

# The TransPromo Opportunity



## The Win-Win Integration of Transactional Documents with Marketing Messages



Capitalizing on  
the TransPromo  
opportunity



## Contents

- Introduction: the best of all worlds
- Executive summary
- What's fueling the TransPromo revolution: key drivers
- Challenges: for marketing, IT and production
- Transactional documents are trusted documents
- TransPromo across the vertical universe
- TransPromo in a multi-channel world
- Building a TransPromo infrastructure—what you'll need
- Océ TransPromo technology solutions
- Benefits of TransPromo documents
- The future

## Introduction: the best of all worlds

One of the most exciting trends to emerge on the customer communications horizon is the TransPromo revolution, a phenomenon rooted in the variable data promotional materials that transformed the print industry at the turn of the 21<sup>st</sup> century. TransPromo marries traditional transactional documents such as invoices, statements, and notifications with data-driven marketing or informational messages and relevant offers tuned to consumers' preferences and purchasing patterns. The objective is to strengthen retention efforts, cross-sell, up-sell, and advance customer relationships.

By their very nature, bills, statements, and other transactional documents are directed toward known audiences. These documents are expected and trusted communication tools that summarize transactions or provide account status. As a result, they have a very high open rate and provide a rich opportunity for marketers to combine account information with personalized messages to engage customers in an intimate dialogue.

The TransPromo opportunity is being driven by a number of factors. For one, there's the need to find new ways to engage information-weary consumers who are barraged by a relentless stream of advertising messages. At the same time, advances in data mining and customer profiling techniques, document composition software, and digital printing technology are making it possible to transform standard-issue invoices and statements into communications with a warmer, more personal feel. These enablers are accompanied by a sound economic argument, which includes recent changes in postal pricing structures that greatly favor TransPromo documents.

Combining two types of communication into one can transform what has historically been a cost center—statement production—into a revenue generator. And of course, TransPromo documents can eliminate the use of ineffective preprinted inserts.

While attention around TransPromo is reaching critical mass, it is not a recent phenomenon. From a document perspective, TransPromo has its genesis in the convergence of data centers and print centers that took place a few years ago. Convergence brought us transactional documents produced with advanced digital printing systems capable of supporting higher resolutions, better quality and improved gray scales and halftones—along with the ability to run multiple data streams on a single device. Convergent technology enabled statements to be printed with photographs, pie charts and graphs. It also set the stage for the next generation of integration—TransPromo documents that enable companies to use statements to educate, inform, cross-sell and up-sell with variable text, images and graphics.

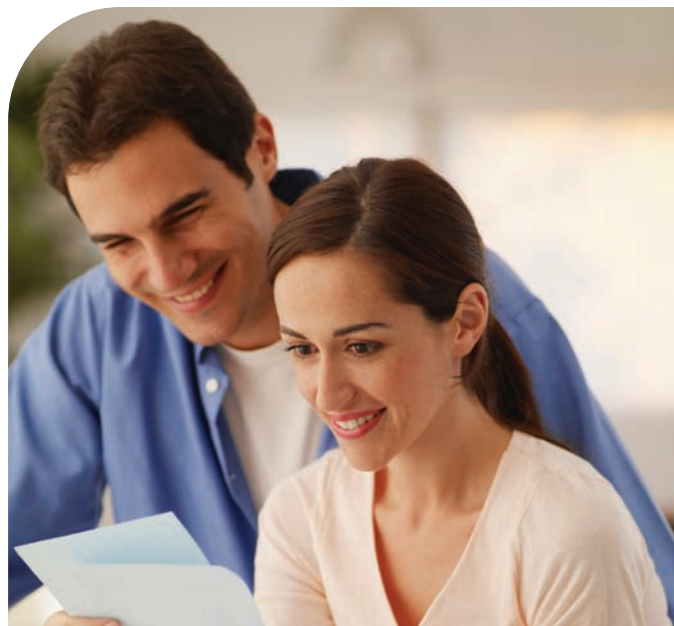
While convergence was its enabler, TransPromo harkens back to an even earlier business model—the corner store or restaurant proprietor who knew his customers’ names, family, likes, dislikes, and purchase patterns and took a more personal, homespun approach to business. In the modern business world, this type of relationship is not always feasible. Hence, the monthly statement represents the only consistent opportunity to maintain that intimate dialog with customers through personalized communications.

The inspiration for the resurgence in personalized business communications is captured in the lyrics to the theme song from Cheers—“Sometimes you want to go where everybody knows your name. You wanna be where you can see, our troubles are all the same. You wanna be where everybody knows your name.” In today’s high-tech, information-packed, multi-channel world, people expect a certain level of intimacy with the companies with whom they do business. In fact, the more high-tech the world becomes, the more traction a high-touch approach to business gains. The TransPromo document is the 21<sup>st</sup> century embodiment of the corner store “where everybody knows your name.” These documents leverage customers’ purchasing experiences to create targeted messages and offers that drive response, generate new revenue streams and improve the overall customer experience.

