

TRANSACTION OUTPUT e-NEWS



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**Conferences – Open Houses – Webinars:
Pitney Bowes Customer Summit, June 9 – 10**

Be sure to attend the all-new Pitney Bowes Customer Summit June 9 - 10 in Danbury, CT. You'll learn practical ways to save time, money and the environment through highly focused and relevant educational sessions, innovative technology demonstrations and wide-ranging solutions showcase.

Highly Focused, Highly Relevant Educational Sessions

Attend these content-rich sessions, many of which will include first hand knowledge from industry peers:

Strategies for Minimizing Cost and Zero Defect Mail

This panel discussion will be comprised of business leaders from unique vertical markets that will discuss how they are managing through economic constraints. Also learn what they are doing to achieve the highest integrity within their print and mail operations.

ecowise Case Study

Hear first hand from a company that recently conducted a Pitney Bowes ecowise assessment onsite to determine the carbon footprint of specific mailstream cycles. They will share their insights and how they plan to use the results of their assessment to become more eco-responsible.

USPS Update: New Regulations, Compliance and Postal Optimization

This session will review recent postal regulatory changes, including the Intelligent Mail® barcode status. Pitney Bowes experts will provide strategies and an overview of our solutions that you can apply to save money now.

Practical Upgrades for Increased Productivity and Throughput

If you are not budgeted for new equipment, you can still take advantage of the speed, productivity and improved performance available with today's leading-edge technologies. Low-cost upgrades—including high-speed inputs, rotary feeders and high-speed meters—can extend the life of your existing systems with 'like-new' benefits at a fraction of the cost.

Linking Print and Mail to Transform Your Operation

You can transform your mailstream for the future with the five "I's" -- information, innovation, integrity, intelligence and integration. A leading health insurance will tell you how. Also see how linking print and mail enables TransPromo initiatives.

Introduce or Expand Mailing Services in 2009

A panel of commercial printers and standard mailers will discuss how they have used mail services to generate new revenue opportunities and acquire new customers.

Print "Green" – Profitably

A major manufacturer of high speed printers will go beyond a discussion about using recycled paper and soy-based inks. You will learn about the drivers for green printing, which includes improving your bottom line.

Optimizing Paper Decisions

Two leading paper and envelope manufacturers discuss paper characteristics, types, sourcing, and uses for being eco-responsible and more cost effective.

Using Intelligent Mail barcoding for Increased Mail Efficiency

Hear directly from a customer that is currently leveraging Intelligent Mail® barcode technology to improve their mail fulfillment services.

Best Practices for Privacy and Integrity in the Insurance Industry

Print and mail operations professionals from leading insurance companies will share their best practices to ensure privacy and integrity guidelines are met.

Overview of Unfair and Deceptive Acts or Practices (UDAP)

In this session, we will review the forthcoming Federal Reserve regulatory changes, discuss the impact to transactional mailers and present the strategies and solutions to help customers achieve compliance. Discover ways to offset costs through TransPromo and green initiatives.

Our House is Your House

Over the course of our two-day event, the production floor will be accessible to all guests. We will showcase our equipment, software and services, all of which can help you mail smarter, and produce smarter mail.

Breakthrough Innovations in Mail Finishing

From high speed inputs to output scanning and everything in-between, our engineers will give you new ideas and show you how to virtually run every type of mail with accuracy, at the highest speeds, greatest efficiency and lowest costs.

Productivity-Driving Direct Mail Solutions

Reduce operational costs and labor by learning ways to consolidate work cells, while creating greater productivity. See in-depth integrated solutions that provide the ultimate in application flexibility.

Flexible Sorting Solutions

An essential stop as you peruse the production floor is in our flexible sorting solutions area. Take a "fresh look" at our systems, which are designed to process both incoming and outgoing mail with the greatest accuracy and efficiency.

Leading-Edge Technology Center

It's where hardware and software come together in a fully integrated application that merges multiple printstreams, adds Intelligent Mail barcode for full tracking, splits for processing to support multiple delivery channels.

To learn more, or to register go to www.pb.com/customersummit.

**Output Management:
Product Spotlight: WebCRD Dynamics, RSA**

WebCRD has a reputation as a powerful Web-to-Print solution, and deservedly so. The multiple Best of Show winner (ON DEMAND 2008 and 2007) delivers powerful automation for both job submission and print production. RSA's Variable Data Printing engine, WebCRD Dynamics, takes that automation one step further.

With WebCRD Dynamics, designers can easily create sophisticated templates with support for variable images and text-on-a-curve, using industry-standard technology. But what sets WebCRD Dynamics apart is the ability for end users to personalize their job and have a production-ready proof generated, without any operator intervention.

