

WhatTheyThink?

Océ Launches TransPromo Solutions and Services

Source: Press release issued by the company, unless otherwise noted.

August 13, 2008-Trumbull, CT- Océ, an international leader in digital document management and delivery, today launched a comprehensive suite of TransPromo solutions and services to help print-to-mail operations simplify the transition from standard transactional documents to value-added TransPromo communications. The suite of solutions, part of the Océ Professional Services portfolio, includes offerings ranging from TransPromo strategy development and application design to project management, implementation, training and support services to ensure a highly effective TransPromo implementation.

TransPromo, or TransPromotional documents, are hybrid communications that combine transactional documents like invoices and statements with relevant, data-driven messages tuned to customers' unique purchase patterns and preferences. The highly targeted communications embed promotional and informational content in the document's white space to strengthen customer relationships, improve retention rates, keep customers informed and capitalize on profitable cross-sell and up-sell opportunities.

In a recent study, Print Industries Market Information and Research Organization (PRIMIR) conducted a survey of 536 consumers. The research explored 30 types of bills and statements across finance, utility, insurance and medical industries. Averaging the results from each of the document types shows that 92 percent of statements and bills are opened and read, and 22 percent are read more than once. Market research firm, INTERQUEST, in a 2008 study, forecasts that full-color promotional transactional printing in North America will grow at an annual rate of 45 percent between 2007 and 2012, presenting a major opportunity for transactional printers. The study also cites statistics indicating that consumers spend an average of 5.6 minutes looking at bank and credit card statements they receive through the mail.

While TransPromo documents are highly effective tools for increasing the lifetime value of customer relationships, they can be complex to develop and launch. Variable data application development involving thousands or even millions of unique pages requires proper planning, access to clean, up-to-date customer data and a robust, production-class infrastructure. It also requires an understanding of variable content database management, dynamic application layout, white space management and digital color.

Océ TransPromo Solutions Ease the Transition

To help customers ease the transition from "plain vanilla" transactional documents to high-value TransPromo communications, Océ offers a toolkit of solutions and services that can be engaged on an "a la carte" or "end-to-end" basis, depending on each customer's unique needs and business objectives. These new services, part of the Océ Professional Services portfolio, are designed to simplify every aspect of developing and deploying a TransPromo initiative.

"Océ helped pioneer the convergence of data centers and print centers that enabled statements to be printed with photographs, pie charts and graphs and set the stage for the next generation of integration-today's TransPromo applications. With this new service offering, we are positioned to help our customers make the crucial transformation from pure transactional documents to TransPromo marketing communications. At the same time, our latest line up of production-class print systems and workflow software combined with extensive market expertise and an understanding of TransPromo issues ensures success and minimizes risk for customers who want to maximize their TransPromo investments," said Mal Baboyian, President, Production Printing Systems, Océ North America.

"With this comprehensive suite of TransPromo hardware, software and professional services, customers can make the most of the infrastructure they have while strategically adding critical components to achieve a highly effective TransPromo implementation," added Gerrit Terlouw, Senior Vice President, Technology and Software Support, Océ North America. "We offer products, expertise and in-depth support for every imaginable TransPromo requirement, from strategy development and application design to project management, implementation, and training and support services to ensure a successful transition."

Océ TransPromo Application Development Services (TADS)

A key component of the Océ TransPromo solution set is Océ TransPromo Application Development Services (TADS), to help customers design or redesign TransPromo applications for maximum impact. The TADS solution set helps customers achieve rapid prototyping with capabilities like application development and design optimization, campaign and statement messaging strategy development, color consultations, application design and usability testing, post-implementation benchmarking to measure campaigns, and data mining and data metrics optimization to ensure relevant message creation. Océ TADS solutions are available through Océ and its professional partners, including **NEPS, LLC** and **Art Plus Technology**.

Océ TransPromo Support Services

The Océ TADS solution set is complemented by an extensive suite of support services offered before, during and after implementation. The team of Océ Professional Services TransPromo experts takes a consultative approach to helping customers develop a TransPromo strategy, implement a new infrastructure or upgrade existing workflows, streamline processes and keep operations running at peak productivity. Services include consulting and workflow analysis, implementation services, application development, custom solution development, project management, customer education, print sample generation, media testing and ongoing support. Services are delivered via the Océ Solutions Delivery Process (SDP), a proven and structured methodology that integrates guidelines, principles, and best practices with a step-by-step framework to deliver the solutions customers need to achieve their business goals.

An extensive portfolio of TransPromo hardware and software products

The new Océ TransPromo service offering complements an extensive portfolio of Océ software and hardware productions. These include Océ Document Designer Advanced software, and the full line of Océ digital print solutions. The Océ JetStream family, the Océ VarioStream 9000 family, and the Océ ColorStream 10000 and Océ VarioStream 8000 continuous feed printers are especially well suited to the demands of high-volume personalization and TransPromo strategies. At the company's newly expanded Customer Experience Center in Boca Raton, Florida, customers can test their TransPromo applications on any Océ continuous feed product and print runs can be mailed and deployed for usability tests.

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