Ironically, producing TransPromo documents that capture that personal feel requires a sophisticated, high-tech infrastructure. It requires a solid knowledge of customers based on accurate data, a technologically advanced hardware and software infrastructure, and the ability to design, compose, and deliver documents that forge a new kind of contract with consumers. Whether it’s a 401(k) statement with embedded messages that cross-sell other services, a utility bill with seasonal messages, or a credit card bill that promotes a vacation destination, without the right technology, companies are hard-pressed to execute a TransPromo campaign that gets results.

### Executive summary

This white paper describes the rapidly emerging TransPromo opportunity. It seeks to define what TransPromo is, the drivers behind its emergence, typical challenges, and industries most likely to benefit by leveraging the opportunity. It also outlines strategies and actions businesses can take to implement the right infrastructure and cautionary advice about adding promotional messages to trusted documents like statements and invoices.



# Key drivers

## What's fueling the TransPromo revolution?

There's no question that in today's multi-channel world, consumers are inundated with information delivered across multiple points of contact. As a result, it's more challenging than ever for marketers to rise above the promotional noise. According to InfoTrends<sup>1</sup> research, consumers have adapted to a constant onslaught of information, becoming more vigilant and filtering out messages that aren't designed for them. Meanwhile, the cost of customer acquisition continues to rise, underscoring the importance of enriching existing customer relationships.

TransPromo initiatives actually imprint transactional documents like bills, invoices, and statements with variable messages tuned to customers' unique preferences. Because the message is an integral part of the document, the TransPromo opportunity is an evolving strategy that can make customers "stickier," increase the lifetime value of each customer relationship, and add value to the statement production process. Given the benefits, it's not surprising that the TransPromo market is expected to grow by 91 percent by 2010<sup>2</sup>.

What's driving the TransPromo revolution? Several key factors.

- Intensifying competition for customer mindshare and wallet share.
- The need for better ways to reach and engage customers.
- Advances in digital printing, data acquisition and enrichment, and document composition technologies that enable more sophisticated documents to be produced.
- Rising postal costs, changes in postal rates from weight to shape-based pricing, and an evolving focus on sustainable business practices.
- TransPromo documents work.

Even with the growing popularity of internet-based communication and electronic bill presentment and payment (EBPP), printed invoices and statements are still the most frequently used form of communication between businesses and their customers. Consumers expect these documents. They know they contain relevant information. And they open, read, and spend time with them. Additional reasons why TransPromo is reaching critical mass include ...



**High cost of customer acquisition:** It generally costs between five to 10 times more to acquire a new customer than it does to retain an existing one. As a result, customer retention and enrichment strategies are becoming essential components of customer relationship management initiatives. Who can argue with the fact that it's more cost-effective to get a bigger share of wallet from the customers you have than to go out and acquire new ones? It changes the conversation to a matter of execution.

<sup>1</sup> Source: InfoTrends Strategic Assessment, *The TransPromo Revolution: The Time is Now!* August 2007

<sup>2</sup> Source: Charlie Corr, Paul White, and John Zarwan. *The Future of Direct Mail 2006, Transaction, and 'TransPromotional' Documents.* InfoTrends, 2006.

**Information saturation:** The United States Postal Service estimates that in 2005, American households received 42.7 billion pieces of mail. Recent studies suggest that the average consumer in North America receives between 247 and 3,000 advertising messages a day.<sup>3</sup> Given the competition, marketers need a better way to deliver their messages.

**Consumer preference:** In the 2006 InfoTrends study, “The Future of Direct Mail, Transaction, and TransPromotional Documents,” respondents confirmed what many companies know ... consumers prefer TransPromo documents to statements with generic stuffers—nearly two thirds favored a personalized statement with graphics that contained relevant offers in the same document. In fact, 56.3% of respondents prefer highly personalized messages and offers that are unique to their needs.

**Advances in technology:** As the cost of digital color comes down and response rates go up when you combine color with the immediacy of variable data, advances in technology are enabling the blending of transactional information with personalized marketing communications on one document.

**Access to sophisticated customer data:** advanced data management techniques like CRM systems make it easier to normalize and integrate data from multiple sources into a centralized database that enables an accurate, 360-degree view of each customer and provides for simplified segmentation of customer clusters.

**Rising postal costs and shaped-based pricing:** As of May 2008, the cost of a US standard-class stamp increased more than five percent—or three cents to 42 cents, driving businesses to look for creative ways to make existing communications work harder. However, as it turns out, the 2007 change from weight-based to shaped based pricing and decreases in additional ounce rates that favor letters rather than flats have been good for the TransPromo business.

**Environmental concerns:** Sustainability is probably the defining issue of the 21<sup>st</sup> century. Consumers are challenging manufacturers to find better ways to protect natural resources. Environmentally responsible companies are looking for ways to balance what is good for business with what is good for the planet. By combining a promotional message and transactional data in one envelope, TransPromo documents conserve paper, reduce postage costs, minimize material consumption and save money.

### TransPromo ... what is it?

A TransPromo document is a hybrid document that combines a traditional transactional document (one that provides evidence of a business agreement or transaction) with variable messages and offers that target customers' unique purchasing patterns. Typical documents include bills, invoices, statements, purchase orders, customer letters, etc.

The promotional messages are imprinted directly on the bills and statements using full-color or highlight-color images in the document's white space. Those messages may take the form of informational, educational, or cross-sell messages depending on the business objective.