RSA's expertise in automating production was the key to such an enhancement.

"RSA's customers look to eliminate touches and the time it takes to produce a job as much as possible," noted Vincent Tutino, WebCRD Product Manager. "Our customers typically increase volume by 30 percent to as much as 400 percent, using WebCRD. They could not handle those levels without automation. So it was essential that our VDP solution would be as hands-free as possible."

At the recent ON DEMAND tradeshow in Philadelphia, RSA demonstrated how quickly and easily users are able to order personalized materials with WebCRD. Visitors were encouraged to walk up to a kiosk and have their picture taken with a webcam, answer a few questions such as which products they were interested in and a personalized "RSA Today" newsletter was printed on-the-spot! OutputLinks' owners Andy and Julie Plata stopped by and received their own RSA Today newsletter.



To learn more about WebCRD Dynamics, visit www.ILoveWebCRD.com.

**Pellow Talk:
Multi-Channel Communications: The Model, by Barb Pellow**

As readers know, multi-channel communications incorporate messages into documents delivered via two or more media channels, including print, e-mail, Web (personalized URLs or Web microsites), and text messaging. The real value in multi-channel communications campaigns is the use of personalization for a more targeted, relevant, one-to-one approach that engages the customer in a dialogue. These software tools also offer tracking and measurement features that enable marketers to conduct real-time campaign management and immediate measurement of campaign success and ROI. Some commonly-used terms for multi-channel communications include:

- Cross-media publishing
- Cross-media communications
- Multi-touchpoint campaigns
- Integrated marketing campaigns

Effective marketing communication requires an approach that supports the channels preferred by the recipient, whether they are print, the Web, e-mail, or a mobile device. Multi-channel communications use a combination of media to deliver the right offer to the right individual at the right time, resulting in improved response rates, market awareness, revenue, and profitability for the marketer. Multi-channel communications are essential in business-to-business (B2B) and business-to-consumer (B2C) sectors alike as the highest-value customers use multiple channels for shopping and purchasing.

The Figure below outlines the workflow of a simple multi-channel communications campaign. The first communication is typically some form of direct mail (print or e-mail). An appealing creative strategy and the use of personalization can help attract the recipient's attention. The most important components of any direct mail campaign are **an appealing offer** and **a call to action** that drive the recipient to the next step.

The call to action may prompt the recipient to visit a pURL, which leads to a personalized Web page populated with images and offers based on customer data. These personalized Web pages are often called Web landing pages or microsites. Upon visiting these personalized Web pages, the recipient may be asked to answer a few short survey questions and/or update their customer information using form fields. This survey data and updated customer information can help the marketer build a database for use with more relevant campaigns in the future.

A "thank you" e-mail is automatically generated and sent to the recipient at the conclusion of his/her Web visit. At the same time, the recipient is qualified as a lead based on responses to the survey questions, and an e-mail is sent to the local sales representative to notify him/her of the new lead. The sales representative can then follow-up with the recipient directly—and all of this can happen within minutes as opposed to hours, days, or weeks with traditional methods.

Multi-Channel Campaign "Blueprint"

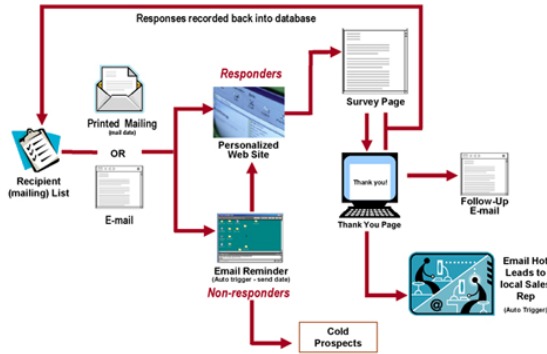


Figure 1: The Multi-Channel Campaign "Blueprint"

The final component of the multi-channel campaign is the logic, or the Campaign Dashboard. Existing solutions leverage browser-based dashboards accessible to the marketing professionals via login access. This enables the marketing executive to track and monitor the campaign at any stage and in real-time. The key here is to allow for live reports and immediate revisions to the campaign based on success or lack thereof.

Real-time campaign management includes response tracking, e-mail open rates/bounce rates/spam filters, click-through rates, Web addresses, and date/time/number of visits. These are all valuable data points for a marketer. These features enable the marketer to monitor the campaign effectiveness and ROI and to generate reports based on specific criteria. Finally, sales reps can be automatically alerted of "hot" leads.

