROI Planner brochure/user guide and to download the software, compliments of Xerox.



701P50525

| Key Campaign Data | | Current | Optimistic |
|------------------------------|--|----------|------------|
| No. of Mail Pieces Sent | | 100,000 | 100,000 |
| Cost per Mail Piece | | \$0.62 | \$0.77 |
| Revenue Rate/Prospect | | 4.00% | 8.00% |
| Response per Mail Piece | | \$262.00 | \$772.00 |
| Estimated Value per Prospect | | \$1.00 | \$1.00 |
| Cost Savings / Extra Costs | | \$2,000 | \$2,000 |

| Response Tuner | | Current | Optimistic |
|---|--|---------|------------|
| Estimated Conversion Response Rate/Prospect | | 4% | 4% |
| Estimated Optimize Response Rate/Prospect | | 4% | 4% |
| Estimated Response Rate/Prospect in Client | | 30% | 30% |

| Key Results | | Current | Conservative Scenario | Optimistic Scenario |
|--------------------------|--|-----------|-----------------------|---------------------|
| No. of Mail Pieces Sent | | 100,000 | 100,000 | 100,000 |
| Cost per Mail Piece | | \$0.62 | \$0.77 | \$0.77 |
| Total Campaign Costs | | \$62,000 | \$77,000 | \$77,000 |
| Total Cost of Mail Piece | | \$100,000 | \$175,000 | \$200,000 |
| Total Campaign Revenue | | \$154,000 | \$194,000 | \$200,000 |
| Total Campaign ROI | | 249.68% | 251.92% | 483.12% |

ProfitQuick® Direct Marketing ROI Planner

Key Campaign Data Save your values to a named and saved campaign

| Current | Optimistic |
|--------------------------------------|------------|
| No. of Mail Pieces Sent: 100,000 | 100,000 |
| Cost per Mail Piece: \$0.62 | \$0.77 |
| Response Rate/Prospect: 4.00% | 8.00% |
| Revenue per Mail Piece: \$262.00 | \$772.00 |
| Total Cost of Mail Piece: \$100,000 | \$200,000 |
| Estimated Value per Prospect: \$1.00 | \$1.00 |
| Cost Savings / Extra Costs: \$2,000 | \$2,000 |

Response Tuner - Tune to the desired rates

Estimated Conservative Response Rate (Prospect): 5%

Estimated Optimistic Response Rate (Prospect): 8%

Estimated Conversion Rate (Prospect to Client): 10%

Result Summary

| Current Result | Conservative Scenario | Optimistic Scenario |
|-------------------------|-----------------------|---------------------|
| ROI: 249.68% | 251.92% | 483.12% |
| Total Profit: \$154,000 | \$194,000 | \$200,000 |

Key Results

| Current | Conservative Scenario | | Optimistic Scenario | |
|--------------------------|-----------------------|------------|---------------------|------------|
| | Value | % Increase | Value | % Increase |
| No. of Mail Pieces Sent | 100,000 | 100.00% | 100,000 | 100.00% |
| Cost per Mail Piece | \$0.62 | 24.19% | \$0.77 | 24.19% |
| Total Campaign Costs | \$62,000 | 24.19% | \$77,000 | 24.19% |
| Total Cost of Mail Piece | \$100,000 | 25.00% | \$200,000 | 100.00% |
| Total Campaign Revenue | \$154,000 | 25.00% | \$194,000 | 25.32% |
| Total Campaign ROI | 249.68% | 0.91% | 483.12% | 95.49% |

Acquisition and Conversion Results

| Current | Conservative Scenario | | Optimistic Scenario | |
|---------------------------------------|-----------------------|------------|---------------------|------------|
| | Value | % Increase | Value | % Increase |
| Prospect Response Rate (%) | 4.00% | 100.00% | 8.00% | 100.00% |
| Total Number of Responders (Prospect) | 4,000 | 25.00% | 8,000 | 100.00% |
| Conversion Rate | 10.00% | 0.00% | 10.00% | 0.00% |
| Number of Clients Acquired | 400 | 25.00% | 800 | 100.00% |
| First Client Response Rate | 0.40% | 25.00% | 0.80% | 100.00% |
| Acquisition Cost per Prospect | \$15.50 | -0.65% | \$9.62 | -37.90% |
| Acquisition Cost per Client | \$155.00 | -0.65% | \$96.25 | -37.90% |
| Profit per Sale | \$307.00 | 0.25% | \$443.75 | 15.18% |
| Incremental Asset Value of Prospect | \$1.00 | 24.00% | \$4.00 | 99.00% |

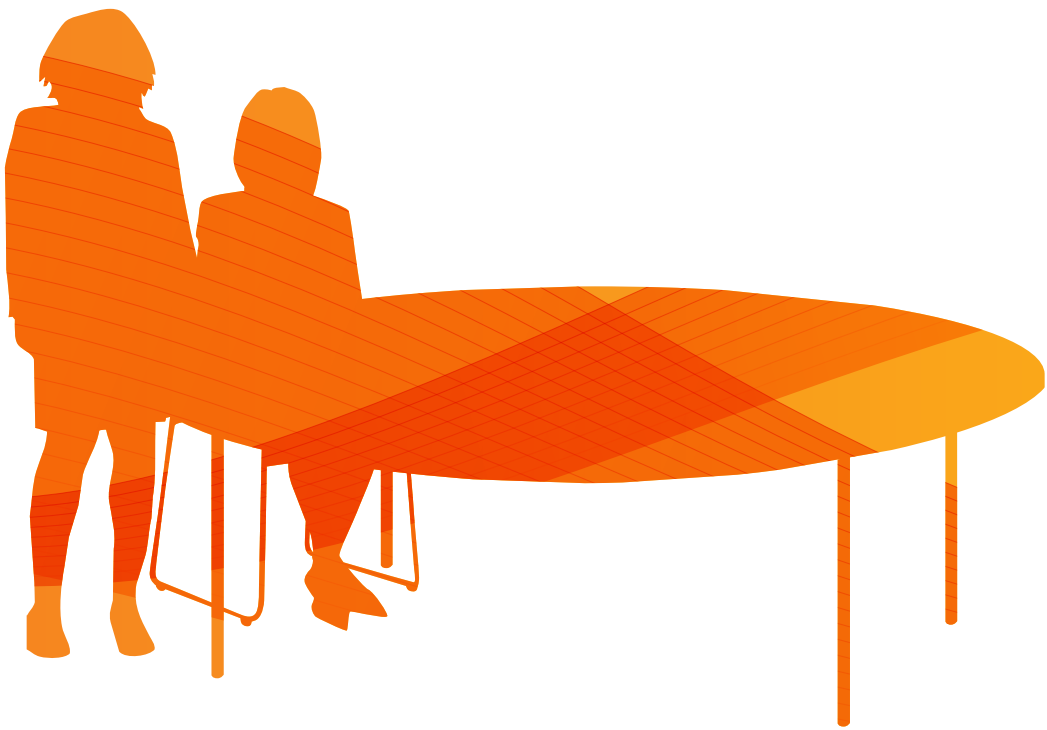
Break Even Point For Incremental Cost Justification

| Value | Percentage |
|---|------------|
| BEP - Number of Acquired Prospects: 4,277 | 106.18% |
| BEP - Prospect Response Rate: 4.20% | |
| BEP - Number of Acquired Clients: 420 | 105.00% |
| BEP - First Client Response Rate: 0.43% | |

©2010 Xerox Corporation. All Rights Reserved.

Sales and Marketing Resources
Generate new business
in innovative ways.





Marketing Accelerator Kit

Create your own detailed marketing plan based on your business's unique capabilities and your customers' demands. This kit provides you with tips, worksheets and a sample marketing plan, plus a list of industry and Xerox resources and additional references—key materials to help you successfully promote and sell digital printing. Kit includes a binder with hard copy plus a CD for your convenience.

Company Users

- > Executives
- > Sales and Marketing



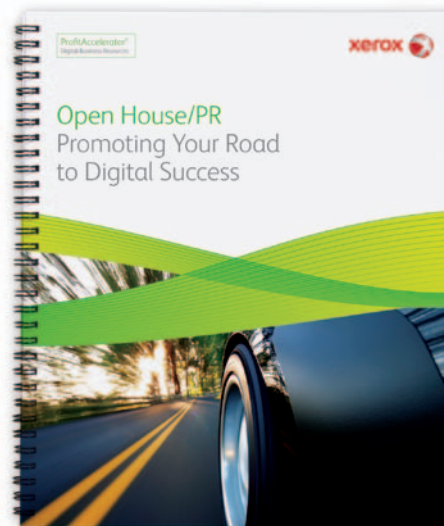
610P717070

Open House/PR Binder

Holding an open house or seminar is a great way to advance your digital business—a well-run open house can quickly and dramatically increase your sales and bring in new clientele. This binder makes it easy, providing you with an event checklist, useful tips, a timetable and other information you'll need to stage a successful open house. In addition, the Public Relations section provides you with PR promotional tools to boost your visibility in the marketplace, create demand for your company's offerings, and build and reinforce customer relationships.

Company Users

- > Executives
- > Sales and Marketing



701P42692

Digital Sales Management Kit

The continuing migration of the printing industry toward digital print and services presents a tremendous opportunity for you. Successfully managing the digital sales force requires understanding your customer requirements and building a sales structure to meet those needs.

The Digital Sales Management Kit has been developed as a resource to help you build and manage an effective, successful sales force. The kit includes information, strategies and best practices along with worksheets to help you and your managers lead a successful digital sales force toward greater revenue and profit.

Company Users

- > Executives
- > Sales and Marketing

Sales and Management Articles for Print Service Providers

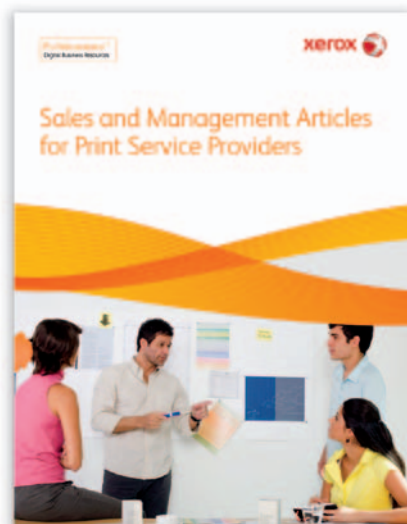
This is an informative collection of articles written by industry expert Joe Rickard, president, Intellective Solutions. These articles provide insight into sales management techniques, and how to manage your digital sales force and help spot new opportunities for growth. The magazine is a perfect complement to the Digital Sales Management Kit and can be used to learn more about the new methods and best practices in the area of digital sales management. These articles were reprinted with permission from the publisher for your convenience.

Company Users

- > Executives
- > Sales and Marketing



701P43042



701P45222

Selling Digital Printing Audio Training Modules

This audio training course focuses on key areas that successful digital salespeople need to know to get a fast start in sales success. Developed and produced by a team of successful sales management leaders and training instructors from within the graphic communications industry, the modules discuss key digital printing applications such as print on demand, better inventory management and variable-data printing.

