



# Inspirations

WINTER 2007

The Power of One – Digital printers take direct mail back to the future

Compass points customers in the right direction

Seven-up: Most common business challenges

Managing your carbon footprint

# Digital printers take direct mail back to the future

Despite dire predictions that print would become obsolete in the internet age, the print industry continues to chug along nicely, increasing by a healthy 2.1 per cent during the March 2007 quarter alone, according to the Australian Bureau of Statistics. And direct mail is the big growth area.

The last 'big thing' email marketing is stalling – perhaps a victim of the anti-spam backlash. As marketers cast around for the next 'it' vehicle to capture attention, increasingly they are finding it in print.

Wayne Kingston, CEO of Boomerang Integrated Marketing, is one who's going back to the future with direct mail. He says variable content digital printing and mailings, two key areas of direct mail, will both increase rapidly over the next few years.

Kingston attributes the renewed interest in direct mail to sophisticated new digital colour print technology that rivals offset quality. Sophisticated workflow software is improving campaign management and changing the creative possibilities for direct mail. This in turn is helping to integrate it with electronic and other print media.

Then along comes help from an unlikely source: the government! In recent years, privacy laws have discouraged wastage and forced companies to clean up their data. Marketers now have better databases to work from, making for better targeting and personalisation.

Consumers are becoming more relaxed about being on lists now they know their data is less likely to be mishandled. They are becoming receptive to the idea that providing personal information can sometimes improve on the service they receive.

## The Power of One

But what has really got marketers looking at direct mail again, says Kingston, is the way print can be personalised using data, graphics and colour – not to mention the ability to integrate print with the web. There's also the capability to do short runs and test campaigns, a key to successful marketing. The power of one is an important concept, he says.

And there's the simple fact people still like to read print. "Despite the increased use of the internet, paper has a permanent quality about it. My son is from the internet era, but he still reads the newspaper, picks



up books and enjoys opening his printed mail and catalogues. People still prefer to read from paper than a screen. Print's use will continue to grow and remain stable. Print is here for the long term."

And that's good news for savvy printers.

"Smart printers will be reinventing themselves in the days ahead, by installing digital technology as a complement to offset. Old soldiers never die, they merely reinvent themselves," says Kingston.

The digital presses of today will make junk mail obsolete with increasingly personalised content that has the look and feel of a personal letter, he thinks.

One communication tool Kingston predicts the rise of is the humble bank statement. It is something people have to open but thanks to digital print they are becoming much more interesting – more colour, more personalised greetings – people love to be flattered that you know their name – and with offers tailored to that person. It will be different from the static pieces we still often get."

Even when customisation isn't needed, digital print still offers direct marketers much in terms of short run printing with quick turn arounds and the ability to do small jobs at a reasonable cost.

Print isn't going away anytime soon, but it is one medium among many, Kingston says, but email, SMS, radio, TV, print, etc. are all becoming more 'micro media' and are used in varying proportions to reach audiences that are becoming increasingly fragmented. To survive in this changing world, printers need to understand the trends and adapt to them.

"Think of communication as the proverbial Chinese menu. Nothing ever drops off the list. Print is merely going on as an old favourite in a re-invented form," concludes Kingston.

# Compass points customers in the right direction

Do you want to find out where your print request is in the timeline? It's easy with Compass, an online print and creative workflow solution for customers with in-house Fuji Xerox ServiceCentres.

## What is it?

You no longer have to walk or send someone to the Fuji Xerox ServiceCentre to find out the status of your request. Compass allows you to submit, track and report on your print and creative jobs online. It makes for an efficient e-production environment by addressing the workflow gap between job creation and the final output.

Now, in addition to phoning or visiting a service centre, project in hand, you have the option of submitting and tracking jobs online, saving time. Compass lets you request quotes, submit documents for printing, finishing and delivery, present creative briefs for new jobs, track requests, report on completed work and allocate costs to relevant business units.

## What are the benefits of using Compass?

By creating one point of reference, the integrated workflow solution creates tangible time and cost savings throughout the entire process. It has never been so convenient to submit a job anytime from anywhere.

In addition, requests no longer need to be recreated from scratch. Instead, simply resubmit previous jobs or select from a customisable catalogue of pre-created templates. Best of all, it's easy to navigate.

"Our customers have indicated they need to take costs out of their business and streamline processes. Compass was developed with this in mind," said Anthony Cogswell, National Operations Manager for Fuji Xerox Global Services who developed this solution.

With Compass, communication between customers and the Fuji Xerox ServiceCentre staff can occur instantaneously. Using the "high priority" button for an urgent job, it will secure meetings with the designers and print staff immediately. It also gives the printer easy online access to files to ensure printability and on-time delivery.