Print service providers have recognized the need to transition to the "marketing service provider" role. In today's market, the tools are available. Marketers want to use the tools, and print service providers need to understand that true profits can result from becoming a marketing services partner by generating e-mail campaigns, customizing landing pages, and providing consulting services. The multi-channel approach is proven, and in the fragmented world of media preference, it's the next logical step for print service providers.

HVTO Under 30:

The Fountain of Youth in Print, by Matt Swain

The emergence of Web 2.0, social networking, and blogging are just a few of the many things changing the very foundation of human interaction and business communications. Today, there are an estimated 175 million **Facebook** accounts, 39 million **LinkedIn** accounts, and 15 million **Twitter** accounts. And how many active blogs are there online? While you may have just started using these social networking sites, I would venture to guess that many of the younger generation of employees within your company are social networking "veterans." Case in point – I opened my Facebook account nearly five years ago.

Today's college graduates bring a new breed of invigorated, young professionals eager to help reshape a printing industry that needs to evolve with the times. While we—the younger generation—want to learn from you, you may be surprised what you could learn from us.

I attended the **EDSF** Industry Leaders Forum reception at this year's **ON DEMAND** conference. One great part about the event was that scholarship recipients were on hand to meet those who helped make their education possible. Each of the four recipients, all of them graduate students, took turns at the podium to express their gratitude for the assistance. It was clear to me why these students received scholarships. Not only did they excel in their studies, but they were also genuinely *excited* to start a career in the printing industry. Whether they were entering the industry from a technical or marketing perspective, these students could not wait to begin the job interview process. They firmly believed that their recent studies would help them contribute new and compelling ideas to prospective employers within a transforming industry.

Few industry veterans had the opportunity to take college courses on cross-media workflow, digital asset management, or Introduction to Multimedia. In fact, they might ask "Why would a *printer* even need to know about any of those subjects? Ink on paper, what else is there?" Some up-and-coming sons and daughters of printers may say "We have had a family printing business for years. I will learn everything I need to know from my parents and I will be all set, right?" Although there is a place for that legacy, the times are rapidly changing. Today, studies in printing are more like a combination of computer science, graphic arts, and marketing, than they are conventional printing.

As a new class of print industry professionals enters the workforce, you may be surprised at just how helpful their backgrounds can be in leveraging today's technology, developing new services, and simply looking at the market from a different point of view. Keep in mind that someone is hiring these graduates, most likely your competitors. I recently spoke with Shauna Newcomb, Program Coordinator for the Office of Co-op and Career Services at **Rochester Institute of Technology**. She indicated that six months after graduation, the office is typically working with only a small percentage (2 to 7%) of the new graduates from the **School of Print Media**, with the rest already having already found a home.

This year's graduation bells have already begun to ring. In a difficult job market, qualified young professionals in the print industry have hope—and that hope includes a fresh perspective from a recent (and relevant) education. It's time to take inventory of the skills within your company and what it will take for your business to succeed in this technology-driven, new economy.

Now is the time to invest in your future.



Matt Swain is a Senior Research Analyst for InfoTrends' TransPromo Service. He is responsible for providing market and forecast analysis, developing content for the service and related projects, covering and reporting on industry conferences and advances in the TransPromo space, and offering ongoing client care and inquiry response. Swain first joined InfoTrends as part of the company's On Demand Printing & Publishing Consulting Service. Prior to joining InfoTrends, he conducted market research for Barb Pellow, provided Print-On-Demand marketing support at the corporate offices of Standard Register, and was employed as an electronic printing lab technician at FLEXcon. Swain received a Bachelor of Arts in Imaging and Photographic Technology as well as a Master of Science in Print Media from the Rochester Institute of Technology.

Communication Technology: Advice to Newspaper People, By Scott Gerschwer Don't Go Changing (Formats), Do Go Changing (the News)

Kindle Won't Solve the Newspaper Crisis—Re-Defining “News” Will

Apparently, perhaps by the time you read this, a large format Kindle will be released with the express purpose of saving the newspaper industry. According to *PC World* analysis, it would cost the *NY Times* company less money to buy and deliver a new Kindle to every subscriber than it does to continue printing the newspaper (what would their new sub-head be, “All the News that's Fit to Kindle”?). So, of course, the print industry is all a twitter about the demise of the newspaper industry. But it will soon be evident that the problematic word in “newspaper” is “news”, not “paper”.

Harold S. Barnes, of the Bureau of Advertising, American Newspaper Publishers Association, once said, “To call up an image of the reader all you need to do is pin up a target. Then, starting at the outside, you can label his interests in this order: the world, the United States, his home state, his home town, and we'll lump together in the black center his family and himself...me. Myself...I am the bull's-eye.”

