

Communicating a winning image to leading companies around the world



“We needed a partner who could hit the ground running, and we found that with Xerox. Right away they were cranking out the work, hitting the deadlines. And the quality of work was dead on.”

– Vice President,

Document Publishing Manager
Global Investment Management Firm

The Situation

A leading global investment management firm headquartered in the United States prides itself on world-class quality in every aspect of its business. They manage nearly \$350 billion in assets for individuals and some of the world’s leading corporations, public retirement plans, foundations and endowments.

However, the company recognised that there was an opportunity for improvement in one operational area—the in-house print facilities that produced customised sales presentations for retirement plan prospects. These prospects include major companies around the world, including members of the Fortune 500. So quality and timeliness are essential for success.

Managing their brand colours was very challenging. Documents with tabs and covers had to be hand-assembled, which slowed down the production process. The hardworking

staff sometimes found it difficult to meet tight deadlines and accommodate last-minute content changes from the sales teams with the speed and quality they needed.

In order to stay ahead of the competition, our client realised that they needed to take their production printing operations to the next level—but printing wasn’t a core competency for them.

The company realised that they needed help to optimise its in-house printing facilities and take advantage of the latest innovations in the digital printing industry. So they partnered with us for a more efficient solution.

Optimised digital printing services.

Improved speed, quality and brand control.

The Solution

This company partnered with us to develop and implement a plan to provide state-of-the-art, in-house digital printing capabilities.

We introduced Xerox iGen3® Digital Production Presses and other new digital printing technology to deliver the consistent, high-quality colour and black-and-white printing they needed for world-class sales presentations and other vital documents.

Together, we re-engineered critical steps in the digital printing workflow—from file creation to output—to improve speed and efficiency and replace manual processes with automation.

We also provided valuable training to our client on file preparation, colour management, variable information technology and other printing industry best practices to help improve reproduction quality, control and efficiency.

In addition, we helped them develop a global “distribute and print” capability by taking advantage of Xerox Premier Partners, a global network of digital printers that adhere to consistent quality standards. It’s saving time and supporting the company’s strategic plans for global growth.

The Results

The client has already achieved a number of benefits by partnering with us to better manage its in-house digital printing operations.

The quality and consistency of digital printing and corporate colour reproduction were dramatically improved. Digital files are centrally managed and archived, providing added security and control for their brand. It’s enhancing the impact of sales presentations and other documents and maintaining the company’s outstanding brand image.

Turnaround times improved even during periods of peak demand, thanks to the optimised workflow, the increased automation and our production printing management experience.

The satisfaction of their sales executives, internal clients and end users increased significantly, reflected in the growing number of projects produced by the digital printing team.

Thanks to this partnership, our client was able to bring state-of-the-art digital printing and finishing technology in-house without increasing costs or making a major capital investment. The new technology also enabled innovative, high-impact applications like one-to-one marketing that will help them personalize sales presentations and turn routine customer communications into more powerful cross-selling and up-selling tools.

In addition, the company can now ship files electronically to Xerox Premier Partners around the world for secure, high-quality local production. This gives them a competitive advantage in growing markets around the world.

Case Study Snapshot

The Situation

- Digital printing was not a core competency
- In-house printing technology was out-of-date
- Colour reproduction and brand consistency were challenging to control
- Manual work processes interfered with tight deadlines
- The in-house printing capabilities didn’t support one-to-one marketing or global “distribute and print”

The Solution

- Digital printing services managed by Xerox Global Services
- Latest digital printing and finishing technology implemented
- Workflow re-engineered and optimised
- Training provided on file preparation, colour management, variable printing and other industry best practices
- Xerox Premier Partners enabled global “distribute and print”

The Results

- Centrally managed digital printing services from a proven partner
- Better, more consistent printing quality and brand control
- Faster turnaround times
- More automation and efficiency
- New capabilities for one-to-one marketing
- Efficient, secure regional printing capability in growing international markets

About Fuji Xerox Global Services

Documents are positioned as increasingly important management resources for today’s corporate activities. Fuji Xerox provides outsourcing services that focus on the document and business processes of customers who conduct business in Japan and globally. Based on our extensive consulting experience, optimal IT utilisation and worldwide service provision structures, Fuji Xerox can efficiently manage all documents processes – from production and storage to output and usage – to achieve cost reductions and higher productivity, while also contributing to customers’ business growth as their ultimate business partner.

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