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THE DOCUMENT COMPANY  
**XEROX**

Case Study

Results  
you can  
measure.

**Higher Response Rates**  
Xerox iGen3®-produced pieces generate 60 to 70 percent better response rates than similar pieces produced by overprinting on offset shells.

**Faster Turnarounds**  
DME is no longer limited in speed to market. Turnaround from order placement to mail drop is as fast as two to four hours.

**Improved Testing**  
Short-run printing provides accurate, cost-effective concept testing. One recent test identified a promotion that subsequently returned \$108,000 in sales on a \$6,800 mailing.

**More Strategic**  
The iGen3® Digital Production Press keeps DME's business on the cutting edge of personalized communications,

bolstering the firm's full-service one-to-one marketing programs and DME's strategic relevance to its clients.

**Costs Down, Productivity Up**  
By replacing overprinting on offset shells with single-page digital color printing, DME saves time and eliminates warehousing and much waste of stock. By printing stationery as a variable element in a digital color print run, DME gangs jobs that share a similar template, controlling costs. Increased automation helps DME deploy staff more efficiently.

**New Revenue Opportunities**  
With the iGen3® Digital Production Press, DME is developing new applications that mix high-quality color, complex personalization and fast turnaround. In addition, economical production costs

permit the company to compete for some commodity personalized print runs that it couldn't produce cost-effectively before.

**Reliability = Profitability**  
The iGen3® Digital Production Press and its Creo™ Spire™ Color Server maintain rated speed even when rotating as many as 500 images in a variable information print run and have met aggressive production targets. Such performance reliability enables DME to meet pricing targets and stay profitable.

**Energizing Staff, Customers**  
The Xerox iGen3® Digital Production Press has energized DME's customers and sales force with its breakthrough combination of print quality, speed, economics and 100 percent variability, opening a potentially unlimited range of applications.

Impact of Xerox iGen3® Digital Production Press at DME is "limited only by human imagination."



## DME

DME, a direct marketing firm in Daytona Beach, FL, flawlessly integrates telephony, e-mail, web-based communications and CD-Rom technology into its direct mail campaigns. Its creative and production teams generate communication programs for automotive, financial services and other industries.

Founded in 1982, DME has over 650 employees and generates more than \$90 million in sales.

Web site: [www.dmenet.com](http://www.dmenet.com)



## The Challenge

# 1

“The challenge for Xerox was not just to deliver a new four-color digital press, but also to help us create a whole new market.”

Mike Panaggio, chief executive officer, DME



## The Solution

# 2

“We don’t see a press. We see a high-speed fulfillment product that offers incredible quality, speed and flexibility with infinite potential.”

Mike Panaggio, chief executive officer, DME

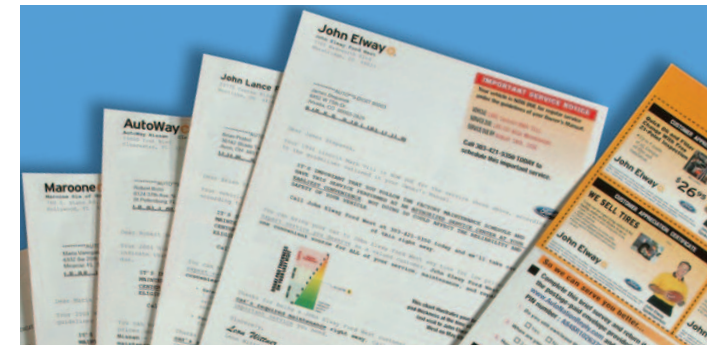


## The Benefit

# 3

“The iGen3® brings one-to-one marketing into the world of reality. It’s limited only by human imagination.”

Mike Panaggio, chief executive officer, DME



Since its earliest days, DME has developed and managed integrated direct marketing programs incorporating personalized print. Pieces were produced with high-speed Xerox laser printers overprinting on offset preprinted stocks, even though they were better suited to digital color presses. The problem: existing digital presses failed to meet DME’s requirements for image quality, printing capacity and variable information processing speed. Consequently, personalization was limited to black type. Significant warehouse space was devoted to costly storage of offset preprints which quickly went out of date. And work for companies with multiple brands and letterhead introduced significant logistics challenges. In addition, one-time DME differentiators—including fast turnarounds, high quality and service excellence—were becoming commodities.

Since August 2003, DME has used three iGen3® Digital Production Presses to print 100 percent variable color direct marketing pieces with image quality that rivals offset. The press and its Creo™ Spire™ Color Server maintain rated speed of 6,000 pages per hour even when rotating as many as 500 images in a variable information print run, permitting DME to maintain a profitable pricing model. Media latitude stretches to stocks as heavy as 100 lb. glossy text. Workflow software from XMPie®—recommended to DME by Xerox—integrates design logic and data across multiple media, permitting designers to use their favorite software. Among the system’s capabilities: simultaneously creating personalized-response Web sites and an associated print piece with personalized URL links, on the fly, during printing.

The iGen3® Digital Production Press is helping DME transform its business. For DME’s customers, the system provides cost-effective short-run concept testing, same-day turnarounds, and a 60 to 70 percent jump in response rates. For DME, the system expands the firm’s offerings, helping keep annual revenue growth at a steady 20 percent. Costs are reduced by eliminating warehousing of some preprinted stock, by moving from two-pass to single-pass printing, and by ganging more print jobs for variable printing of stationery as well as content. Reliable operations and fast variable information processing help DME achieve targeted pricing and profit margins. The new press also has energized DME’s customers and sales staff, and was the centerpiece of open houses DME and Xerox ran for customers and the media.