Key modules focus on:

1. Getting Started: Organizing Your Sales Territory
2. Prospecting for New Customers
3. Making the Approach Call
4. Gaining the Appointment
5. Handling Customer Objections and Concerns

The course is provided on a PlayAway® device and also serves as a packaging application sample for the Xerox® iGen3® Digital Production Press or iGen4® Press. Using a few buttons, listeners can easily navigate through a module, adjust volume, alter the speed of the voices and bookmark where they stopped listening.

Company Users

- > Sales and Marketing



PODi Digital Print Case Studies Best Practices Featuring Xerox Customers

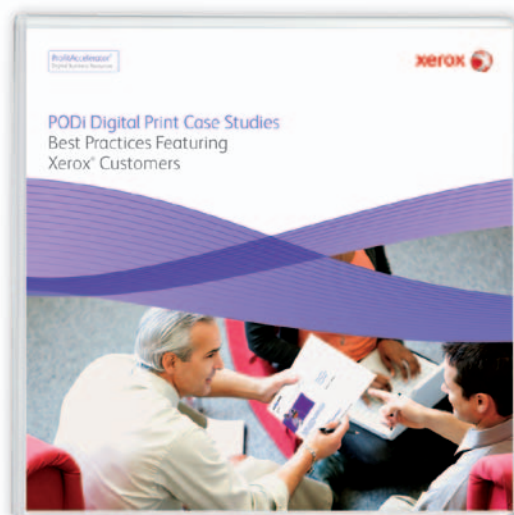
Each year PODi publishes a compilation of Best Practices in Digital Print case studies. Each winning case study provides information on the objectives and results of the application, a detailed description of the solution, images of the printed application and information on the participants involved in developing the solution.

In this collection you'll see winning case studies from Xerox customers spanning over 5 years. The studies are broken into Vertical Market to help you identify the most innovative digital printing practices by segment.

Use these studies to gather perspective and ideas about the types of results-generating ideas you can offer to your clients and watch your business grow!

Company Users

- > Executives
- > Sales and Marketing



701P49946

Vertical Market Kit, Volumes One and Two

Being able to “speak the language” of your customer’s—or prospect’s—business is key to your success. Addressing major vertical markets, including Manufacturing, Healthcare and Education, this kit gives you the source files to create personalized 1:1 samples by individual vertical markets. These samples represent thought-provoking ways to sell new ideas to customers in vertical markets, whether you’re a graphic communications printer or an in-plant printer selling to your internal customer base.

You’ll also get the information you need to develop a marketing plan, as well as simple primers to train your sales force about critical vertical market issues. Sales presentations tailored to individual vertical markets feature market-specific information that ensures your salespeople appear knowledgeable about prospects’ businesses when they present.

Company Users

> Sales and Marketing



Volume One
701P43041



Volume Two
701P45218

Volume One (701P43041)

- Automotive
- Banking
- Healthcare (Insurance)
- Healthcare (Provider)
- Hospitality
- Hospitality (Timeshares/ Casinos/Cruises)
- Insurance Life and Annuity
- Insurance Property and Casualty
- Real Estate
- Retail
- Securities and Investments
- Telecommunications
- Utilities

Volume Two (701P45218)

- Associations
- Central Government
- Higher Education
- Higher Education (Sports Marketing)
- Life Sciences
- Manufacturing/Hi-Tech
- Pre K–12
- State and Local Government

Marketing4Digital (M4D) Book Series

To be a successful company, print providers must be a cut above the rest. They must be armed with the kind of knowledge that helps them build more business from stronger, more loyal customers. They must understand their clients' businesses as well as they understand their own. They must be solutions oriented, not sales oriented—this is not an easy task. To help print providers, the Digital Printing Council (DPC) has undertaken a comprehensive, unique and extensive research project, *Marketing4Digital* (M4D), that will give digital and conventional printers the information and tools they need to develop new business within 24 vertical segments. Xerox is proud to partner with the DPC and make

available the M4D series that will arm print providers and their sales staff with the specific detail they require to:

- Understand the specific needs of current and potential customers in different vertical segments.
- Help sales staff “speak the specific language” of vertical-segment customers by giving them a deep understanding of the respective environments and unique requirements.
- Identify digital printing and variable-data printing opportunities within each of the segments.

Company Users

- > Executives
- > Sales and Marketing



Set 1 (701P446545)

- Advertising Agencies
- Auto Industry
- Cruise Industry
- Department Store
- Gambling and Wagering
- Health Care
- Insurance
- Real Estate

Set 2 (701P46546)

- Banks
- Electronics
- Home Improvement
- Hotels
- Investment Companies
- Natural Gas
- Office Supplies
- Professional Services
- Telecommunications
- Tourism
- Travel

Set 3 (701P47157)

- Associations
- Fundraising
- Higher Education
- Pharmaceuticals
- Publishing
- Retail Food
- Sports and Entertainment
- Wholesome Food

Set 4 (701P47823)

- Architectural and Engineering Services
- Beverages
- Book Publishing
- Fashion and Apparel
- Franchise Operations
- Greeting Cards
- Toys and Games
- High Technology

Set 5 (701P49887)

- Catalogs
- Federal Government
- Local and State Government
- Manufacturing
- Newspapers,
- Packaged Foods
- Photographers
- School K–12

ProfitAccelerator® Essentials Kit

ProfitAccelerator Essentials Kit comprises several of the most popular and most useful components from the ProfitAccelerator digital business resources collection. This kit contains a robust combination of easy-to-use business planning and design guides as follows:

- **ProfitAccelerator Marketing Accelerator Kit**—provides you with the tools you need to develop a marketing plan.
- **ProfitAccelerator Open House/PR Kit**—includes an event checklist, useful tips, a detailed timetable, and all of the information you will need in order to create, implement and host a successful open house event.
- **ProfitAccelerator Digital Sales Management Kit**—helps you build and manage an effective and successful sales force.

- **Xerox Job Preparation Guide for Designers**—provides designers with an approach aimed at maximizing the full potential of their digital printing equipment, providing tips and techniques to ensure files are printed right the first time.
- **Prepress for Digital Printing**—provides information on digital file preparation targeted to graphic designers, university professors and equipment operators. For more information turn to page 32.
- **Design Guide for Black-and-White Cut-Sheet Production**—helps designers, printers and others in designing and preparing files for the Xerox Nuvera®, DocuTech® and DocuPrint® families of products.

Company Users

- > Executives
- > Sales and Marketing



| | | | |
|-------------------------|-----------|--------------------------|-----------|
| English | 701P45221 | Italian (Italiano)..... | 701P48710 |
| Dutch (Nederlands)..... | 701P48712 | Portuguese (Português).. | 701P48713 |
| French (Français)..... | 701P48714 | Spanish (Español) | 701P48709 |
| German (Deutsch) | 701P48711 | | |

Continuous Feed Essentials Kit

This kit has been created to help you get a quick start to growing high-value, high-volume and profitable revenue for your continuous feed press.

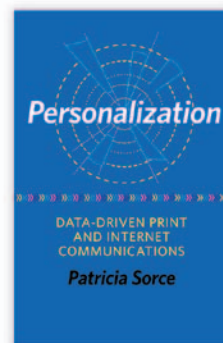
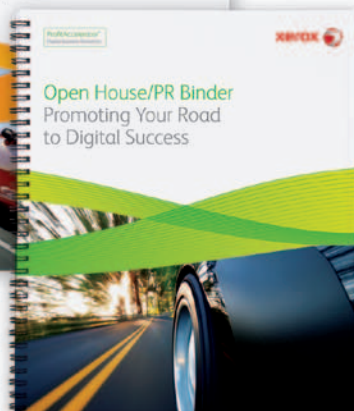
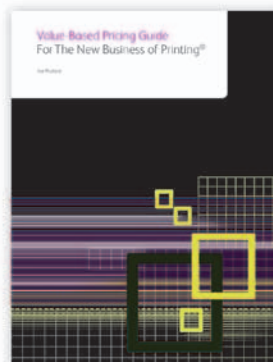
The kit contains several of the most popular and foundational ProfitAccelerator® resources with information and templates designed specifically to support your continuous feed business.

The Continuous Feed Essential kit includes:

- Continuous Feed Prospecting Guide
- Sample Applications CD
- ProfitAccelerator Marketing Accelerator Binder – For a description and reorder information see page 13.
- ProfitAccelerator Open House/PR Binder – For a description and reorder information see page 13.
- ProfitAccelerator Digital Sales Management – For a description and reorder information see page 14.
- Guide to Value-Based Pricing – For a description and reorder information see page 9.
- *Prepress for Digital Printing* Book – For a description and reorder information see page 32.
- *Personalization* Book – For a description and reorder information see page 40.
- *individualized media essentials* Book – For a description and reorder information see page 40.



701P50871



Wide Format Essentials Kit

The kit contains a variety of resources, samples, worksheets, media samples and files to help you get a quick start in growing revenue for your wide format business.

The Essentials Kit contains:

- **Wide Format Made Easy Kit**
 - **Wide Format Prospecting Guide**—Top 10 vertical markets kit tailored to the wide format market filled with prospecting and application ideas by department and industry segment.
 - **Color Sample CD**—Collection of showcase application files that you can personalize with your logo and contact information, or that of your prospects.
 - **Color Media Sample Kit**—Image samples produced on a variety of different media samples to support various types of applications.

- **Wide Format Business Guide**—Information, suggestions and resources to develop a Wide Format selling program. Contains worksheets to help you analyze current situation and selling structures and develop a go-forward plan.
- **ProfitAccelerator® Marketing Accelerator and Open House/PR Kit**—Assists you in planning for and promoting your digital capabilities.

Company Users

- > Executives
- > Sales and Marketing

Available to order separately:

Wide Format Made Easy Kit..... 701P47906

Wide Format Business Guide..... 701P50277



Customizable Calendars Kit (2010–2012)

Use these colorful calendar templates to create annual gifts for your customers and prospects. With the source files, these calendars can be personalized with your customer's name and logo or your company information promoting your business throughout the year.

Included in the kit DVD:

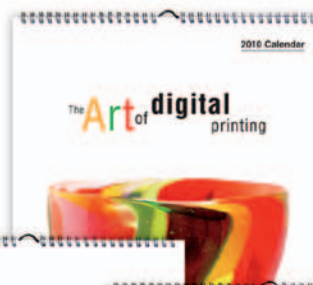
- A source file and a high resolution PDF file of the calendars for years 2010, 2011 and 2012, including areas for personalization

- Files include both U.S. and European date formats. Sizes included are 12" x 18", SRA3, 8.5" x 11" and A4
- Readme file for producing Calendar A Frame

Use the files on this DVD and stay in the minds of your customers 365 days a year!