Compass' online reporting and the ability to view quotes allow managers to work within their budgets. It also promotes brand compliance through the use of pre-approved templates and allows customers to track production and completion details.

# compass™

## What does an FXGS ServiceCentre do?

FXGS ServiceCentres are Fuji Xerox-staffed, in-house printing facilities. They offer on-demand printing, finishing and delivery, with an option for the customer to have a creative service team member to manage design work from concept to final production.

**For more information, email**  
**[compass@aus.fujixerox.com](mailto:compass@aus.fujixerox.com)**

# Xerox receives America's Medal of Technology

It's the White House calling...

President George W. Bush will present Xerox Corporation with the prestigious 2007 National Medal of Technology "recognizing over 50 years of innovation in marking, materials, electronics, and communications that created the modern reprographics, electronic printing, and print-on-demand industries."

The medal is the highest honour awarded by the US President to America's inventors and innovators who have made distinct contributions to the development of new technology.

The awards ceremony will take place at the White House later this month.



# Seven-up: Most common business challenges

Research has shown that there are seven common challenges faced by Australian businesses today.

To help businesses understand the challenges and offer practical solutions and tools to address these, Fuji Xerox Australia has published a series of reports compiled by industry experts. The reports focus on the challenges faced by the business, media, professional services, print, retail, investment banking and insurance industries.

"Fuji Xerox Australia published the reports as a way to help customers realise they may be able to improve business efficiencies in ways they have

not considered previously," says Paul Strahl, Fuji Xerox's eBusiness Manager who spearheaded this research task. "For instance, many businesses do not know what they spend on printing and copying. They don't realise how interjections cut into productivity; or how much time staff spend in not being able to access a document when someone else is working on it.

Our reports detail ways to improve efficiency, reduce costs and meet the changing needs of our customers' clients," explains Strahl. "Think of these reports as food for thought."

For example, in the business sector, suggestions can be found to help utilise staff time more productively with electronic document management tools. Another idea is producing quality colour documents to convey a more professional image. For financial service firms there are tips on efficient recovery of document production costs, and how to mitigate business risks and maintain business continuity.

The report for the professional services sector, targeted at legal and accounting firms, suggests a review of document archiving and the issues surrounding securing sensitive and proprietary information.

If you are interested to obtain the report for your industry, go to any of the following websites and download the relevant document, free of charge:

## General business

[www.fujixeroxbusiness.com.au](http://www.fujixeroxbusiness.com.au)

## Media

[www.fujixeroxmedia.com.au](http://www.fujixeroxmedia.com.au)

## Professional services

[www.fujixeroxwhitepaper.com.au](http://www.fujixeroxwhitepaper.com.au)

## Printers

[www.fujixeroxfreereport.com.au](http://www.fujixeroxfreereport.com.au)

## Retail banking

[www.fujixeroxbanking.com.au](http://www.fujixeroxbanking.com.au)

## Investment banking

[www.fujixeroxfinancial.com.au](http://www.fujixeroxfinancial.com.au)

## Insurance

[www.fujixeroxinsurance.com.au](http://www.fujixeroxinsurance.com.au)

**If you have questions about the seven challenges or want to get the most out of your document production and management processes, you can arrange a 'Document Production Total Cost of Ownership Analysis' by ringing 13 14 12.**

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### FREE Special Report For Professional Firms:

#### "Your 7 Business Challenges, and How to Solve Them"

Have you ever stopped to think that many of the business challenges you face right now have already been solved for you – perhaps dozens or even hundreds of times - by other professional firms, or even companies outside your industry?

Now a new 5-page PDF report from Fuji Xerox summarises the 7 Key Challenges faced by Australian professional firms, along with some proposed solutions. Download it now by simply filling in the form on the right of your screen.

Here are some of the things you'll learn in this Report:

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### "Free Report Reveals the 7 Common Business Challenges Facing Advertising Agencies, and How to Solve Them."

Have you ever stopped to think that many of the business challenges you face right now have already been solved for you – perhaps dozens or even hundreds of times - by other ad agencies or even companies outside your industry?

Now a new 5-page PDF report from Fuji Xerox summarises the 7 Key Challenges faced by Australian advertising agencies, along with some proposed solutions. Download it now by simply filling in the form on the right of your screen.

Here are some of the things you'll learn in this Report:

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# Create advertising with integrity

Adcorp, an Australasian advertising agency and media buyer, was given a major challenge: make it possible for the branch offices of its 1000 clients in the employment, automotive and property industries to create their own advertisements quickly and easily.

This came as a result of a frequent need to customise advertisements to their local markets. The big issue was how to maintain brand integrity.

