



WHAT DO YOU HAVE TO SAY?

Full colour personalised direct marketing -
a profitable growth opportunity

End-to-end HP Indigo digital personalised direct marketing solutions

“Communis as a business will be evolving over the next few years into offering document solutions. Although we will always be printers, we are placing more focus on the entire document life cycle and a good technology partner is critical to our success.”

Andrew Lydiatt, Digital Business Manager, Communis



Digital Print Service Providers are quickly discovering that, in addition to printing, they have the power to deliver more value to their customers. In fact, by transitioning into the role of fully integrated marketing service providers, using end-to-end digital solutions, they can create high impact, full-colour personalised direct marketing materials.

The power of full colour personalisation

Full colour, personalised direct mail is expected to reach 20 billion pages by 2010 and 70 billion pages by 2020 in the U.S. only — becoming the second largest colour digital application. Driven by low response rates to black and white or static direct marketing, as well as the improvement in Customer Relationship Management (CRM) tools, full colour direct marketing is forecast to grow by 30%. In fact, HP Indigo customers are experiencing growth rates of 60% in full colour personalised direct marketing.

This upward trend makes perfect sense, given the proven effectiveness of personalised direct marketing to produce results such as these:

- 36% higher response rate
- 54% lower cost per response
- 93% increase in sales

Sources: CapVentures, U.S. Post Service, Caslon, Direct Marketing Association

“Colour variable data printing is hugely more effective than most people realise,” says Jeff Lazerus, Director of Digital and Imaging, Annex Print and Mail. “For traditional direct mail, a typical response rate might be 1-2 percent. When you add personalisation and variable colour, it might jump up to 7 or 8 percent. We’ve seen it again and again in the mortgage business and multi-channel marketing.”

Other direct marketers have reported response rates up to 12% and higher, surprising their customers who are used to rates of one and two percent.

A growing industry within Digital Printing is Trans-Promo marketing. Merging transactional printing and promotional marketing, Trans-Promo marketing enables the use of customer data to print and mail personalised, full-colour marketing messages within transactional documents. The financial statements literally open the door to the marketing message, changing the statement from a cost element to a revenue generator.

Value-added services enable new pricing models and cost savings

The digital printers who are evolving into valued marketing partners for their customers are applying powerful technology such as VDP, web-to-print services, outstanding print quality, personalised URLs (PURL), and image personalisation. The new tools of the trade, which help develop applications such as personalised direct marketing and trans-promo marketing, have also led to a new economic model.

By offering more dynamic, relevant, individualised pieces that generate higher response rates, digital print service providers today are creating much higher value—and profit—versus traditional, static mass mailers. They can also save costs with HP Indigo personalised direct marketing solutions; using a single print process, digital production significantly reduces waste and simplifies management. With increased revenue, lower expenses and high return on their investment, printers and direct mail houses that currently use conventional processes—usually overprinting on pre-printed shells—can now confidently migrate into digital colour production.

“We’ve grown to five times the size we were. We’ve been transformed from a mail shop to an integrated marketing solution provider. And it wouldn’t have happened without our HP Indigo presses.”

Jeff Lazerus, Director of Digital and Imaging, Annex Print and Mail

"The customer expected a 2% response rate. When we reached 12%, they were won over completely by HP Indigo variable data printing."
Fiona Knowles,
Account Director
Gyro International,
UK






HP Indigo personalised direct marketing solutions:

The direct route to high margin opportunities

With the help of HP Indigo personalised direct marketing solutions, direct mail houses and general commercial printers have a powerful toolset for pursuing new high margin business opportunities and fast return on investment. With continuing innovation and technology advances delivered over the past 15 years, HP Indigo solutions are proven effective among thousands of customers worldwide. The solutions include:

- Productive, offset quality HP Indigo digital colour presses
- HP SmartStream portfolio of products, developed by both HP and third parties, includes leading-edge workflow and print server components. The HP SmartStream portfolio applies an open-architecture philosophy to assure maximum flexibility and growth opportunity to support customer needs
- Training, business development and consulting, marketing and technical education services, such as the HP Capture Business Success programme, , to help you capture the full potential of your personalised direct marketing services

HP Indigo digital presses: Powerful print engines at the core of HP's Direct Marketing solutions