Company Users

- > Executives
- > Sales and Marketing



Desktop Versions



701P56278

Image quality samples you can personalize

Sample Application Print Kits

- iGen3®
- DocuColor® 7000
- DocuColor® 8000 and 8000 AP
- DocuColor 5000 and 5000 AP
- DocuTech® 128/155/180 HLC
- DocuColor 242/252/260
- Xerox Nuvera® 100/120/144 EA
- Xerox® 4112®/4127®

Create portfolio samples whenever you need them and personalize them with your business logo—this kit makes it quick and easy, providing all the source/PDF files you need. You can build a winning portfolio in no time to drive new business with your current customers and close business with prospects sooner. They'll be impressed by the vibrant, true-to-life color quality and unique variable information capabilities of the Xerox digital presses.

Company Users

- > Executives
- > Sales and Marketing



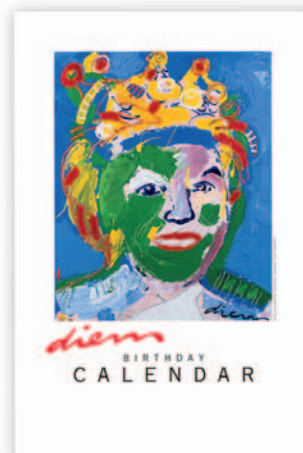
iGen3
701P43824



DocuColor 5000
and 5000 AP
701P47405



DocuColor 8000
and 8000 AP
701P43823





DocuColor® 242/252/260
701P44753



Xerox 4112™/4127™
701P45227

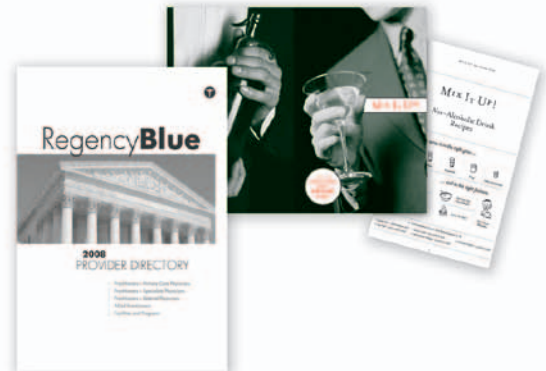
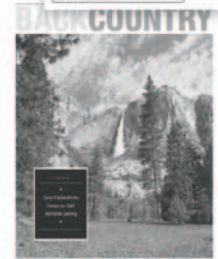


DocuTech® 128/155/180 HLC
610P725270

**Xerox Nuvera® 100/120/144 EA Production System
Xerox Nuvera® 288 EA Perfecting Production System
Sample Print Kit**



701P50678



ProfitAccelerator® Resources for your In-Plant Operations

ProfitAccelerator In-Plant Kit

In-plant organizations are faced with a multitude of challenges from departmental printing, staffing, funding, and competitive pressures—all while aligning with the goals of the parent organization. To assist an in-plant organization in being strategically relevant, operationally efficient and able to promote its capabilities throughout the organization—we created the In-Plant Kit. Here you'll find several resources and guides as well as templates for practical application:

- **The Guide to Strategic Relevance** shows in-plants how to make the transition from being a target of cost savings to a valued partner in achieving the organization's business objectives. The five-step plan helps you: consider the customer; understand the market; develop a plan; market the shop's service; and expand offerings.
- **The Guide to Operational Excellence** walks in-plants through steps to become more efficient and remove waste from their operations, helping them to achieve the goals of decreasing costs, quicker turnaround, improved financial performance

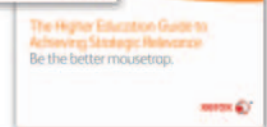
and higher customer satisfaction. The five step plan helps you: understand the goal, measure the current state, analyze data, develop a plan, and implement and track results.

- **In-Plant tools and templates** – a variety of marketing and promotional templates are included on a CD to help get a fast start in promoting In-Plant capabilities.
- **Industry Applications Catalog** – numerous applications suitable for In-Plant production are outlined in this reference book. Use this material to get ideas and to promote the types of jobs you can offer to your organization.
- **ProfitQuick® DM ROI Planner Brochure and User Guide** – For description and reorder information see page 11.
- **ProfitQuick suite for financial modeling tools Brochure** – For description and reorder information see page 10.

Company Users

- > Executives
- > Sales and Marketing
- > Operations

701P45226



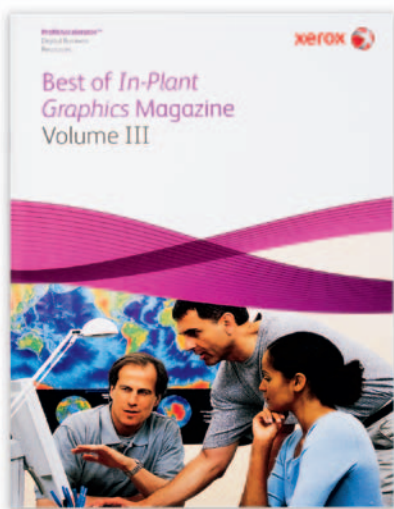
Best of In-Plant Graphics Magazine

In-Plant Graphics is the leading graphic arts magazine written specifically for in-plant reproduction departments. The publication covers technical and business-related topics, focusing on publishing, prepress, printing, bindery and mailing. Other topics include profiles of successful in-plants, management issues, industry news and the latest graphic arts products.

This “best of” collection captures many Xerox success stories in in-plants and describes how in-plants have used digital technology to drive their business partnering with Xerox in The New Business of Printing®.

Company Users

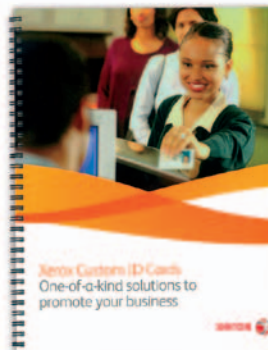
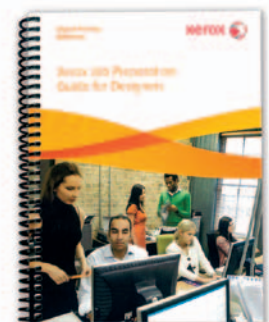
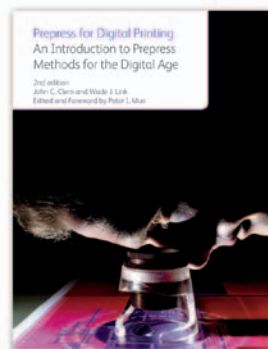
- > Executives
- > Sales and Marketing



701P46055

Additional Resources from ProfitAccelerator® collection for In-Plant Organizations

- *Prepress for Digital Printing Book* – For a description and reorder information see page 32.
- *Xerox Job Preparation Guide for Designers* – For a description and reorder information see page 32.
- *Xerox ID Cards and Applications Directory* – For a description and reorder information see page 45.
- *individualized media essentials Book* – For a description and reorder information see page 40.



These ProfitAccelerator In-Plant Kit items are available to order separately:

| | | | |
|--|-----------|--|------------|
| The Guide to Operational Excellence..... | 701P50411 | The Higher Education Guide to Achieving Strategic Relevance..... | 701P50412 |
| The Guide to Achieving Strategic Relevance | 701P49629 | Industry Applications Catalog..... | 701P50288 |
| The Healthcare Industry Guide to Achieving Strategic Relevance..... | 701P50413 | ProfitQuick suite for financial modeling tools..... | 610P717750 |
| The Guide to Achieving Strategic Relevance Government Edition: Federal, State and Local..... | 701P50661 | The Xerox ProfitQuick Direct Marketing ROI Planner | 701P50525 |

Xerox Digital Print Series

Volume 1—Digital Print Shop in a Box

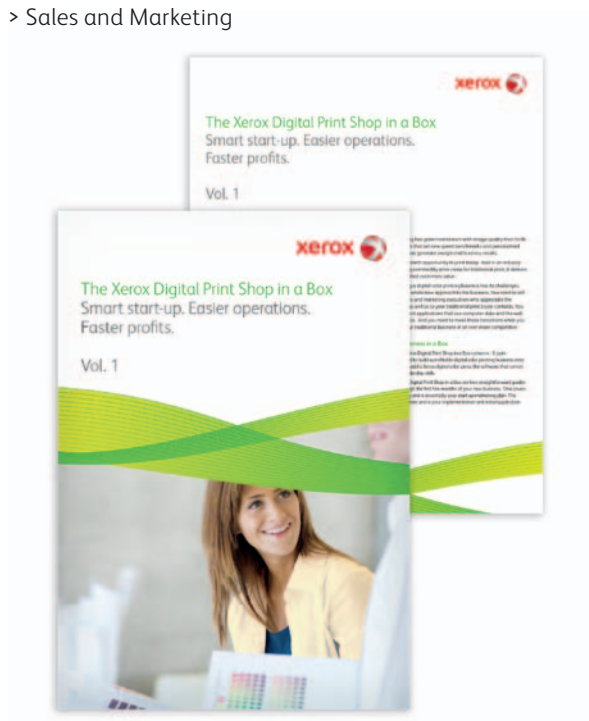
Digital Print Shop in a Box is an easy-to-use, interactive CD and web-based collection that provides step-by-step guides, business resources, application software and associated services to get commercial printers up and running quickly. Digital print is a profitable complement to offset and enables new revenue opportunities from simple short-run, on-demand digital jobs to more complex and lucrative one-to-one marketing pieces and web-to-print collaterals.

Xerox's Digital Print Shop in a Box includes several components that will assist a printer through the first months of operating a digital business.

- **Sales and marketing guide**—simple start-up plan that addresses how to train a sales staff for developing a consultative sale that helps build revenue for both offset and digital applications.
- **Operations guide**—walks a commercial printer through the initial implementation of a unified offset and digital environment and pulls together tips that address pricing, personnel and workflow.
- **CD**—containing best practices and trial web-to-print, and personalized direct marketing campaign templates from Xerox and leading industry partners. Useful glossary of industry terms and resources.

Company Users

- > Executives
- > Sales and Marketing



Interactive CD 701P49087
Sell Sheets (pack of 10) 701P49086

Volume 2—Mail Business Made Easy

This interactive CD-ROM provides Xerox customers with everything they need to add mailing services to their business. A valuable, concise, seven-step quick guide along with design templates and list of partners and resources makes integrating this natural extension of digital print capabilities easier than ever. And not only does Volume 2 offer a new opportunity to make more money, but the newfound ability to offer clients a broader range of services will lead to increased customer satisfaction, loyalty and long-term growth.

Volume 2 includes everything a commercial printer needs to enter the mailing industry.

- **Interactive seven-step quick guide**—walks print providers through developing a strategic plan, purchasing postal-certified software, using quality address tools to generate revenue, developing a mail piece design process, acquiring mailroom equipment, educating internal staff and how to stay informed and involved with industry-related groups.
- **Mailer template and user guide**—these unique tools have been designed and written to provide you with everything you need to know to avoid costly surcharges and maximize your postal savings.
- **Partners, services and resources** section provides a list of contacts and resources to answer any additional questions you may have.