Adcorp decided the solution was a self-service portal where their clients could build their own advertisements by using pre-approved artwork to maintain the brand image. The requirement was for an easy process that could enable each branch office to create artwork, view proofs and organise approvals. The key challenge was to source an artwork automation system, easing complex technical processes for non-designers.

Finally, Adcorp found the perfect match in Adobe InDesign Server software integrated with Fuji Xerox's XMPie PersonalEffect variable data publishing software.



The pairing enables document customisation and personalisation via a fully automated, browser-based solution that uses a variety of pre-designed templates. These products provide the power and speed behind Connect2, Adcorp's advertising workflow and dispatch self-service system.

Key benefit? The system allows flexibility, aids with design work, eliminates errors and dramatically reduces turn around times for portal users. Data can be amalgamated with the right template quickly so ad creation can be completed in minutes, not hours. In addition, the solution has created new avenues of revenue for Adcorp. Its features work on multiple platforms, allowing their customers to create print, web or email-based campaigns, resulting in a successful new service offering.

# Lunati grows through digital

**A thriving commercial printer in Victoria has increased its business by \$3000 to \$4000 a month simply by investing in a new model digital printer.**

Lunati Print & Design, producers of church cards, wedding and party invitations as well as business cards for a varied clientele, outgrew their older model colour printer and were ready to move their business to new heights. Owner Jim Buttigieg, realised that an upgrade of the existing equipment could compliment his offset printing work, resulting in a significant increase in the scope of his business.

"The driver behind the decision to move our business forward was the fact that we would be able to provide our existing customers with more competitive pricing and quicker turn-around times while simultaneously targeting new customers," said Jim Buttigieg.

"Small businesses often need short runs of business cards, brochures, even mass and funeral cards. Completing that work on a quality digital printer meant that we could offer more cost-effective pricing" Buttigieg explained. "The recent acquisition of a Xerox DocuColor 5065 meant that we could quickly and easily produce more complex jobs featuring variable data. Jobs that would normally take two weeks."

Lunati says that they like the 5065's consistent colour quality and crisp, clear images. They also welcome the speed (50 pages per minute in colour, 65 pages per minute in b/w) and are delighted the device could cope with thicker paper stocks without compromising on speed and productivity, as many of their jobs require heavyweight media.

The acquisition has yielded some significant benefits for Lunati Print & Design. It has secured a considerable amount of new, diversified business including personalised funeral and mass cards. Jim is very pleased with the growth his company has experienced in recent months, noting that his end-of-year revenue is expected to increase by as much as \$30,000.

# Managing your carbon footprint

Concerned about climate change but unsure of where to start?

Fuji Xerox is helping customers to manage their carbon footprint\* by reducing the energy consumption associated with their office operations. There are a number of simple ways that you can reduce carbon emissions from your office including:

- Upgrade to an energy-efficient multifunction device that can print, copy, scan-to-email and fax all-in-one. This can up to halve your energy consumption annually.
- Take advantage of the power-saving function on your office printer or copier. This reduces energy consumption when not in use. Even more energy savings can be gained by shortening the idle time before the device enters sleep mode.
- Set your equipment to duplex as a default print on both sides of the paper. With paper accounting for a large proportion of the total carbon footprint of a copy, carbon emissions can be halved by this simple step.
- Use recycled paper and recycle waste paper. A typical 100% recycled paper product results in 70% less greenhouse gas emissions than the manufacture of virgin paper products.

- Reduce paper consumption by streamlining document management. Staff can capture, store and share documents electronically, saving paper and improving productivity.
- Return your toner cartridges to Fuji Xerox for remanufacture and reuse, avoiding waste to landfill and the greenhouse gas emissions generated through the original manufacturing process.
- Fuji Xerox will also take back your end-of-life equipment to achieve >99% resource recovery. Recycling saves between 70-90% of carbon emissions compared to manufacturing from new materials.

By taking these steps, you can actively reduce carbon emissions and minimise the environmental impact of your office operations.

Energy efficient equipment and document management are part of Fuji Xerox's ongoing commitment to deliver measurable environmental and business benefits to our customers. In the next issue of Inspirations we will discuss what Fuji Xerox is doing to reduce its own carbon footprint.

\* A company's carbon footprint is measured by the amount of green house gases produced



# Document usage and control made easy

Life in the office should become much easier. Gone are the days that staff need to walk back and forth collecting faxes. The need to keep hardcopies of documents, reports and other sensitive business documentation can also now be minimised.

A range of document scanning, faxing, management and cost recovery solutions from Fuji Xerox are contributing to higher productivity levels in the work environment and processing, filing or retrieving documents in any shape or format has never been this easy.

Fuji Xerox's document management solutions are enabled by a combination of technologies that allow documents to be managed from one or more centralised servers and accessed via Fuji Xerox's range of ApeosPort multifunction devices.