TransPromo, according to Vice President of Technology & Client Development, Océ North America, Production Printing Systems, Guy Broadhurst, “It's an evolution of personalized marketing and variable data that allows companies to cross-sell and upsell services by combining color, text, and images with relevant messages targeted to consumers based on purchase patterns and known interests.”

<sup>3</sup> Source: InfoTrends, *Overview of the Transactional Print Market & Why/Where It's Growing*, Charlie Corr, April 17th 2007 presentation Xplor Northeast Region

# Challenges ... for marketing, IT and production

As with any new opportunity, TransPromo creates challenges. One of the biggest is opening up lines of communication between historically distinct lines of business—the marketing department, the IT department, and the production print center. The challenge of coaxing these groups to work together is rivaled only by the challenge of assimilating customer data housed in multiple, silo'd databases. Coordinating these efforts and fostering cooperation, not to mention reworking statements, databases, and workflows, is no small challenge. But the potential for rewards can offset the challenges.

**Marketing challenges**—from the CMO or marketing manager's perspective, TransPromo represents the next great frontier and a tremendous opportunity to use the white space on statements to generate new revenue streams. Of course, conquering this frontier is not without its challenges. Premier among them is the need to gain executive buy-in communicating to the rest of the organization that the TransPromo initiative is an essential component of corporate objectives. This means identifying a C-level champion to ensure that the entire organization understands the importance of the project, gaining commitment and cooperation from senior management and other departments, effectively profiling customers and prospects and determining the messages and offers most likely to move customers to action.

When it comes to getting TransPromo right, it's all about relevancy and performance. Is the message relevant to the customer? First off, marketers have to know their customers. They have to understand what customers want based on precise historical, geographic, and demographic data and then package the right message, offer, products, and services to cultivate a high-value, sustainable customer relationship. Does the document achieve the objective that has been set forth—whether it's to remit payment, pitch a new concept, or educate the consumer? Whatever the purpose, from the CMO's perspective, the TransPromo document becomes an integral part of the marketing dashboard, which enables the marketing organization to gauge the effectiveness of its overall marketing spend. By adding TransPromo

to the marketing mix, the marketing department must be able to track, measure and quantify the impact and ROI of the TransPromo initiative.

From a marketing perspective, whether it's strategic promotional messages on statements, or informational messages that encourage 401(k) customers to re-evaluate asset allocation, the goal is to develop a sense of affinity that energizes the relationship.

**IT challenges**—data access, management and mining capabilities are essential to a successful TransPromo strategy—assuring customer data quality, integration, and enrichment to generate actionable customer intelligence. This means dedicating resources and expertise to analyzing goals, data assets, and processes. It includes everything from acquiring and updating customer data to analyzing it to detect patterns and relationships. One of the biggest challenges is that in the typical organization, customer data is scattered across the enterprise, has many different owners, and often is built on different code platforms. This challenge is compounded because most customer databases are not set up to mix transactional and marketing data. Integrating data from multiple sources into a centralized repository, and then cleansing, scrubbing, enhancing, appending, merging, purging, analyzing, modeling, interpreting and shaping data is a complex process that presents IT departments with a formidable challenge.

**Production and implementation challenges**—from a production management and implementation perspective, flexibility in output combined with high levels of reliability is key. Producing effective TransPromo documents requires a specialized workflow that can adapt as requirements change. The most successful implementations are built around user-friendly document design and composition tools to make the transition as smooth as possible. And of course, TransPromo requires intelligent, digital printing presses capable of merging transactional and customer data in monochrome, highlight color, or full digital color. The ability to incorporate a technology platform that guarantees investment protection and provides flexibility for growth can ensure the successful execution of a TransPromo strategy.



## Transactional documents are 'trusted documents'

The key advantage of the TransPromo initiative is its high open rate. With a statement, companies have a unique opportunity to sit down with their customers every month for a trusted conversation. A key question for the companies is this: do you just want to tell them how much they owe or their net worth? Or do you want to ask them if they are satisfied with the relationship? Their aspirations for the future? If they're interested in related products or services? TransPromo documents provide an opportunity to create a real dialog and richer customer relationships.

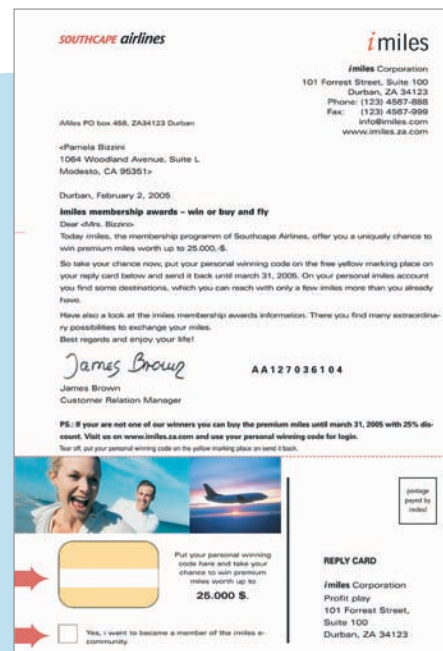
With TransPromo, you can combine any of these approaches with a trusted document, and have a high degree of confidence that your message will be received and read. However, TransPromo documents are not just about selling—they're also about educating and informing. Consider the 401(k) statement—most financial customers rarely change their allocations or percentages, even when it's in their best interest to do so. When used as a customer relationship management tool, a TransPromo document might identify an under-performing fund in the customer's portfolio and highlight other available funds in the same category. In many cases, TransPromo communications can be used to enrich customer relationships by letting customers know when they are not getting as much out of the relationship as possible.