Company Users

- > Executives
- > Sales and Marketing



Interactive CD 701P49081
Sell Sheets (pack of 10) 701P49082

Resources from The Print Council

The Why Print? Kit

This innovative and creative brochure has been produced by The Print Council and demonstrates the extraordinary value and effectiveness of print communications. *Why Print? The Top Ten Ways Print Helps You Prosper* is the first in a series of materials The Print Council is making available to printers to influence media decision makers' appreciation of the value of print.

The *Why Print?* Kit includes:

- Sample brochures printed on both offset and digital devices
- The *Print in the Mix* web site is another valuable resource in reinforcing the value of print with your customers and prospects. Established and supported by the Print Council, the site aims to educate and advocate for the value of print as a viable and effective ROI in the marketing strategy mix through compelling, verifiable and factual data from academic and other reputable sources.
- Source files and postcards in multiple languages that you can use with your customers and prospects to promote the value of print.



701P47522

Available to order separately.
701P50662

To learn more visit www.theprintcouncil.org
To learn more visit www.printinthemix.com

The Print Council is a business development alliance dedicated to promoting the greater use of print media. Formed by leaders across the spectrum of the graphic arts industry, the Print Council's goal is to influence and promote the greater use of print media through education, awareness, market development, advocacy and research.

Company Users

- > Executives
- > Sales and Marketing

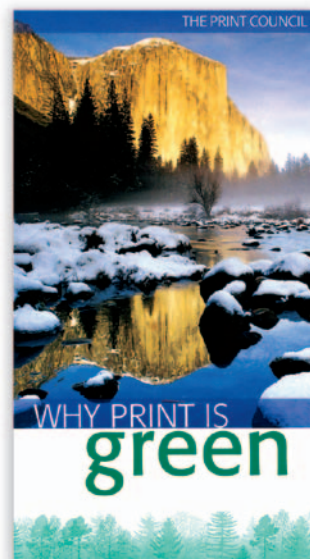
Available in the following languages:
English • French (Français) • German (Deutsch)
• Italian (Italiano) • Portuguese (Português) • Spanish (Español)

Why Print Is Green

Sustainability is a top concern of all members of the Graphic Communications industry. There are many reasons why printing makes sense for the environment. In this engaging brochure, The Print Council identifies 10 Reasons Why Print Is Green. Use this with your clients to educate them on how Green digital printing can be!

Company Users

- > Executives
- > Sales and Marketing



701P50269

Supporting your selling efforts

Duffel Bag

Use this ProfitAccelerator® branded wheeled duffel bag to carry all your Xerox® ProfitAccelerator digital business resources and tools. This stylish duffel has a large zippered main compartment to carry all your resources and tools. What separates this rolling duffel bag from the pack is its ingenious use of space—and lots of it. This drop-bottom duffel bag features straps for last-minute lash-ons and generous, end-pocket-accessible stuff sacks.

Features: Roller wheels • Three-wheel system for more stability
• Pocket to store pull handle • Elastic straps inside • Corner wheel housing • Bottom skid plates

Company Users

- > Executives
- > Operations



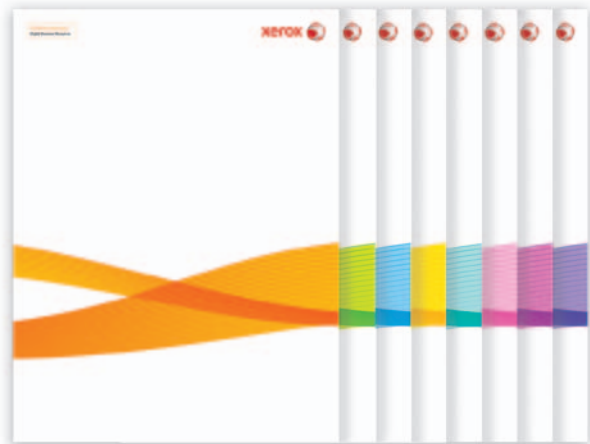
701P44748

ProfitAccelerator Generic Folders

Xerox-branded, 2 pocket folders can be used to enhance how your printed documents are presented and packaged.

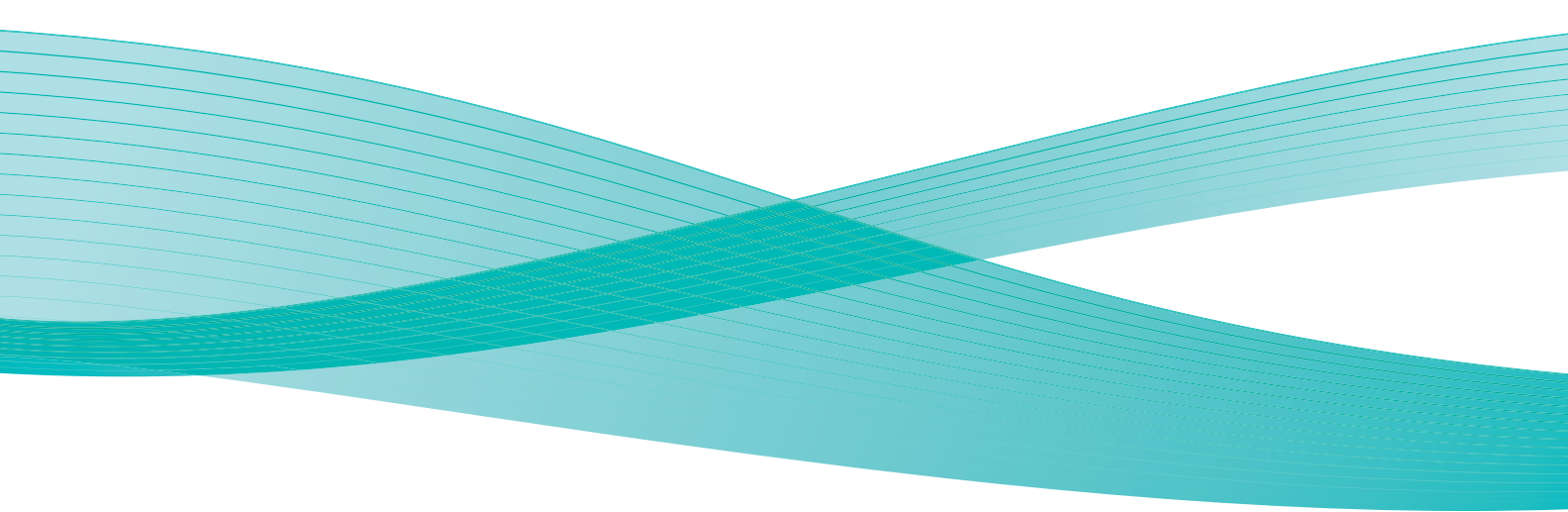
Company Users

- > Executives
- > Operations



701P49889 (packaged as a set of 8)

Agency and Design Resources
Reach this key audience.
We'll show you how.





The Printer's Guide to the Agency Market

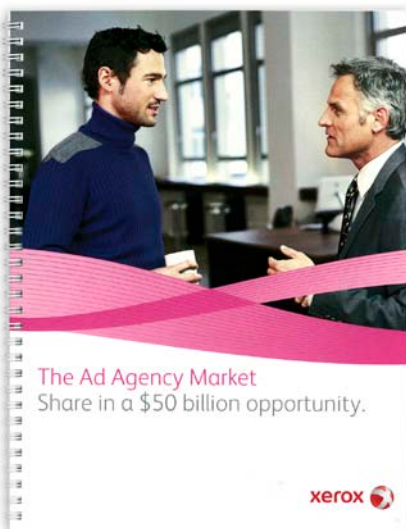
Now more than ever, many organizations are forced to do more with less. It's crucial for marketers and advertising agencies to align themselves with partners (PSPs/MSPs) that can bring new ideas to the development and implementation of marketing communications initiatives, maximizing their marketing spend.

This guide provides information and insights on how to establish these valuable partnerships.

Contents include the key trends and challenges facing agencies, key digital color printing applications in vogue with creative pros, as well as who and how to target within this influential audience.

Company Users

- > Executives
- > Sales and Marketing



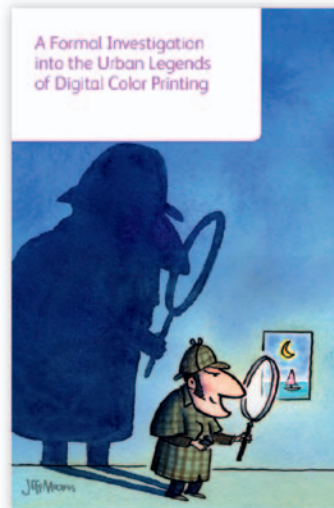
701P45714

A Formal Investigation into the Urban Legends of Digital Color Printing Book

This entertaining book sets the record straight on the state of digital printing and creatively confronts the almost exclusively myth-based objections which involve image quality, cost, substrate flexibility and the use of data for personalization. The book contains dozens of case study vignettes from around the globe that illustrate the fine aesthetics and compelling business results achieved using digital color printing and personalization.

Company Users

- > Executives
- > Sales and Marketing



701P45969

OPEN New Opportunities with Digital Printing Kit

The *OPEN New Opportunities with Digital Printing Kit* features several cross-channel communications programs from Xerox. This kit is designed to help marketing services providers take full advantage of the increased response-generating benefits of digital printing for their clients and prospects. It's also useful for print service providers who are offering variable data services to agencies and to marketers who'd like to understand the advantages of digital direct mail campaigns.

From simple personalization to more sophisticated cross-media direct mail programs, this kit covers it all!