Press		Type	Speeds	Image area
	HP Indigo 7000 Digital Press Exceptional productivity and low total cost for high-volume printing, with unmatched offset quality	Sheet-fed	120 4-colour A4 size images per minute (two-up); 240 2-colour or monochrome A4 size images per minute (two-up)	317 x 464 mm
	HP Indigo press 5500 High productivity and profitability with unsurpassed quality	Sheet-fed	68 4-colour A4 images per minute (two-up); 136 2-colour A4 images per minute (two-up); 272 full monochrome A4 images per minute	317 x 450 mm
	HP Indigo press 3500 Advanced on-demand printing technology, made affordable	Sheet-fed	68 ppm full colour A4 images per minute (two-up); 136 A4 full monochrome images per minute (two-up)	308 x 450 mm
	HP Indigo W7200 Digital Press Application-focused, offset quality with high-volume digital productivity	Web-fed	240 4-colour A4 pages per minute, 480 2-colour and 960 1-colour A4 pages per minute	317 x 980 mm max
	HP Indigo press w3250 The most productive, cost-effective, offset quality digital colour production solution for direct marketing and trans-promo	Web-fed	136 4-colour A4 pages per minute 272 1-colour and 2-colour pages per minute	303 x 450 mm max



Mail pieces personalisation includes text, images and maps

Deliver unsurpassed offset quality on a wide range of substrates

With HP Indigo's personalised direct marketing solution, you will easily satisfy the most demanding standards for quality. HP ElectroInk liquid ink uses a small ink particle size to deliver the quality and colour range of offset printing—and it's the only PANTONE-licensed 6- and 7-colour solution in digital printing.

HP Indigo's colour technology lets you meet the demand for special colours or corporate colours and brand colour guidelines. You can use pre-mixed spot colours to hit your client's brand colour exactly. You can also use on-press PANTONE emulation with 4, 6 or 7 process colours to achieve excellent colour matches. With its support for PANTONE Goe® colour system, HP Indigo digital presses extend your PANTONE colours selection to more than 3,000 colours.

The HP Indigo personalised direct marketing solution includes the highest quality media for production. Developed in close cooperation with substrate providers, HP Indigo digital presses support over 1400 high quality off-the-shelf substrates—including specialty and recycled substrates.

Advanced HP SmartStream workflow solutions meet specific business needs

HP SmartStream is a graphic arts portfolio of workflow components for creating digital printing production solutions such as personalised direct marketing services.

With a combination of best-in-class HP SmartStream and partner components, the portfolio provides scalable, end-to-end workflow management—from job creation to fulfillment.

HP SmartStream workflow portfolio

The HP SmartStream portfolio is made up of HP and partner components that together provide end-to-end workflow management from job creation to fulfillment.



HP Personalised Direct Marketing Solutions

HP SmartStream Print Servers — Digital Front-Ends:

HP SmartStream Production Pro Print Server A productive, highly automated and scalable DFE for managing large print volumes, as well as complex variable data jobs

HP SmartStream Production Plus Print Server, Powered by Creo A high-performance, high-end DFE with a Creo colour feature set and a flexible, scalable architecture

Web-to-print and VDP solutions:

HP SmartStream Director	An integrated production framework for managing jobs from creation through fulfillment. HP SmartStream Director provides an easy-to-use interface for print buyers and enhances efficiency of production environments for Print Service Providers (PSPs)	
HP SmartStream Designer	Robust variable data printing & imposition tools designed specifically to optimise output for HP Indigo digital presses	
Printable PrintOne, FusionPro	A comprehensive suite of web-to-print and variable data and on-demand document creation tools	www.printable.com
Creo PODS Web Composition Solution	A fully automated, web-enabled, variable data printing (VDP) solution	www.creopod.com
Pageflex Storefront, Persona Cross Media Suite	Tools for template design, personalisation, document scaling, web-to-print portals, cross-media marketing, and personalised emails and websites	www.pageflex.com
XMPie	Integrated solution for creating full colour, fully personalised email, web, wireless and print communications materials—right from the desktop	www.xmpie.com
PrintSoft PReS IDE (Integrated Development Environment)	Powerful script language for the print industry. Simple instructions provide powerful logic statements to generate complex variable data documents—allowing extensive flexibility	www.printsoft.com
GMC PrintNet	Robust software solutions for designing, composing, and producing high-volume personalised variable documents for direct mail and transactional applications	www.gmc.net
Exstream Software by HP	Document automation solutions that allow enterprises to create and personalise any type of business communication for delivery through print, mail, and online channels	www.exstream.com