For the same reason that invoices and statements are ideal vehicles for conveying public service messages, marketing messages, and special offers, you walk a fine line when you leverage a trusted document to sell or upsell products or services. Transactional communications should be leveraged with care to keep from jeopardizing the relationship or compromising the integrity of the document. Fail to treat them with caution and there is a risk of turning a trusted document into just another piece of junk mail that drives customers to online bill payment.

## TransPromo across the vertical universe

Certain industry sectors are more likely to benefit from the TransPromo opportunity than others simply because they tend to generate more transactional documents. Think financial services, insurance, telecom, utilities, and transportation providers, and service bureaus. However, while utilities and financial services providers are obvious candidates, anyone who issues invoices or statements has a prime opportunity to convert statements and revenue-recovery documents into personalized marketing vehicles that drive new revenue streams.

Consider this: the typical recipient spends some 15 seconds looking at a direct mail piece. That same individual will spend nearly three times that with a TransPromo document. And while direct mail pieces are frequently discarded, most people save statements. For marketers in any of these vertical markets, given the fact that they're highly effective at cutting through the clutter, reaching consumers/customers in a trusted environment; and reducing material consumption, costs and environmental impact, the TransPromo revolution may usher in the Golden Age of direct marketing.



TransPromo applications are as varied as the audiences they serve and the transactions they document. Some examples of prime opportunities<sup>4</sup>:

- Credit card bills with targeted messages and promotions based on purchasing patterns and geographic and demographic customer data
- Telecom statements optimized to enhance readability, reduce material consumption and postage costs and add unique offers based on customer profiles and geography
- Utility bills that include seasonal messages or energy-saving tips specific to the household
- Airline company loyalty statements that include embedded partner coupons based on customer preferences and travel destinations
- Healthcare statements that include embedded messages discussing certain chronic or age-related diseases and provide prevention or care instructions
- Automobile statements encouraging the purchase of a new vehicle at the end of the loan
- Bank statements that promote additional services such as insurance, mortgages or certificates of deposit.

### TransPromo in a multi-channel world

While TransPromo documents are paper-based communications by nature, they fit nicely into most organizations' multi-channel document delivery strategies. At any given time, depending on the customer lifecycle, marketers are working to maintain customer relationships, advance them, or develop new ones. This is accomplished through the power of mass communication, with print, internet, email, and call centers. Every mode of communication presents another opportunity to say "hello" and entice customers or prospects to engage in meaningful dialogue. Companies need to convince customers that they are relevant to them and deliver that message across every possible channel of communication. In fact, the most effective communications programs are executed via a combination of print, internet, and email initiatives.

<sup>4</sup>Source: InfoTrends Strategic Assessment, *The TransPromo Revolution: The Time is Now!* August 2007

With integrated marketing campaigns, the use of multiple channels in delivering a TransPromo document should be a strategic, well-conceived initiative that "gets it right." There's nothing worse than poorly executed multi-channel communications that disrupt relationships rather than enhance them. Will multi-channel have an impact on TransPromo? It already does, and companies are using print and electronic communications in different ways.

Despite the increasing popularity of electronic bill presentment and payment (EBPP), people still want to receive a paper copy of bills and statements because they can file the hard copy. However, some demographic segments tend to respond better to electronic bills because they are faster and more convenient. The point is, many customers want it both ways. In some cases, service providers issue email notifications to customers who receive electronic bills letting them know that a bill is ready for viewing. If the consumer doesn't make a payment, they receive a printed reminder notice a week before the bill is due.

The melding of print and electronic delivery comes into play when companies add TransPromo marketing messages to statements that direct recipients to personalized websites (PURLs) for more information. Such electronic fulfillment delivers results while minimizing the risk of broken links and misdirected trips through cyberspace, enabling consumers to go directly to the information they want.

In the best of all worlds, multiple channels work together in a complementary fashion. And while internet use is growing strong, paper mail isn't going away any time soon. With the increasing sophistication of database marketing capabilities—data mining and database development, predictive modeling and the ability to precisely profile, target and engage consumers, companies have an arsenal of communications capabilities that are well-suited to the paper medium. Combining advances in database marketing with sophisticated digital presses to produce TransPromo documents that use variable text, data, images, and color adds tremendous value.

Some experts believe people have screen-viewing habits and paper-viewing habits. People who use the Web have learned to tune out banner ads, flashing GIFs, pop-ups and other distractions. That means that electronically delivering these messages in an online mutual fund statement or phone bill will likely be ignored. Paper doesn't have these distractions and can reach target audiences more effectively with the same message.

## Building a TransPromo infrastructure

What does it take to transform statements and invoices into marketing communications that accelerate customer relationships? First, it requires strategic and tactical planning and the infrastructure to make it happen. While it's possible to produce one-off campaigns using light production equipment, producing millions and billions of pages requires significant preparation and a robust, production-class infrastructure.