This kit contains:

- **Overview Brochure** describing how to “Open customers’ eyes to the benefits of digital technology”
- **Personalized Direct Marketing Campaign Overviews** showing objectives, strategies, and results and process charts
- **Interactive CD** to enable exploration of each individual program and workflow process in depth
- **Scripted PowerPoint** presentation
- **Sample photography** of each campaign

Company Users

- > Executives
- > Sales and Marketing
- > Operations



Xerox Nuvera® Campaign



Vespa Campaign



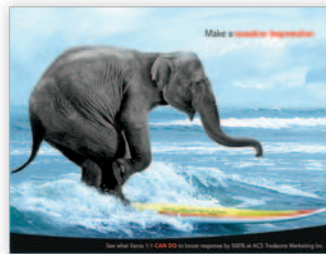
Open Kit Campaigns Volume One (701P45713)

- Agent Postcards
- MINI Cooper
- Book Publishing
- Paper and Specialty Media Pack
- Digital Opportunities
- Snackinar
- Digitally Cool
- Take Back the Cities
- Lunch Box

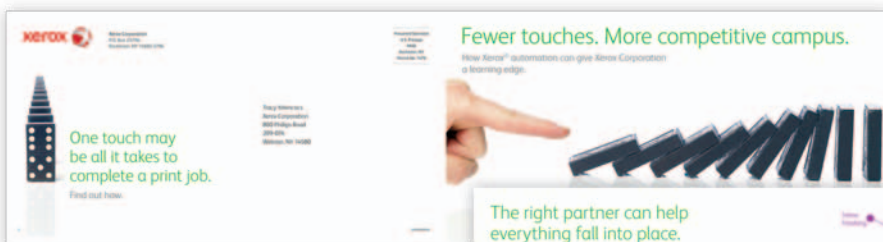


Open Kit Campaigns Volume Two (701P50612)

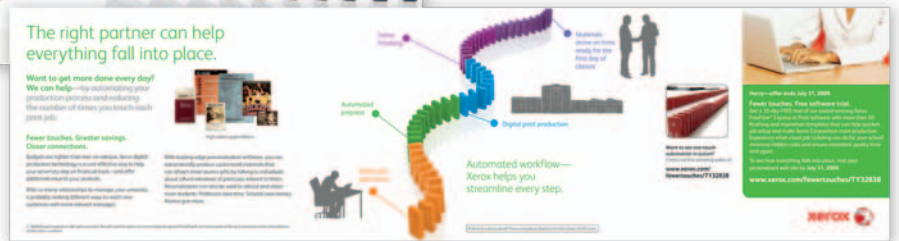
- Digital Color Campaign
- Volume Marketing
- In Plant
- Xerox Nuvera® Campaign
- Vespa Campaign



Digital Color Campaign



In Plant Campaign



Prepress for Digital Printing Book

An excellent resource that provides information on digital file preparation targeted to graphic designers, university professors, service providers and equipment operators. This book offers quick tips and explains the differences between traditional prepress methods and how to design for digital.

Company Users

- > Executives
- > Operations



610P720140

Xerox Job Preparation Guide for Designers

The *Xerox Job Preparation Guide for Designers* is a book intended for creative audiences that design jobs for digital print. The guide contains information that is applicable to all Xerox digital printing devices and also includes specific information pertaining to the Xerox® iGen3® Digital Production Press or iGen4® Press. This guide includes an abundance of helpful information around educating creative professionals on how to set up their design applications and how to prepare their jobs for output.

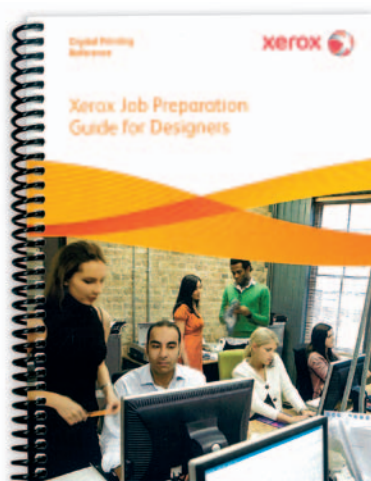
The five chapters include content pertaining to:

- An overview of the Xerox® iGen3 or iGen4
- Paper information and recommendations
- Color settings and soft proofing advice
- Design considerations for graphics, images, text and variable data jobs.
- Preflighting files and PDF creation techniques
- Print settings and finishing options

The *Xerox Job Preparation Guide for Designers* contains many printed design examples and also provides designers with an approach aimed at maximizing the full potential of digital printing equipment, providing tips and techniques to ensure files are printed right the first time.

Company Users

- > Executives
- > Sales and Marketing
- > Operations



701P45148

The Art and Science of Digital Printing: The Parsons Guide to Getting It Right

Developed by a group of gifted communication design students at the renowned Parsons School of Design in New York, this volume is a collection of works of art “that each reflect some unique facet of the processes exclusive to digital printing.”

Complete production notes—along with extensive hints, tips and advice columns—cover topics that span the digital print production value chain, including color management, typefaces, image resolution, file creation and transmission and proofing. Printed on a Xerox® iGen3® or iGen4®, this designing for digital printing primer is an outstanding tool for designers, art directors, prepress professionals and print services providers.

Company Users

- > Executives
- > Sales and Marketing
- > Operations



701P43304

Clear Dry Ink—Design Guide

This guide is filled with techniques, tips and design suggestions to achieve stunning results with the Xerox® Color 800/1000 Presses' clear dry ink capability. Included are a wide variety of examples showcasing the special effects you can create using spot, flood, watermark treatments and more to add greater value and impact to your documents. You'll see the opportunities that adding depth, dimensionality and subtlety clear dry ink can offer.

Company Users

- > Executives
- > Operations



788P00002

DocuTech® Highlight Color

This practical guide shows how to better convey your messages and enhance your business documents with the use of highlight color. Learn how to evaluate business documents and determine how to best apply highlight color for maximum results by using a few commonsense guidelines.

Company Users

- > Executives
- > Operations



610P729440

Highlight Color Design & Printing Guide

This guide helps graphic designers and equipment operators leverage the powerful, business-building capabilities of Xerox® highlight color systems. It includes design and production tips, FAQs, an overview of highlight color systems and more.

Company Users

- > Sales and Marketing
- > Operations



610P729430

A Design Guide for Black-and-White Cut-Sheet Production

This hands-on reference tool helps designers, printers and others designing and preparing files for production on the Xerox Nuvera® Digital Production System, as well as on the Xerox® DocuTech® Production Publisher and DocuPrint® Enterprise Printing System, achieve great results the first time and every time. Use this guide to explore the broad array of black-and-white printing capabilities, including the artful integration of color and the technical considerations for delivering files that will ensure flawless production and outstanding results.

Company Users

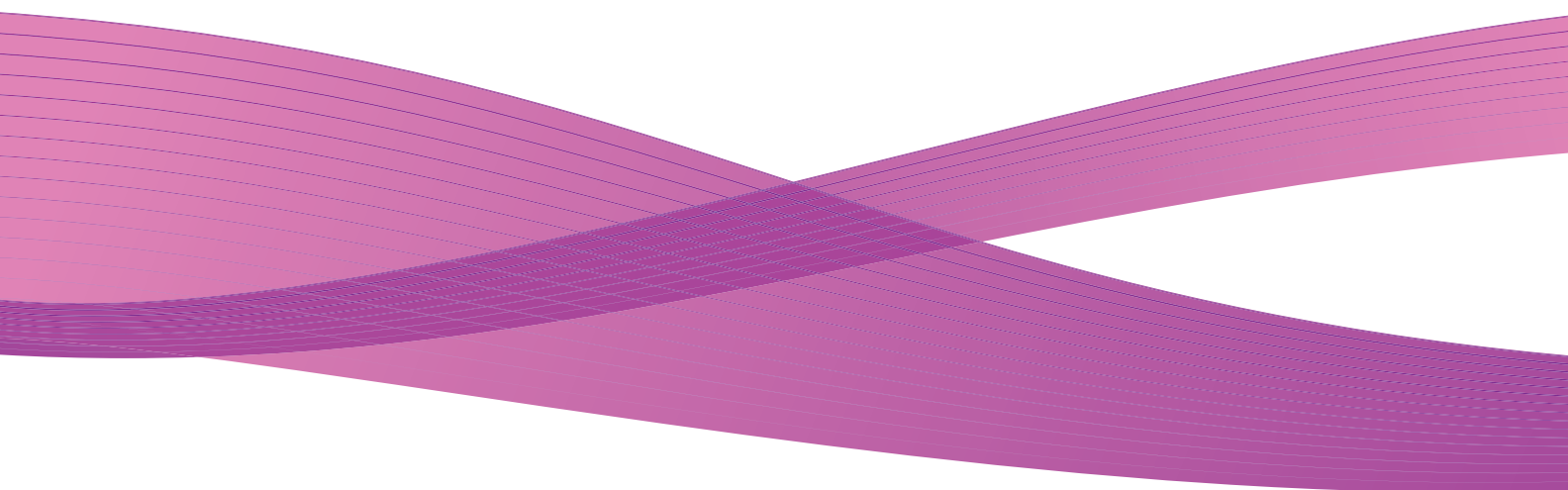
- > Sales and Marketing
- > Operations



730P00037

Application and Development Resources

Discover high-value, profitable
digital printing applications.





ProfitAccelerator® Digital Books Development Kit

Digital book publishing is one market you don't want to miss: it has been identified as the single greatest growth area for digital printing over the next 10 years. The ProfitAccelerator Digital Books Development Kit has been created to ensure you can take full advantage of this enormous opportunity. The kit provides you with the tools and information you need to get up to speed quickly on this promising and vibrant market.

It includes two attractive, informative and innovatively designed books. One provides you with a concise overview of the book market, its digital opportunities, how to sell to book customers and more.

Its companion is an invaluable resource you and your operators will rely on again and again for basic information as well as helpful hints and tips about designing, printing and finishing digital books.

Source files are included so you can print both books yourself—it's a great way to demonstrate your book printing capabilities as well as to share this important information. You'll also receive a versatile scripted PowerPoint® presentation that you can use to tell and sell the digital book story to your customers, prospects and sales force.



701P46468

Company Users

- > Executives
- > Sales and Marketing
- > Operations



Photo Application Resources

Picture Me Profitable Photo Kit and Digital Photo Sample Applications Resource Binder

These photo application resources for personalized photo products have been designed to enable you to quickly adopt digital printing technology to the innovative and high-value digital photo specialty needs of your customers.

The Picture Me Profitable Kit and Photo Sample Applications Resource Binder provide the tools, templates and resources needed to help grow your business and expand money-making photo print applications to your customers, like greeting cards, photo books and calendars, among many others.

Company Users

- > Executives
- > Sales and Marketing
- > Operations

The Picture Me Profitable Photo Kit includes:

- *Xerox Digital Photo Books Business Marketing Plan Kit* to help you assess your market and the competition, chart your course of action and develop successful marketing tactics.
- The *Digital Big Picture*, an easy-to-use summary of photo book printing basics, as well as helpful hints and tips on designing, printing and finishing digital photo books.
- *Get, Print, Finish and Grow Your Photo Specialty Business with Xerox* white paper explores the digital photo opportunity from the nuts-and-bolts level to case studies of successful digital photo practitioners.
- *Photo Industry Articles and Reports*, a collection of brief, easy-to-read articles written by industry experts and printers that shows you where the opportunity lies and how to take advantage of those opportunities for your business.



| | |
|-----------------------------|-----------|
| English..... | 701P49665 |
| French (Français)..... | 701P49150 |
| German (Deutsch)..... | 701P49151 |
| Dutch (Nederlands)..... | 701P49149 |
| Italian (Italiano)..... | 701P49156 |
| Portuguese (Português)..... | 701P49152 |
| Spanish (Español)..... | 701P49153 |

The Digital Photo Sample Application Resource Binder includes:

- This binder contains an array of photo-based applications you can deliver to your customers. This counter sample book allows your customers to see and touch applications printed on award-winning substrates from window decals to business cards, calendars, signage and much more.
- PDF files for the *Digital Photo Sample Applications Binder* (does not include printed samples).



