



Cheque-Mates

Doubling growth and diversifying services with Fuji Xerox

Since its inception in 1992, Cheque-Mates has differentiated its business on a unique model as Australia's leading trade-only mailing house. With a holistic approach to managing their business, for the last seven years, the company has doubled in size every year and now employs over fifty people.

Recognising an opportunity in the market, Cheque-Mates took full advantage of Fuji Xerox's range of equipment, software and business development tools to launch a new value-added service, Cheque-Mates Direct, which has helped drive continued growth.

A unique business model

As a trade-only print and mailing house, Cheque-Mates partners with print-service franchises, mailing houses, printers and print management companies to deliver a wide array of products and services. Its mission is to provide quality and customised multi-channel communication solutions that connect organisations with their customers.

Rodney Frost, CEO of Cheque-Mates, says the company's rapid growth can be attributed to its niche business model.

"Our partners find it more cost-efficient to outsource print and related requirements to Cheque-Mates than invest in their own printing equipment. We handle everything from variable data colour printing for marketing collaterals through to mail fulfillment and the distribution of transactional information such as invoices, statements, pay slips and utility bills via multiple channels," says Frost. "We work to very tight turnaround times to meet our key performance indicators. Our clients see us as an important business partner that can help them deliver on their customers'

requirements, cut client costs and add value to their total offering."

Phenomenal growth leads to expanding capabilities

Over the years, Cheque-Mates has seen demand increase for both colour and black and white digital printing, and first invested in Fuji Xerox solutions in 2006. The company installed the high end Nuvera 120 MX monochrome press, closely followed by the Nuvera 120 Copier Printer. This helped the company cope with its rapid growth.

To maintain market leadership and continue improving on quality and output, Cheque-Mates upgraded from a DocuColor 5000 to a DocuColor 8000AP within one year. Most recently, the company implemented XMPie's personalisation software to handle variable data printing and added a Nuvera 288 Digital Perfecting System to their fleet. Currently, the company prints an average of two million A4 monochrome images per month.

Frost says that he views Fuji Xerox Australia as a true partner rather than just a technology supplier. "We took the upgrade seriously and researched several offerings from all potential vendors. During an intensive tender process, we measured equipment suppliers on their level of knowledge of the digital print market and understanding of our value proposition.

We also looked at their position in the market, as well as their track record for service and innovation. We were essentially looking for a company that could help us take advantage of the digital print journey. Fuji Xerox Australia proved to be a leader in this area and a great fit for our company."

Increased customer satisfaction thanks to reliable technology and service

Despite demanding fast turnaround times to service their customers, Cheque-Mates' customers are consistently impressed with the output results. The company receives an average of 40 digital colour print jobs each day and is able to turnaround most jobs within 24 hours using a range of Fuji Xerox solutions.

"We require high levels of customer service and realised early on that Fuji Xerox's service levels were unmatched. As we aim to provide a superior experience to our valued business partners, we needed a company that would enable us to do this. The Fuji Xerox customer service team is on hand 24/7 to support us if needed, something we value immensely," says Frost.



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– Rodney Frost, CEO, Cheque-Mates

Expanding the business with innovative services

In addition to using Fuji Xerox equipment, Cheque-Mates has also taken advantage of business development modules within the ProfitAccelerator Digital Business Resources to help launch its Cheque-Mates Direct.

Cheque-Mates Direct is a value-added service that uses XMPie personalisation software to deliver direct mail and marketing related services for customers.

The new service, an inspiration derived from the ProfitAccelerator Suite, has helped Cheque-Mates become more marketable as it gives printers a competitive edge to better meet their customers’ variable printing needs. By using the service, customers can access a comprehensive online image gallery and choose from thousands of images to personalise direct mailers.

“Utilising the Cheque-Mates service, customers can now be more innovative with their marketing collateral by choosing from

an array of images and designs. They also have the ability to preview their marketing collateral before it gets printed,” says Frost.

Frost concludes: “The ProfitAccelerator Suite exposed us to a whole new world of possibilities in digital printing, and was the catalyst for launching Cheque-Mates Direct. We can now offer our valued business partners access to an array of relevant marketing solutions.”

About ProfitAccelerator

Already the broadest and most in-depth business development portfolio in the digital print industry, the ProfitAccelerator suite now includes nearly 40 modules. These comprise a variety of resources, which assist print providers with every facet of running a digital print provider service – from strategic management, sales and marketing, applications and design, through to how to reach specific vertical markets or addressing industry trends.

Designed specifically to help customers gain a quicker return on their Fuji Xerox technology investment and equip them with tools to successfully grow their digital print business, the modules can help customers better adapt to emerging applications and markets, and address what can often be the hardest part of opening a new line of business or targeting a new vertical market – getting started.

About Fuji Xerox Australia

Fuji Xerox Australia is one of Australia's leading document management technology and services companies marketing innovative technologies, products and solutions.

Our mission is to be the unrivalled leader in providing print and electronic document services and solutions, as well as business process expertise to government and business communities.

With more than 12 billion pages produced on Xerox technology in Australia annually, Fuji Xerox has the experience and knowledge to design and implement document solutions for offices, print rooms, commercial printers or publishing environments, with expertise that includes Print Solutions, Software, Managed Services, Consulting and Integrating Services and Supplies.

The company, its management and its staff are driven to create sustainable value for its customers and that is reflected in its commitment to environmental responsibility and continuous improvement across all aspects of the business.

For further information, please visit www.fujixerox.com.au

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Protecting the environment is a fundamental component of our company's commitment to corporate citizenship. At Fuji Xerox Australia, we supply products that have been designed with both our customers and the environment in mind. As a world leader in the development of parts and components Remanufacturing Programs, we have made Eco-Manufacturing an integral part of our business.

All our sites have achieved ISO 14001:2004 Environmental Management System Certification, as a demonstration of our commitment to protecting the environment.