Likewise, creating market-leading TransPromo applications requires flexible hardware platforms that can adapt to the needs of each application, coupled with flexible color output, expertise in application design, and tools that are easy to use to support the design process. A successful TransPromo print infrastructure comprises three basic elements—data handling and processing capabilities, digital printing presses capable of printing variable data in monochrome and/or color, and document composition and process automation software.

## Components of a robust, TransPromo infrastructure

To enable seamless TransPromo document composition, production, and distribution, a TransPromo infrastructure includes:

This component	Accomplishes this benefit
A system for managing data/databases	Centralizes, optimizes and integrates customer data
Industry segment awareness	Provides industry expertise to ensure a successful approach to TransPromo based on the unique characteristics of each company's market
Document composition software	Automates creation of variable data documents that combine account status information with variable text, images and color or highlight color graphics
Open-architecture workflow software	Cross-connects previously segregated devices to increase access to a variety of devices, enable a seamless flow of work, and production of high volumes of personalized documents with a high level of process automation
High-resolution black & white, highlight color and full-color digital presses	Enables job-appropriate printing of black & white, highlight color or full-color documents with variable text, images, and graphics based on the objectives and economics of the job. The key is flexibility to either print on or replace pre-printed forms based on cost metrics and objectives
Knowledgeable consulting and professional services organization	Leverages expertise to analyze existing workflows, make recommendations for improvement, and configure, optimize, customize, and integrate new products with existing systems and processes
Support services	Provides customer training for marketing, IT tech/admin and production staff in one location or many
Multi-vendor support	Provides open, full-featured support for products and systems from many different vendors

### Digital black & white presses

While color is proven to increase impact, response rates, and readability, many companies are experiencing success using high-speed, high-volume monochrome presses to “test the TransPromo waters” or enter the market producing black & white variable documents. The monochrome environment is perfect for testing the impact of improved document design. By changing only one variable, the impact of a redesign is obvious. Sometimes the right amount of color for an application is printing black-only variable text and images at very high speeds to meet tight print windows and rigid SLAs.

### Digital color presses

While the ability to print digital color is not a prerequisite, when you combine color text and images with relevant messages, you have a winning combination. The challenge for service bureaus and data centers producing the statements<sup>5</sup> has been how to bring color to traditionally black & white statements and do so affordably. Highlight color has been proven to aid readers in navigating documents and drawing attention to key elements. This approach works well for many applications, especially when the colors can be readily changed and custom color matching enables companies to eliminate the need for shells pre-printed with corporate colors.

The ideal is full color, which, using traditional full-color presses, achieves a low per-unit cost, but has historically been cost-prohibitive for TransPromo messaging. However, new high-speed digital color presses make full color as economical as monochrome and build on the fact that color delivers more impact and better results. As a result, digital color presses that can draw attention to transaction data and promotional messages add value to your TransPromo arsenal. According to InfoTrends<sup>6</sup> research, the market for TransPromo documents printed in full digital color was estimated at 1.6 billion impressions—a number that is forecast to grow to 21.7 billion by 2010.

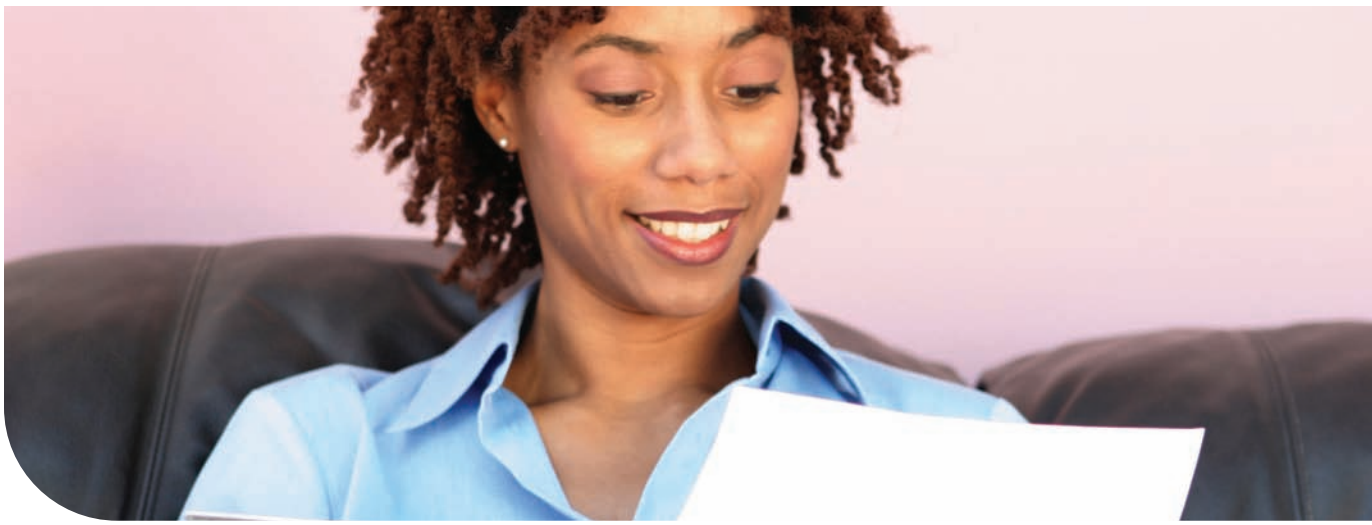
**Document composition software**—a robust variable data composition and publishing software platform that makes it easy to design, compose and integrate personalized documents into your workflow is essential. Solutions are available that simplify the development of business rules that dictate how transaction and other data and content are used to create personalized documents that combine color, text, graphics and promotions.