701P49664



Profiting through Personalization Vol. II Featuring XMPie

In today's world, the average consumer receives approximately 3,000 marketing messages daily, pays attention to 52 and remembers 4. Marketers are struggling to find ways to ensure that their messages and offers are noticed and acted upon through all that clutter. The ability to develop targeted and personalized printed communications can significantly improve audience response and increase overall business results.

The goal of *Profiting through Personalization Vol. II* is to put you on the fast track to developing personalized applications for

increased revenue opportunities—a track that will demonstrate how to turn Marketing Communications into Marketing Conversations for your customers, by offering new ways to develop and successfully implement variable data, cross-media and Web-to-Print programs.

It will not only help you identify ways to generate more revenue on every job but differentiate your services in today's commoditized print market.

Company Users

- > Executives
- > Sales and Marketing



701P37411

**Before and After:
The Power of Personalization**

Variable Direct Mail/Innovative Call-Kit Sheets
The VDP call-out sheets are a tool to help you explain the process of creating a 3D document. The examples will help your customer understand the power of variable of effective communications.
You can utilize the call-out sheets as a part of your PowerPoint presentation in a separate discussion and hand-out.
These tools are also available on the enclosed CD for you to utilize.

The Communication Pathway
The Communication Pathway provides a continuum for developing programs and connecting with customers. At each step on the continuum, the marketing communication campaign builds in relevance, interactivity, response and complexity.
You can start wherever you like on The Communication Pathway and build as you grow.
Variable Direct Mail and Image-Intensive Communications require segments to respond. The use of jobs and images is relatively simple and the associated information technology (IT) requirements are typically minimal.
Web-Driven Personalized Print and E-mail includes an increased use of relevant data and graphics, enabled via client and custom sites. This requires an increased IT infrastructure and security, as well as 24/7 uptime.
Integrated Campaigns with Tracking, Analysis and Refinement brings you the most sophisticated use of customized elements, tracking and analysis and IT infrastructure. However, as you move left to right along the Pathway, the payback in terms of what you can charge for job size increases, which helps pay for your operating costs and increases your overall income.
See Value-Based Pricing for more details.

Variable Direct Mail
Personalized direct mail campaigns are designed. They use a single data source and design element.

Image-Intensive Communications
Image-intensive communications include applications using more relevant information—affiliations, relationships—and rich, engaging content. These programs have design that change for other small groups of recipients or one recipient at a time.

Web-Driven Personalized Print and E-mail
The next step in the continuum includes Web analytics and custom jobs that drive one to one print and e-mail marketing programs. The jobs drive headlines and copy range from very simple to complex, with many variables and rich image content.

Integrated Campaigns with Tracking, Analysis and Refinement
Cross-media, multi-channel campaigns provide the greatest opportunity for steady growth in your revenue and dramatic increases in retention and quality through additional services.

↑ Complexity

This comprehensive kit is divided into three sections:

Part One

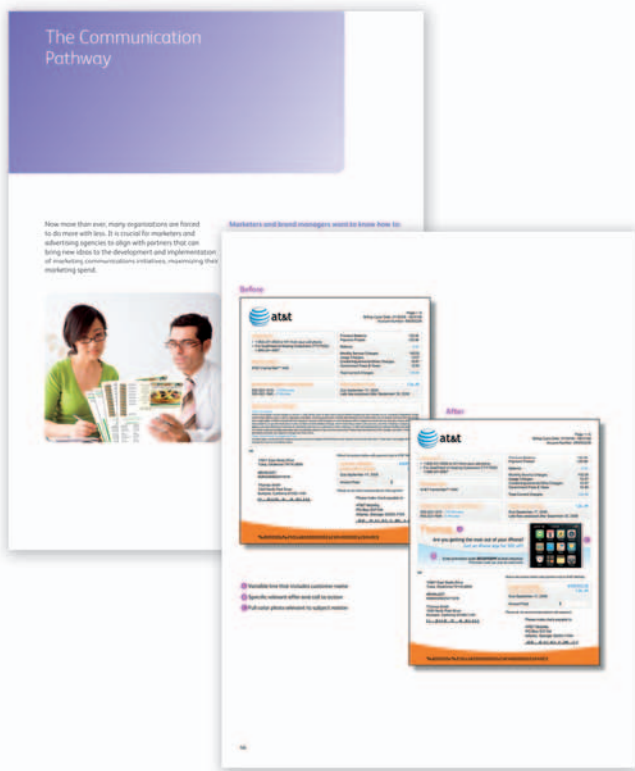
Provides foundational information on variable data use, communications, applications such as Web-to-Print, cross-media, and also addresses pricing and steps for success.

Part Two

Contains numerous examples of how personalization can be utilized as part of a direct mail campaign. This section also provides information on XMPie and the variety of resources available to support your personalization efforts.

Part Three

Shares resources for you to get a quick start. Contained on a CD are templates you can use to create your own personalized campaign—for your clients or for your own self-promotion. Also provided is a comprehensive list of resources from the ProfitAccelerator® collection that will also assist in your personalization efforts and in growing your digital business.



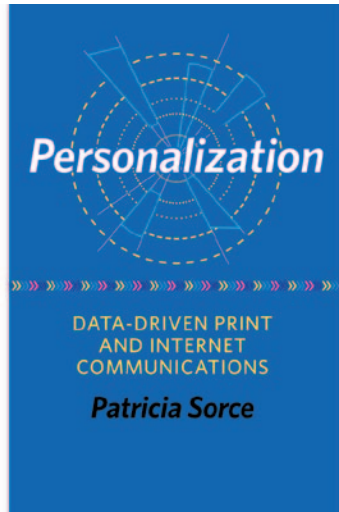
Personalization Book

Data-Driven Print and Internet Communications

Customized marketing communications is one of the hottest applications for digital printing today. *Personalization*, published by the Printing Industry Center at the Rochester Institute of Technology, describes the strategic issues, technical concepts and the opportunities for success and business growth through investment in variable-data printing. This book documents the current use of personalization and custom communications while identifying best practices, best prospects and associated business models for delivering value to your clients. *Personalization* is a comprehensive resource for print providers who want to build an infrastructure to provide customized communications to their customers.

Company Users

- > Executives
- > Sales and Marketing



701P45251

individualized media essentials Book

Marketing to an Audience of One

Here's an ideal vehicle for telling customers and prospects how they can generate enormous sales and revenue opportunities with variable-data printing (VDP). Written for marketers and printers alike, the *individualized media essentials* book focuses on how VDP is opening up a new world of individualized marketing, in which each direct mail piece can be tailored to the unique needs and buying preferences of every member of the target audience.

In this book you'll find a marketer's perspective describing the opportunities, a printer's perspective providing selling and workflow tips and considerations, a go-forward guide that outlines each player's role, case studies and a useful glossary of industry terms and resources.

Company Users

- > Executives
- > Sales and Marketing



701P45453

Create Relevant Direct Marketing That Gets Results Kit

Welcome to the profitable world of direct marketing. This book covers the basic considerations for building relevant and measurable direct marketing services using the latest digital print technologies.

It is part how-to manual for print services providers looking to expand their businesses with new direct marketing services, part guide for experienced hands seeking to enhance their direct marketing services, and a handy reference tool for anyone in the business.

As a direct mail print services provider, you don't need to offer every service required for a direct mail program. But you do need to understand what is involved. In some cases, you may contract with a partner who delivers the complementary services. In others, you may simply need to fit your services into an overall program or strategy run by your client or an agency.

Whatever your business situation, we know this kit will be a valuable resource as you capture one of the best opportunities in today's digital printing market.

Kit includes:

- Guide for Creating Relevant Direct Marketing That Gets Results
- Xerox 1:1 Lab Case Studies
- Xerox Customer Case Studies (PDFs) Showcasing Best Practices in Direct Marketing

Company Users

- > Executives
- > Sales and Marketing



701P46479

Direct Mail Brochure

By all accounts, direct mail is one of the best opportunities worldwide in print services today. And customers welcome it. Consumers prefer direct mail for receiving marketing and promotional information¹ and direct mail gets customers attention; 81% of households read or scan some or all of their advertising mail². In addition, direct mail and catalogs outperform other media in building traffic to a web site, phone number, store or other business³.

This Xerox white paper provides an overview of the Direct Mail Opportunity including:

- Direct Marketing Trends
- Return on Investment
- Case Study Examples
- Campaign Anatomy
- Enabling Software and Hardware Technologies
- Supporting Xerox and Industry Resources

Company Users

- > Executives
- > Sales and Marketing



701P50305

¹InfoTrends

²2007 USPS® Household Diary Study

³DMA 2008 Response Rate Trends Report

Xerox 1:1 Lab

Delivering the proof of concept to marketers

1:1 Lab is one of our most effective programs for demonstrating the power of personalized color marketing to our customers. The 1:1 Lab uses direct mail marketing campaigns to test the difference of customized print communication over standardized direct mail messages. And it was created to help Xerox Graphic Communications providers deliver relevant direct mail for their clients.

Case Studies

See the value the 1:1 Lab demonstrates to a variety of our customers. Read our case studies for highlights of the most transformative results.

For example:

Ford Motor Company—The Ford Extended Service Plan (ESP) is the only extended service plan backed by Ford. Ford sells nearly a million ESP contracts each year. In the 1:1 Lab, Ford tested two creative formats – self-mailer versus letter – and the use of individual relevant information for Ford F150 truck owners. The results included a more than 35% increase in sales and a reduction in production costs by 3.2%.

Maine Office of Tourism—As the marketing organization for the largest industry in the state of Maine, the Maine Office of Tourism serves a wide range of travel-related businesses and a broad spectrum of potential visitors with diverse interests. Their challenge: reaching every hiker or beachcomber or antique-seeker with the information that is most relevant to their interests and most likely to persuade them to choose Maine. The data-driven, personalized fulfillment mailing generated a 24.1% improvement in response rates over the control fulfillment and a 23.4% increase in revenue from the visitors to the state.