So, to use myself as an example, my ideal newspaper would have the sports on the front page instead of the back, and would have copious articles when my team wins and fewer articles when they lose, but when they lose would have more columns about what needs to be done to fix my team. It would also have some articles from around the league as I play fantasy sports and need to keep up with my players. When I get into the news section it would contain NO stories about celebrities or faux-celebrities or wanna-be celebrities and would focus on the wars, the Middle East, important news from Washington, D.C. and the most important local news, which would include local politics over lurid crime stories and the personal tragedies of others.

The whole second half of the paper would be opinions from various newspapers and perspectives by columnists I like to read, no matter what newspaper or syndication bureau employs them. Then a little bit about theater or movies, or a really spectacular art exhibition. And that's it. *That* I would read. And I'd read it very happily on paper if the technology improved to a point where they could print something like that, by gaining the cooperation of papers around the country in a kind of news and opinion exchange program, and having the technical ability to print my own personal paper. I'd walk down my driveway—a fairly large commitment—every morning to get this paper.

Here's what I won't do—not now, not ever. I won't buy a Kindle to read a newspaper that makes the same mistakes that print newspapers make: lurid headlines, stories that appeal to the lowest instincts of the species. In that case, I'd prefer to read it online, where I can pick and choose the articles for myself and even customize it right on my desktop. And, because I'm sure I'm not alone in this, the newspaper industry and the technology moguls and the printers ought to get with the program: it's not the paper, it's the news.

The lesson of flexibility and personalization and customization that matches preferences has largely been lost on these folks, who would prefer to blame it on paper and ink. I don't ride the rails very often but when I do travel down to Grand Central Station, the *NY Post* or *Daily News* will get me there. If the trip was five minutes longer I'd be forced to buy the *NY Times* (I've never learned the proper technique for folding up the *NY Times* the way some commuters have, so that they can read the news a four inch square at a time—nor can I re-fold a map, or make a good paper airplane. And origami is out of the question). On the return trip I generally spring for a magazine.

There is one app on the Kindle that I think will be a winner: textbooks. Because I teach at a local college and the kids don't know what to do with paper books. All they know is that they can sell it back at the end of the semester (usually in the same pristine condition as when they bought it) to get some drinking money. They are so electronically oriented that Kindle makes as much sense for Standard College Outfitting as a backpack and an Abercrombie sweatshirt.

The real savior of newspapers might be highly customized digital edition, complete with analytics to soothe the advertisers and links to dive deeper into the stories you like.

I'll be giving a webinar on the benefits of Interactive Collateral Management, sponsored by Zmags, on May 18 at 9 a.m. and 2 pm EST. The information for joining me is below.

9 a.m. EST= <http://pages.zmags.com/HowMarketersCanMarket9am-ext.html>

2 p.m. EST= <http://pages.zmags.com/HowMarketersCanMarket2pm-ext.html>

HVTO on the Tube: *Celebrity Apprentice* Spotlights Kodak

Jeff Hayzlett Goes Behind the Scenes on *The Celebrity Apprentice*
<http://www.youtube.com/watch?v=jFRaViN1D90&feature=channel>

Jeff Hayzlett and Donald Trump

http://www.youtube.com/watch?v=XcX4xUT6p1&url=http%3A%2F%2Fvideo%2Fgoogle%2Ecom%2Fvideosearch%3Fq%3DJeff%2BHayzlett%2BCelebrity%2BApprentice%26hl%3Den%26emb%3D0%26aq%3Df&feature=player_embedded

Industry News:

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http://www.outputlinks.com/html/news/intelisent_National_Postal_Forum_050709.aspx

Mr. Daisuke Segawa has been Appointed the New CEO & President of InfoPrint Solutions Company
http://www.outputlinks.com/html/news/html/news/infoprint_New_CEO_and_President_050709.aspx

PRINT 09 Must See 'ems Committee Picks 'Critical Core Technologies'
http://www.outputlinks.com/html/news/html/news/GASC_PRINT_09_051109.aspx

EFI and IKON Announce Powerful Electronic Document Capture and Distribution Solution
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Window Book Provides Intelligent Mail Solutions for Mailers
http://www.outputlinks.com/html/news/html/news/windowbook_Intelligent_Mail_Solutions_050609.aspx

Konica Minolta to Launch bizhub PRO C65hc at PacPrint 2009
http://www.outputlinks.com/html/news/html/news/konica_pacprint_bizhub_PRO_C65hc_050509.aspx