**Data-handling capabilities**—systems for acquiring, mining, and normalizing data. You’ll also need to ensure that the statement source data is available in a format that is compatible with information mined from CRM systems, ERP systems, and other external databases. The more integrated the data, the more effective the application.

### Planning for success? Consider this ...

Developing and implementing a TransPromo infrastructure requires careful planning. It also calls for a “best practice” approach to evaluating options and applications based on an analysis of your needs. When it comes to planning for a TransPromo infrastructure, begin by answering these three questions:

1. Do you have a TransPromo infrastructure in place that enables you to personalize messaging or are you starting from scratch? The first step is to evaluate your existing infrastructure, take stock of where you are and where you’d like to be, and then prioritize your requirements.
2. Do you have a TransPromo strategy? Once you’ve prioritized your requirements, develop a TransPromo strategy. Note that TransPromo is a top-line initiative, designed to support corporate objectives, and as such is considered a marketing activity. These objectives will drive the content that you place on transactional documents. The TransPromo document is yet another channel to achieve those goals, whether it’s CRM, driving sales or customer retention.
3. Have you chosen a technology partner to help you pull it all together? You want a partner that knows the terrain, offers a wide breadth and depth of products, consulting services, understands your goals, and can design a system to integrate with your existing assets. Collaborate with your chosen vendor to implement the hardware and/or software you need to update your infrastructure. This is most effectively accomplished in phases based on your priorities, timeframe, and budget. Make incremental improvements to migrate to technology that is more current. Implement your plan, and test for benefits, measure results, review priorities and proceed to the next phase of improvement.



### Océ TransPromo technology solutions

While TransPromo is the fastest-growing development on the print-to-mail horizon, it isn't new by any means. In its recent study on direct mail and TransPromo documents<sup>7</sup> InfoTrends reported that 36 percent of respondents' transaction documents already included digitally printed marketing messages—and by 2008 that number would grow to 50 percent. This indicates that significant amounts of statements are already TransPromo. In other words, the market is ahead of the buzzwords that we select to identify the opportunity.

What has recently come to be known as “TransPromo” today has its genesis in the idea of convergence, pioneered by Océ many years ago. Océ developed the industry vision for technology and application convergence—with the knowledge that technology would have to evolve before customers could use complex customer data to transform customer-facing documents into marketing tools. The challenge at that time was to blend the activities of the data centers with the work being done in print centers, each with its own set of requirements.

Océ set the stage for TransPromo by offering an infrastructure of convergent digital printers and software that enabled higher resolutions, flexible use of data streams, and the ability to enrich transactional documents with variable text, images, and color.

Today, building on that foundation, Océ leads the industry with TransPromo digital printing solutions for all types of customer environments. Just to get a sense of the scope of Océ's reach into this market, last year in the United States alone, Océ customers produced 26,500,000,000 feet of output on Océ continuous feed printers—the equivalent of five million miles. That's enough printed output to travel to the moon more than 21 times. The point is, the market has already adopted these technologies and the fruits of these efforts are evident everywhere.



As a catalyst in the industry's evolution, Océ led with convergent innovations that helped transactional and direct mail customers deliver cost-effective, relevant documents that drive higher ROI. Today, Océ leads the market with a product strategy that combines long-term investment protection with flexibility to meet changing requirements.

A scalable product family approach makes it easy to enhance speeds, and add color and/or MICR capabilities on one machine. Meanwhile, the company's industry-unique approach to color—Océ Job Appropriate Color—enables print providers to enter the color market at the lowest cost point of entry, and use and pay for only the amount of color they need to achieve a document's business objective, whether it's black & white, highlight color or full process color.

<sup>7</sup> Source: Charlie Corr, Paul White and John Zarwan. *The Future of Direct Mail 2006, Transaction, and TransPromotional Documents*, InfoTrends, 2006

## The technology is here today

To help companies catch the TransPromo wave, Océ offers the strategic TransPromo services and digital infrastructure customers need—including continuous feed and cut sheet digital printing systems that produce variable data documents in black & white and with highlight and full color— at production speed. What's unique about these products is that they are developed and offered on a family basis. Inherent scalability and a future-proof migration path enable a flexible, response to customer needs. Want to start with an entry-level model and field-upgrade as requirements change? No problem. Not only does this approach maximize investment protection, it's a sensible way to keep pace as the market and your requirements change.

### Océ TransPromo Application Development and Support Services

The TransPromo initiative offers companies in every industry an opportunity to build customer relationships, reduce costs and increase profit-generating opportunities. However, some companies may not have the time, resources, infrastructure, application development tools or expertise to make the transition alone.

That's where Océ comes in. The Océ team of TransPromo Application Development Services (TADS) specialists takes a consultative approach to helping customers develop and implement a TransPromo strategy customized to their unique business needs.