Company Users

- > Executives
- > Sales and Marketing



701P45011

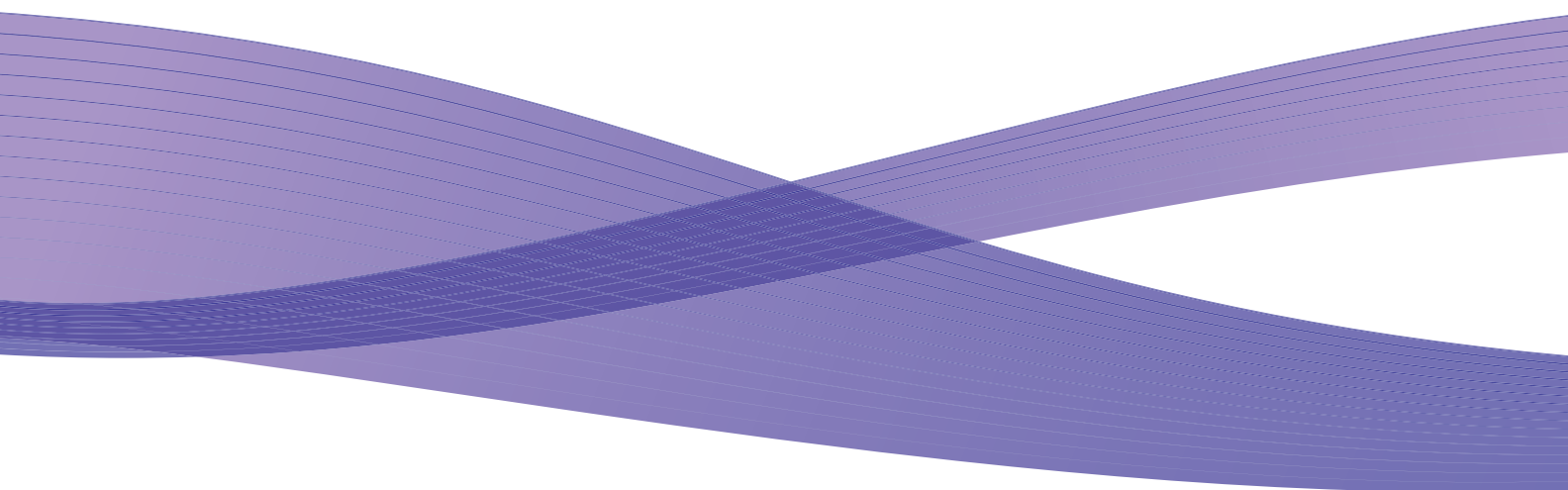
1:1 Lab Case Studies

| | |
|---------------------------------|-----------|
| Conference Board of Canada..... | 701P46571 |
| Ford Budco | 701P50414 |
| Heritage Education..... | 701P45216 |
| Maine | 701P49635 |
| Readers Digest | 701P47294 |
| Solidarity Fund | 701P46369 |
| Staples | 701P46370 |
| Tourism BC | 701P45215 |

To learn more visit www.xerox.com/1to1Lab

Paper and Media Resources

Create exceptional results with exceptional paper and media.



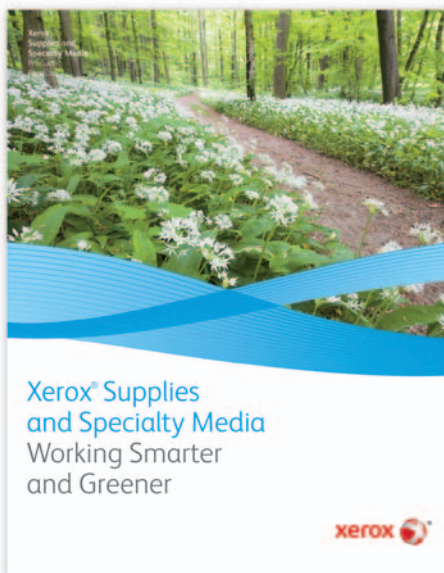


Xerox® Supplies and Specialty Media Catalog

Quality, reliability, variety and performance—in the world of digital printing, Xerox Supplies is committed to bringing you the widest portfolio of digitally optimized paper and specialty media. Improve your document quality, your output and your bottom line—Xerox supplies are engineered to bring out the best in digital printing. All of our products have been designed, tested and qualified by Xerox engineers to ensure optimum performance and outstanding productivity. There's never been a better time to take advantage of the explosive growth of digital print. And we have the innovative money-making or money-saving Xerox Supplies solutions that get results!

Company Users

- > Executives
- > Sales and Marketing
- > Operations



Available on www.xerox.com/supplies

Xerox® Supplies Portfolios

You can create so many unique and exciting products with Xerox® digitally optimized papers and specialty media, we've created a whole series of portfolios just to give you and your customers a glimpse of what's possible. We hope you'll think of them as idea generators and starting points, because the sky's the limit with these premium substrates. They offer the tremendous versatility and variety you expect from offset papers. And they're the perfect choice for highly targeted, digital-age documents that include customized messages and personalization. Available in a large selection of cut-sheet sizes, weights and finishes.

Company Users

- > Executives
- > Sales and Marketing
- > Operations



Xerox® iGen4® Press
701P50213

DocuColor® 242/252/260
Digital Color Printer/Copier
701P47031

Contact your local Xerox Supplies Account Representatives for samples, as order numbers may vary by geographic region.

Xerox® Supplies Coated and Uncoated Paper Swatch Books

Xerox® Uncoated Paper Offers Quality, Reliability, Variety and Performance

Xerox Supplies is as committed to protecting the environment as we are in offering you the widest portfolio of Digitally Optimized Paper and Specialty Media. Our range of options includes papers that are FSC and SFI certified, so you can be sure you're helping to preserve the planet while you're improving your document quality, your output and your bottom line.

From the multipurpose Xerox® Business 4200 to the graphics-ready Xerox® Color Xpressions Elite, we've enhanced and refreshed your favorite papers. Our Uncoated Papers' abundant variety of sizes, weights and shades, coupled with exceptional quality, mean you can be creative, innovative and assured of outstanding results. Unbeatable performance delivers high productivity and minimal downtime. And, as always, we have ensured these papers are environmentally responsible.

Xerox® Coated Paper Defines Color Imaging with Style

As you thumb through this book, you'll find the ultimate in color digital coated papers. Created by the digital color printing technology experts at Xerox, these papers have a pedigree with pizzazz. They offer a winning combination of versatility, durability and reliability—and, of course, the knockout color imaging quality you expect.

Ultimate Variety—Xerox offers the greatest variety of digital coated papers on the market today:

- Choose from gloss, silk or textured
- Our gloss comes in three brightness levels, including mirror gloss
- Opt for coating on one side or both
- Choose from sizes ranging from standard 8.5" x 11" all the way up to 14.33" x 20.5" (suitable for the iGen3® Digital Production Press and the iGen4® Press) and custom sizes

Company Users

- > Executives
- > Sales and Marketing
- > Operations



Digital Uncoated Papers
701P50510



Digital Coated Papers
701P50511

Paper and Specialty Media Sample Pack

With the right paper you can create the application that's perfect for your customers, and profitable for your business!

Our array of Xerox® Paper and Specialty Media helps you make the right choice. Xerox has developed the widest selection of digitally optimized papers and specialty media on the market. So you can ensure a dramatic presentation, no matter what the job.

This sample pack illustrates the range of digital printing's capabilities and color reproduction on a variety of substrates.

A perfect giveaway item for prospects and customers!

Company Users

- > Executives
- > Sales and Marketing
- > Operations



701P48085

Xerox® ID Cards and Applications Directory

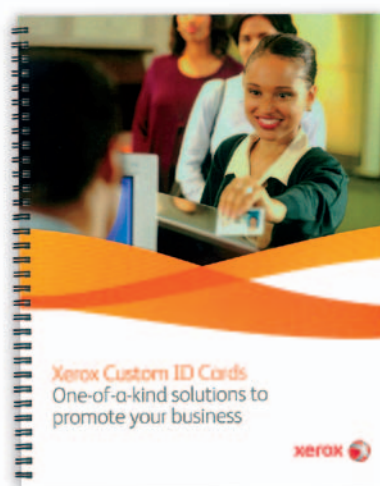
Promote your business—and show your customers how to promote theirs—with the unique, cost-effective, durable, creative solutions Xerox® Custom ID Cards provide. The Xerox® ID Cards and Applications Directory delivers a range of Custom ID Card options, descriptions, thumbnails and preprinted samples that let you, and your customers, feel and see the Xerox quality built into each card. This directory also contains a DVD with pdf files and customizable source files of each card example, so you can customize and create your own cards to show your customers the broad range of card possibilities, such as:

- High-end Business ID Card solutions that add elegance to membership cards
- DocuCard® premium solutions for personalized real estate business cards
- Reasonably priced ClientCard solutions for perforated coupon cards
- Polyester-plus-paper DuraDocument solutions for tough, tear-resistant ID cards
- DocuMagnet solutions for handy business telephone reference cards

Explore these possibilities and share them with your customers—they'll want to be Xerox® Custom ID Card-carrying members!

Company Users

- > Executives
- > Sales and Marketing
- > Operations



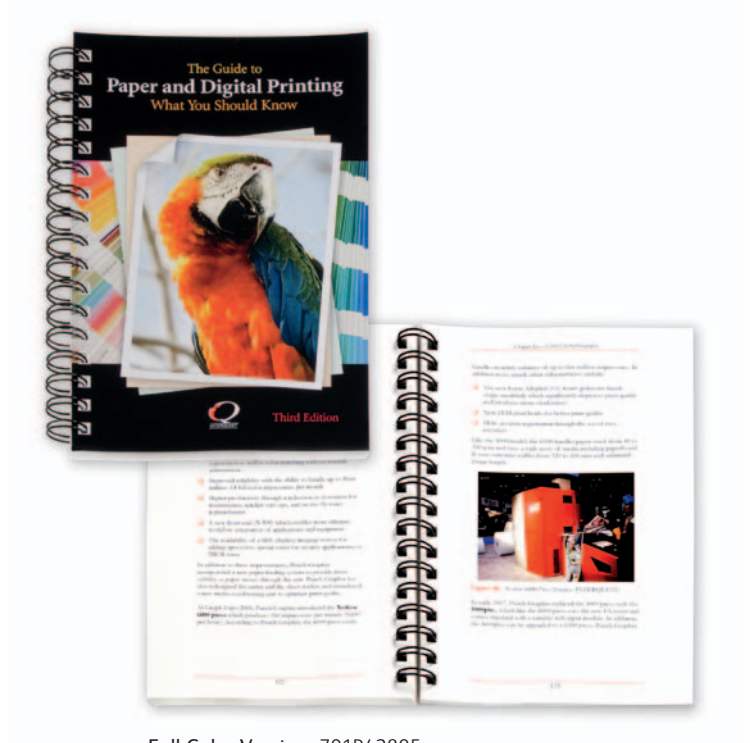
701P47473

The Guide to Paper and Digital Printing: What You Should Know

The Guide to Paper and Digital Printing: What You Should Know (Third Edition) by INTERQUEST explains key technologies, marketing issues and trends related to paper and digital printing. You'll understand what happens inside, and outside, your digital printer in a simple, straightforward way. Discover important facts about the composition of paper and other media substrates and learn how to ensure that you get the best results with your digital products. The guide also provides an analysis of the trends and issues for pre- and post-processing/finishing, and examines the future of paper.