"Fuji Xerox have been and will continue to offer truly innovative, yet easy to use, solutions for our multifunction devices to meet our customers' business needs and improve their productivity," says Roger Pearce, Marketing Manager for Fuji Xerox's Integrated Sales and Marketing Division. "Our new range of

solutions is set to dramatically change the way documents are managed, continuing our commitment of providing value-added solutions to our customers."

The solutions include **OmniPage**, a powerful optical character recognition technology that allows users to convert hardcopy documents in a number of languages into electronic text or searchable pdf files. This enables users to easily search for and edit hard copy documents, making converting files using desktop applications something of the past.

**RightFax** allows users to digitise and transfer hardcopy documents to a central fax server with the options to; Monitor fax transmissions via a web interface; Send faxes from a desktop PC; Receive faxes to a desktop via email and; Store faxes in a central location for compliance.

**XCMS** is a new cost recovery solution that enables you to take control of, manage and secure business communication. Conveniently, this solution can be used with a variety of swipe or proximity cards to enable access to various device functions. Unit and dollar value restrictions can be imposed whilst enhanced security features also include PIN's set by individual users. Once authenticated, XCMS tracks copies, scans and faxes produced on each connected multifunction device.

**For further enquiries or request a demonstration contact us on 13 14 12.**



## Is your document security guaranteed?

To enhance document security, Fuji Xerox Australia has added a range of Postmate Pressure Sealers and specialty stock to its finishing products.

This solution provides office and print room environments with a new level of cost and manpower benefit and may be the single best investment a company can make in its print handling and mailing of secure documents.

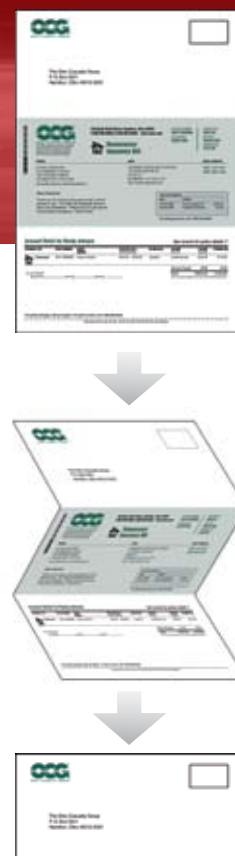
A choice of five pressure sealers include small desk top, off line machines which are quick and easy to set up, to production in line devices for high volume users. The sealers use a specialty stock that contains invisible laser proof, pressure sensitive glue around the perimeter. When the document is folded,

high-pressure rollers "activate" the glue and seal the piece forming a secure "envelope". The document is suitable for mailing without the additional need for or expense of an envelope. The diagram to the right shows how this works.

The paper stock is available as a Soft Seal or a Permanent Seal, both of which once opened cannot be resealed. Soft Seal has the advantage that once opened, it maintains the original A4 sheet. This is ideal for direct mailers, notices, reminders, invoices and many other applications.

Permanent Seal is for high security documents such as payslips where the perforated edges have to be removed to reveal the document within.

**For more information, please contact a Fuji Xerox Sales Representative or go to [xeroxsupplies.com.au](http://xeroxsupplies.com.au)**



# It's academic: Wollongong Uni creates impact with additional capabilities

As any good business professional will advise, the best way to continue the momentum of success is to find better ways to operate, create new opportunities and implement cost efficiencies. And this is exactly what Wollongong University Print and Distribution Services have done.

In addition to serving the university community, the team provides services to commercial enterprises. This includes a variety of different work from perfect bound booklets, glossy promotional brochures, curriculum guides, course notes, newsletter and direct mail pieces.

After some research and speaking with the local Fuji Xerox support team, Garry Piggott, production manager at Wollongong University Print and Distribution Services and his team decided to invest in new technology that would produce higher quality, yet offer a smaller footprint. Not only would this save operational costs, it will also deliver excellent quality print and responsive turnaround times.

After rigorous evaluation, three FX4110 monochrome Printing Systems were selected as the best solution.

The all-in-one FX4110 provides Wollongong University Print and Distribution with a competitive edge and the flexibility to produce everything from short-run publishing jobs to transactional applications including invoices and bills.

"We selected the FX4110 because we believe it has the right combination of ease of use, outstanding print quality, flexibility of workflow integration and available at an excellent price point," said Piggott.

"Direct mail is a market trend that keeps growing in sophistication and popularity and we are keen to creatively develop our variable data printing services," said Piggott. "The FX4110 is well positioned



to help us expand our client offerings as it allow us to insert colour covers or pages into black and white documents. There is great potential to create more impact as we develop our capabilities and direct marketing skills to educate our customers."

*Max Chiodo, General Manager of  
Print and Distribution Services*

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