Application development services include basic document assessment and design, color consultation, assessment of existing transactional documents and messaging strategy development and usability testing. In addition, Océ offers TransPromo Support Services. These services include analysis of existing workflows and recommendations for improvement, a media lab for testing existing and new substrates, training and implementation services for the proposed solution and custom solution development services. In each case, the solution and services are tailored to each company's unique TransPromo requirements.

### Océ Job Appropriate Color—ideal for the TransPromo market

Océ takes a unique, customer-driven approach to color known as Océ Job Appropriate Color. This strategy is based on the premise that no one wants to pay more than they have to for anything ... including digital color. Customers can enter the market at the lowest cost with a color strategy that meets their needs today and flexes to meet their needs in the future. With Océ Job Appropriate Color, print-to-mail operations can use only the amount of color required to make a job effective—and still meet the most demanding print windows and SLAs.

The industry-unique Océ Job Appropriate Color Strategy is well suited to the evolving TransPromo market because it enables print-to-mail operations to use just the right amount of color for every application. The right color might mean printing black-only on some pages at very high speeds, then black and highlight color on others at slightly slower speeds, and full color where it will be most effective, at a significantly higher speed than other machines.

With Océ Job Appropriate Color, customers can choose from a complete line of black & white and color products that enables them to print just the right amount of color at the right price point based on the requirements of the job. In a TransPromo context, customers can design applications to highlight the promotional message and completely change the color printed on the next TransPromo application using the same piece of equipment. Then, they can print traditional black & white statements without changing anything in the customer's workflow—and cost-effectively print anywhere from one color (black & white) to two colors, three colors, four colors and full-process color. Following is a sampling of the products that comprise the Océ Job Appropriate Color platform, spanning everything from black & white to full digital color.

### Highly productive digital duplex systems—the Océ VarioPrint 6000 family

Customers who want to print black & white TransPromo documents can use any of the Océ VarioPrint® 6000 models, including the award-winning Océ VarioPrint 6250 or the Océ VarioPrint 6160 and 6200 systems. The Océ VarioPrint 6000 series is the world's most productive family of digital duplex cutsheet printing systems. Powered by Océ Gemini Instant Duplex technology, Océ VarioPrint 6000 systems print both sides of the page in a single pass, enabling breakthrough speed, productivity, near-perfect registration, smooth integration and an offset-class look and feel. Designed to be earth-friendly from the start, they use 45 percent less energy than other comparable systems and use 100 percent of the toner, eliminating the need for a toner waste bottle.



### For high-speed continuous feed environments—the Océ VarioStream family

The Océ VarioStream® 9000, 8000, and 7000 families of continuous feed printers offer TransPromo print operations the powerful, digital capacity they need to produce highly personalized documents at production speed.

The Océ VarioStream 9000 family of continuous feed, black & color-capable printing systems is unique in its ability to produce high-speed, high-quality black & white and color output with a full range of speeds. Customers can flexibly select the combination of speed, color, and quality that suits their current needs—and re-configure the system as requirements change.

Users can start out with a high-speed black & white system that delivers the performance and cost-effectiveness of a specialized black and white printer, then upgrade to faster speeds, from bi-level to multi-level quality, and from black & white to two-over-two, three-over-three, four-over-four, and even five-over-five color.

For black & white simplex and simple Océ CustomTone® jobs that require faster speeds, a wider print width, and a choice of production and graphics quality, Océ VarioStream 8000 systems produce output at speeds from 530 to 1,500 images per minute. And for black & white or two-over-one highlight color jobs, Océ VarioStream 7000 continuous feed systems are the industry standard for production workhorse performance.

### A full range of solutions for full-color printing The Océ ColorStream 10000

Full-color printing adds exponential value to TransPromo documents. For high-volume, high-speed full-color applications, the Océ ColorStream™ 10000 continuous-feed, full-color system adapts to the individual requirements of every application, delivering the exact level of color required.

It prints full-process color at 172 images per minute, prints black & white at 852 IPM and can deliver highlight color output as well. In other words, it prints full color at the appropriate cost

and can switch to black-only printing at black and white costs ... and highlight color printing at highlight color costs ... even within the same job. Meanwhile, Océ dot modulation enriches color applications with crisp graphics and smooth gradations for illustrations and photos. Given its versatility, the Océ ColorStream 10000 is ideal for graphic arts and high-volume, TransPromo printing environments.

### The Océ JetStream family

For the most grueling full-color TransPromo requirements, Océ JetStream continuous feed, full-color inkjet printing systems strike the perfect balance of brilliant color quality at stunning speed. The systems are powered by Océ DigiDot™ piezoelectric, drop-on-demand technology, which uses the industry's fastest print heads to outperform continuous inkjet and other drop-on-demand inkjet technologies. The systems use a high-speed, tight-web paper path to produce CMYK full-process color output at 500 feet per minute with 600 dpi resolution.

The result is an unbeatable speed and quality ratio with maximum versatility and a lower cost of ownership. The groundbreaking series includes five models—the Océ JetStream 750, 1100, 1500, 2200 and one of the world's fastest full-color digital printers in its class, the Océ JetStream 3000, with speeds ranging from 714 to 2,865 images per minute. All five systems are designed to deliver output at maximum velocity with excellent quality for power-hungry TransPromo color jobs.