HP Personalised Direct Marketing Solutions

Data, image personalisation, multi-channel and print management solutions:		
Pitney Bowes Address List Management & Presort Discounts Software solutions	Solutions for managing cost per piece, predictability of delivery and cross-sell and up-sell opportunities	www.pb.com
DirectSmile	Sophisticated, typographic, variable information tool for graphic designers	www.directsmile.de
MindFire Inc. LookWho's Clicking	Automates the creation, management and tracking of personalised URLs and landing pages for direct mail marketing campaigns	www.mindfireinc.com
Press-Sense Omnium	JDF-based Business Flow Automation ERP solution created especially for printers; enables planning automation, scheduling and full production floor automation	www.press-sense.com
Finishing solutions:		
HP Indigo UV Coater	An advanced, near-line coating solution designed to optimise production on HP Indigo digital sheet-fed presses, with option to place in-line to 5500 and 7000	www.hp.com/go/graphic-arts
Duplo Digital System 5000 Booklet Maker	Produces full-bleed, trimmed booklets ready for delivery in one pass from an HP Indigo sheet-fed digital press	www.duplo.com
Duplo DC-645 production colour finisher	A near-line solution that automatically slits, cuts and creases a sheet into fully trimmed documents in one pass; JDF compliant, integrated with SmartStream Director	www.duplo.com
Horizon APC 6111 Guillotine Cutter	Programmable hydraulic guillotine cutter; provides highly accurate cutting, durability, and simple operation. User-friendly touch-screen display, simple-to-use controls; JDF compliant, integrated with SmartStream Director	www.horizon.co.jp
Morgana AutoCreaser, Digifold	Automated creasing and creasing and folding solution that uses a creasing rule and matrix that creases the substrate before feeding it into the folding unit. Eliminates the problem of cracking while folding digitally produced output	www.morgana.co.uk
Morgana CardMaster	High speed greeting card and postcard solution, rotary creasing and flying knife folding; uses creasing and rule device to crush the fibers of the material to prevent cracking	www.morgana.co.uk
Morgana DocuMaster	Intelligent document finishing solution: a fully integrated feeder, creaser and booklet maker for pre-collated digital print jobs. A complete finishing system, but one with which each element can be used separately for maximum flexibility	www.morgana.co.uk
MBO Digi-Finisher	Highly effective saddle stitcher combination of buckle fold and plow fold in one unit for high volume production	www.mboamerica.com
Rollem Jetstream	The ideal solution for slitting digitally printed business cards, postcards and other multiple-up flats. Sheets are edge trimmed, slit and cut in one fully automatic system	www.rollemusa.com
Hunkeler	For the HP Indigo w3250 and W7200 presses. Heavy-duty in-line roll-to-roll, roll-to-sheet and combination configurations supports cutting and offset stacking	www.hunkeler.ch
EMT	In-line and near-line solutions for light and heavy substrates, providing folding, die-cutting, coating and perforating	www.emtinternational.com

"This Shell Gas Direct campaign was extremely successful with a very high level of recall and an impressive response rate. High quality mailers uniquely personalised to the various target markets were made possible by HP Indigo print technology and its variable field print techniques. They have opened up new opportunities for the production of effective marketing collateral."

Muj Harris, Marketing and Growth Manager,
Shell Gas Direct



World-renowned support and service

With a total commitment to maximising 'Total Customer Experience', HP Indigo assists customers in their transition from printers to integrated direct marketing service providers.

Customer-enabling programmes include:

HP financing opportunities. Financing your personalised direct marketing solution through HP Financial Services gives you access to competitive rates and flexible terms.

Full set-up and maintenance services. Includes site preparation, workflow set-up, on-site field service, fast parts delivery, and hotline help desks.

World-class training. Business, printing and prepress training programmes range from basic to advanced levels.

HP Indigo Print Care. Convenient toolset of on-press and remote diagnostics, guided troubleshooting, live video-sharing communications, as well as remote support teams and remote desktop sharing.

My HP Indigo. A secure online portal providing HP Indigo owners access to vital tools, training and development materials.

www.hp.com/go/myhpindigoweb

HP Indigo Capture Business Success programme.

A wide range of innovative tools, services and resources to help you compete successfully in your market and attract new business opportunities.

Case study: Shell Gas Direct warms up to personalised direct mail

The deregulation of the gas industry in the UK led to the creation of much more competition for existing suppliers, such as Shell Gas Direct.

Shell wanted an effective direct mail campaign that would improve its customer acquisition and retention in the small/medium business sector. At the same time, it needed a way to increase response rates by making its mailers highly personal for each recipient.

Creative agency Gyro International conducted a test mailer to 3,000 companies in ten vertical markets. Using HP Indigo variable data printing technology, images, text and photography were tailored to the different markets and individuals.

There were 11 different image changes and between 10 and 15 text changes across the print run. Targets received mailers that were not only personalised to them, but also showed imagery relevant to their markets.

The results were even better than what Shell Gas Direct or Gyro could have expected. Far exceeding the traditional low single-digit response rates, the piece generated a whopping 12% response. Further, when telemarketers followed up the mail drop, they learned from recipients that the piece enjoyed an exceptionally high recall rate.



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