Company Users

- > Executives
- > Sales and Marketing
- > Operations

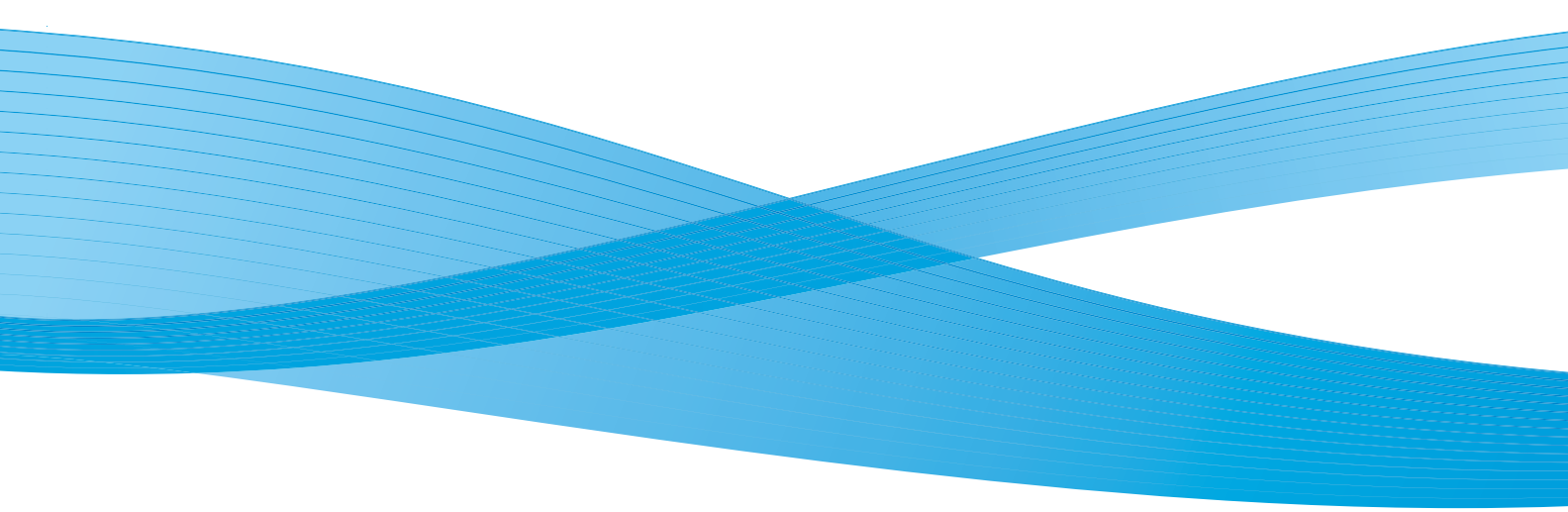


Full Color Version: 701P42895

Black and White Version: 701P47406

Business Development Training and Consulting Services and Support

Give your team a competitive edge
when it comes to digital printing.





Business Development Services

You always have access to help where and when you need it.

Our team of experts is available to work with you on your most important needs—sales, marketing, operations and more.

From the basic to the complex, whether you need product training, project management, specialized technical support or customized application development support, you can draw on our rich history and experience in helping customers build successful digital printing businesses.

Classroom-style courses, webinars and customized consulting are available online or on-site, at your location or ours.

The following pages will describe in more detail the specific professional and training services available.

Our three main areas of Business Development Consulting Services are:

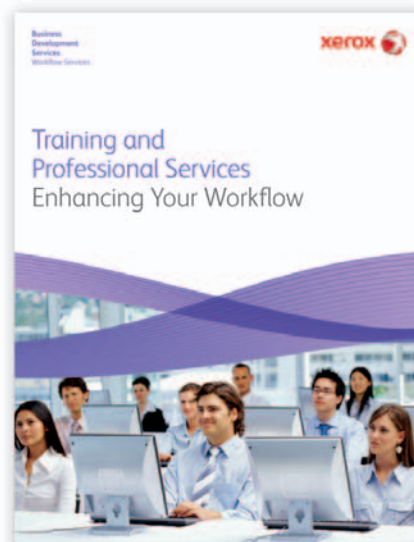
- Sales and Marketing Services
- Workflow Services and Operational Services
- Application Development Services

Sales and Marketing Services



701P47600

Workflow and Operational Services



701P48407

Application Development Services



701P49309

Sales and Marketing Services

These services put you on the fast track to success by showing you how to:

- Capture high-margin opportunities through Selling Digital Printing programs.
- Help your salespeople understand how they can have the right conversations with the right people by utilizing our sales training options.
- Customize your sales training to your specific needs whether those are related to selling variable data or a specific vertical industry.
- Develop a marketing plan with strategies and tactics that leverage your strengths and exploit competitive weaknesses.
- Learn how to target and build relationships with influential agencies and marketers.

- Develop a sales management plan that focuses you and your sales force on the most important aspects of digital sales success.

Professional Services

- Developing a Marketing Plan..... 701P47601
- Developing a Sales Management Plan..... 701P47602
- Value-Based Pricing Workshop..... 701P49694

Training Services

- Selling Digital Printing.....701P48538
- Selling Variable Data Services 701P47603
- Selling into Vertical Markets..... 701P48537
- Selling to Agencies and Marketers..... 701P45714

Professional Services

Training Services

Workflow and Operational Services

New services help customers build, integrate and enhance their workflow for digital printing applications.

- **Design for Digital Workshop** helps users learn how to prepare files for digital printing. It is based on the ProfitAccelerator® *Xerox Job Preparation Guide for Designers* and is geared toward commercial and in-plant print providers.
- **Color Management Workshop** enables users to implement a color management process to increase the predictability of digital press output.
- **XMPie® Training and Professional Services** help customers leverage the power of personalization in their marketing communications.
- **Web Services and Variable Information Training** enables customers to build e-commerce solutions and connect to their customers more effectively.

Professional and Training Services



Lean Document Production Kit

Lean Document Production (LDP) and Design® enables you to transform your production operation and see productivity improvements of 20-40%.



701P50834

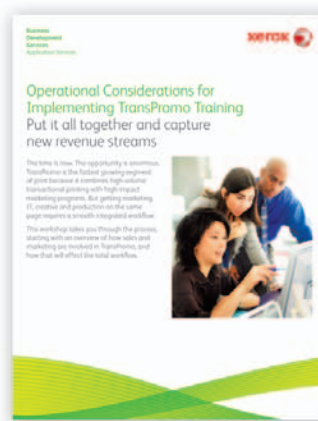
- Color Management Training 701P48411
- Design for Digital Training 701P48410
- FreeFlow® VI Suite Training and Professional Services..... 701P49300
- FreeFlow Web Services Training..... 701P48409
- XMPie® Training and Professional Services..... 701P48408

Application Development Services

Application services assist customers in the development of high-value, high-volume specialized applications to increase revenue opportunities and expand market reach

- **How to Sell TransPromo Training**—This workshop helps your salespeople understand the TransPromo (TP) opportunity, how to target and talk to different audiences about the application and drive new revenue.
- **Operational Considerations for Implementing TransPromo**—This session clarifies what the considerations are in order to implement the TransPromo application into reality by understanding the workflow requirements to effectively implement a TransPromo operation strategy in your company.
- **How to Implement TransPromo**—This technical workshop takes a “deep dive” in showing how a TransPromo workflow can be successfully implemented in your company, with a step by step approach for members of your IT, programming and operations staff.
- **How to Sell Direct Mail Training**—This training will enable your sales representatives to understand opportunities for a variety of direct mail applications from single to full cross-media campaigns. They learn how to prospect, get the business and measure the return on investment (ROI).
- **Operational Considerations for Implementing Direct Mail**—This session clarifies what the considerations are in order to bring Direct Mail into reality by understanding the operational requirements to effectively implement a DM strategy in your company, from customer service to operations and IT.
- **How to Implement Direct Mail**—This technical workshop takes a “deep dive” in showing how a Direct Mail workflow can be successfully implemented in your company, with a step by step approach for members of your IT, programming and operations staff.

- How to Sell Direct Mail Training.....701P49695
- How to Sell TransPromo Training..... 701P48439
- Operational Considerations for Implementing TransPromo 701P48440



Professional Support Services From Xerox

Xerox® prInteract® Remote Service Offerings

Xerox prInteract Remote Service Offerings combine regular system checks with Xerox expertise to give you comprehensive coverage that ensures your production is kept at its most efficient. Our integrated approach to maintaining your machine goes far beyond traditional telephone-based support. Through online connections that utilize your existing infrastructure, up-to-the-minute information about your system's current state is available and evaluated with historical performance data. With our Remote Desktop Sharing, you can authorize one of our specialists to remotely access the user interface of your machine to help guide you through an issue in real time.

24/7 Support

You can turn to several reliable sources of support, any time, any day. All are designed to be available at your convenience.

- Our 24/7 Customer Support Hotline provides you with a source of accurate information and the help you need to resolve problems now.
- Our Online Support Assistant is available at www.xerox.com to help you find fast solutions to common problems.
- Customer service representatives in our call centers provide a single point of contact for all of your service and support needs. They will help you solve a wide range of problems. For more challenging situations, they will bring in expert second-level assistance to get the job done.
- Customer service engineers and imaging specialists are the front-line team of technical product specialists who install, maintain and service your equipment.

Your image quality and uptime are their biggest priority. That's why we leverage all levels of our worldwide support resources to address your specific situation. From local service teams to product development specialists, we're here to provide intelligent solutions and preventive measures to keep you up, running and breathing easy.

Visit www.xerox.com/professionalservices to learn more about the variety of professional support available to you from Xerox.

Sales and Customer Support Analysts

Ensuring that you are completely satisfied with your technology purchase is the goal of our analysts. Highly knowledgeable, they provide you with ongoing business development support long after the sale. It's real-time post-sale support that is the best in the industry.

SmartPress Production Consultants (SPPC)

This diverse team of graphic communication professional has been guiding Xerox customers since the dawn of iGen3® and iGen4®. Their collective skills includes variable data, graphic design, pre-press, digital and offset printing, sales and programming for digital color printing. The SPPC team is dedicated to helping Xerox customers grow their business.



711P00192

ProfitAccelerator[®] Business Development Catalog

Grow your business with ProfitAccelerator. No company offers a more robust set of tools and programs to help you expand your business and maximize your digital printing investment than Xerox. We bring you unparalleled experience and expertise, along with industry-leading support. All with one goal in mind: to help you grow a vibrant, sustainable, profitable business with digital.



To learn more about our comprehensive portfolio of world-class resources, visit us online at www.xerox.com/driveprofit.

©2010 Xerox Corporation. All Rights Reserved. XEROX[®] and XEROX and Design[®], DocuCard[®], DocuColor[®], DocuPrint[®], DocuTech[®], FreeFlow[®], iGen3[®], iGen4[®], Lean Document Production and Design[®], Xerox Nuvera[®], ProfitAccelerator[®], ProfitQuick[®], uPublisher[®], The New Business of Printing[®], Digital Color Elite Silk[®], prInteract[®] and SmartPress are trademarks of or licensed to Xerox Corporation in the United States and/or other countries. PANTONE[®] and the PANTONE MATCHING SYSTEM[®] are registered trademarks of Pantone, Inc. PowerPoint[®] is a registered trademark of Microsoft Corporation. 09/10 T207

610P719420