### The Océ CS family

For full-color cutsheet TransPromo applications, the Océ CS product family includes the Océ CS 550, 620 and 650 Pro full-color production systems. The Océ CS 650 Pro color production system prints and copies in full color at a speed of 65 images per minute, offering generous media input and output capacity, flexible configuration choices and finishing to fit each customer's unique job mix.

# Océ PRISMA workflow software

## Océ PRISMA integrated workflow software

Océ powers these families of digital printing systems with an open, integrated Océ PRISMA® workflow and software tools that make it easy to design and compose variable data documents. Océ PRISMA is an integrated family of adaptive workflow management software that makes work flow faster and more efficiently in concert with the systems and work processes you already have in place. Compatible, comprehensive, and consistent, Océ PRISMA integrates smoothly with Océ digital production-class printers to provide the solution mailers need to make communications more effective.



## TransPromo document composition made easy with Océ Document Designer Advanced

Traditionally, creating TransPromo documents has required a suite of tools, programming capabilities, and a great deal of time.

Océ Document Designer Advanced (ODDA) document composition software combines all the tools print operations need into one integrated package. An easy-to-use GUI (graphical user interface) simplifies programming of variable pages and pages with variable content.

What's more, with the Océ Document Designer Advanced suite of software tools, print operations can merge and/or transform multiple data inputs of varying types to create pages. They can also import and use pages and output data streams in documents as part of the layout.

With Océ Document Designer Advanced, transforming existing transactional documents into highly personalized promotional documents is simple and cost effective. The result is rapid TransPromo document deployment and high productivity with significant cost savings.

Océ Document Designer Advanced supports creation and composition of personalized color, black & white, and highlight and full-color documents. Integrated publishing, direct marketing, and transactional tools make TransPromo documents and communications second nature. Marketing campaigns can be tied in with TransPromo documents to increase response rates. A convenient white space management option enables users to identify and populate up-sell and cross-sell product promotions into previously blank areas of transactional documents.

Implementing Océ Document Designer Advanced opens up opportunities to generate revenues from embedded advertisements and to reduce postage costs by consolidating multiple documents into one envelope. Océ Document Designer Advanced is an Océ PRISMA integrated workflow software solution.

“Already, companies that have adopted this strategy are finding their statements are becoming marketing vehicles and turning cost centers into profit generators.”

*Guy Broadhurst, Vice President,  
Technology & Client Development  
Océ North America, Production Printing Systems*

**Benefits of TransPromo documents**

Implementing a TransPromo initiative to support corporate and marketing objectives can be a rewarding effort—one that offers tremendous benefits over alternate forms of communications.

**High “open, read, and keep” status:** customers expect to receive credit card statements, utility bills and other invoices, and open them at a very high rate because they must. These documents provide a unique opportunity to sit down and engage recipients in a trusted dialog and get through to consumers barraged by information.

**Active readership:** transactional documents like bills and statements contain “must-read” information. As a result, recipients tend to spend more time with them—anywhere from 45 seconds to several minutes, compared to the average 15 seconds they spend with direct mail pieces.

**Sustainable business practices:** by combining two documents in one envelope, TransPromo can significantly reduce page count and material consumption, minimizing environmental impact.

**Improved customer experience:** customers get more benefit out of the relationship—statements are friendlier and easier to understand and contain personalized messages that prompt them to make better use of available services, to re-evaluate asset allocations, implement energy-saving tips and consolidate services. TransPromo documents also can reduce billing-related call volume at call centers.

**Cost savings:** by combining two documents in one—a bill or statement and a promotional message—TransPromo documents reduce paper and postage costs. In addition, printing and mailing costs are already allocated as part of the statement production process.

**Efficiency:** TransPromo documents leverage an existing communications medium, and therefore are an extremely cost-effective way to reach out to existing customers and advance the relationship.



## The future ...

### What direction will the market take?

The challenges and benefits of capitalizing on the TransPromo revolution are increasingly clear. TransPromo documents promise to deliver what alternate forms of marketing could not—a high open rate, cost-effectiveness, sustainability, measurable business value and an improved customer experience. As for the future of the TransPromo opportunity, the market is likely to continue to evolve, creating opportunities for customers to use variable data and color in creative ways to enhance the effectiveness of personalized messages and offers.

While some believe the ultimate goal of TransPromo is to market to an audience of one and maximize revenues per customer, this is in fact, a myth. The reality is that a large proportion of transactional and direct mail pieces are already VDP documents that market to an audience of one. The difference is that these documents are becoming more relevant because they are being used more effectively. It's simply a matter of increasing the level of sophistication and encouraging those who aren't leveraging TransPromo to capitalize on the opportunity.



Printing for  
Professionals

Océ helps the people who make our world. Companies everywhere use Océ technical documentation systems in manufacturing, architecture, engineering and construction. Each week, high-speed Océ printing systems produce millions of transaction documents such as bank statements and utility bills. And in offices around the world, people use Océ professional document systems to keep the wheels of business and government turning. Océ is also at work in publishing on demand, newspaper production and wide format color for spectacular display graphics. It all helps our professional customers go 'Beyond the Ordinary' in printing and document management.

### **Océ North America**

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