

***“A business change required us to personalize payroll and accounts payable checks with a corporate entity. After four months and many modifications, the first vendor could not get the job done. The InfoPrint productivity expert arrived on Wednesday and by Thursday, we were printing checks. Others talk about speed, efficiency and cost savings. InfoPrint Solutions Company delivers.”***

***George Odenrantz  
Vice President of  
Information Technology,  
Sinclair Oil***

## **InfoPrint Solutions for Manufacturing**

**Collect, compose and distribute information  
as if your business depends on it**

In tough financial times, it's more important than ever to reduce cost. In a regulated, global economy, your business must be lean and agile so you can innovate more quickly and go to market sooner. How can you do this? Change the way you collect, compose and distribute information. After all, information drives everything, and your output solution drives the information. The right output solution from InfoPrint Solutions™ Company can help you move information faster so you can do everything else faster:

- Design, build and ship products
- Reduce rework
- Support compliance initiatives
- Link customers, suppliers and production
- Lower cost
- Drive new revenue

# Four Good Reasons to Get to Know InfoPrint Manufacturing Solutions

## 1



### Simplify, unify, accelerate

InfoPrint Solutions Company delivers expertise, technology and services in three areas to simplify, unify and accelerate the information that runs your business:

- Optimize infrastructure with the InfoPrint Optimization Solution Suite.
- Improve productivity with the InfoPrint Productivity Solution Suite.
- Enrich customer/supplier experience with InfoPrint TransPromo Solution (timely, personalized, relevant messaging).

### Optimization Solutions Suite – lower total cost of print

Optimization helps you see your true cost of print and take steps to lower it. Multi-vendor environments drive up costs because they require you to manage multiple supply items and print drivers.

The lack of “printer to user” ratios often results in under utilized printer devices and excessive help desk and support costs. In a non-optimized environment, it's difficult to respond quickly to business and regulatory requirements.

Overcome these limitations with the right mix of hardware, software and services. An InfoPrint Optimization Solution can lower cost, increase operational efficiency, reduce downtime, minimize delays and increase device utilization. Even better, you can manage everything centrally to assure accurate, reliable output to print and non-print channels.

The InfoPrint Professional Services team is available to assess requirements, recommend solutions, implement software and hardware, manage projects, and integrate third-party solutions. Alternatively it may be the right time to consider strategic document outsourcing services.

### Distributed Print Managed Services – expertise to solve any output challenge

Analysts estimate that up to 3% of a company's revenue is spent on output management. Our proven methodologies can eliminate inefficiencies and help you get more out of your investments.

- Optimization of your existing output fleet with the latest multifunction technology.
- Placement of the right devices in the right locations to maximize productivity.
- Management of assets, supplies, support and maintenance to free you to focus on core business issues.
- Regular communications that enhance control and provide visibility into your true cost of print.

# 2



## **Productivity Solutions Suite – speed the pace of operations and communications**

Open architecture and automation boost the productivity of people and assets. An InfoPrint Productivity Solution frees you from the limitations of disparate systems, manual processes, preprinted forms and stacks of paper. Electronic forms, routing, archiving and reprints allow you to distribute and move information fast and efficiently.

A single software application enables easy, drag-and-drop forms composition, cross-platform data retrieval, spool integrity, and output to any device or channel (Web, archive, e-mail, PDA, SMS and RSS).

Imagine – no islands of information and far less hardcopy distribution. Free your customer data for marketing purposes. Link customers, suppliers and employees wherever they're located.

How do you know when your output solution is fine-tuned for productivity?

You'll be able to:

- Share information electronically
- Reduce rework allowing you to move your products faster
- Simplify compliance by archiving documents
- Lower cost
- Cut design and development time of new document applications

Not sure where to start?

The InfoPrint Productivity Solution Services team offers strategic services to analyze your environment, datastreams, content delivery and forms composition.

We can create custom content and forms for you or train your staff to provide new views of information for your customers, suppliers and employees. End your dependency on fixed or difficult-to-change output options that limit your flexibility and the effectiveness of your documents.

# 3

Dear Customer,  
Thank you for ordering from  
ABC Supply!  
Your order has been confirmed.  
Please note the following  
information:

Your ABC Supply ORDER # is:  
**6344950**  
Your ABC Supply CUSTOMER  
# is: **5191572**  
Current charges to your lit  
C

Instead of sending  
this e-mail to your  
customer

- Strengthen brand image
- Improve bill clarity and reduce call center traffic
- Special offers to drive business results – up sell, cross sell
- An opportunity to sell advertising space
- Personal messaging to instill loyalty



## TransPromo - enrich customer and supplier communications

TransPromo turns **transactional** documents such as statements, receipts, invoices, shipping documents, labels and point-of-purchase materials into **promotional** opportunities.

Customer-and-supplier-facing documents become powerful one-to-one marketing tools. Personalized messages, logos, barcodes, graphics and/or offers help you cross-sell, up-sell and inspire loyalty.

TransPromo is targeted and measurable. You can improve marketing ROI and drive incremental revenue with attention-getting, easier-to-read communications.

And TransPromo can help you do much more:

- Create competitive distinction
- Strengthen brand image
- Reduce call center traffic
- Strengthen multichannel marketing
- Grow customer loyalty

## Create an amazing customer/supplier experience

You can start with a small project or a large-scale marketing campaign.

### Just start.

## Let us help!

Today's e-commerce experience is limited. The future of e-commerce will extend the experience to multiple touch points in multiple channels (kiosks, SMS, e-mail, PDA, RSS and Web).

TransPromo is a way to reach audiences and form lasting relationships with them. Our global InfoPrint TransPromo Consulting Practice offers professional services to assist in the assessment and analysis of marketing campaigns, data analytics and print infrastructures. We can also offer recommendations on steps to achieve an effective and efficient TransPromo environment.

# 4



## The InfoPrint difference

InfoPrint Solutions Company has been helping companies of all sizes solve output challenges for more than 40 years. As a Ricoh-IBM joint venture, we can leverage a vast legacy of intellectual property and experience. A single source for general office, industrial, and production printing as well as electronic output solutions, InfoPrint Solutions can integrate technology, services, and know-how to meet your business objectives. Our rapid-ROI approach emphasizes flexibility, reliability, efficiency and data security.

### Pro-business, pro-environment

InfoPrint Solutions Company invests in sustainability programs and activities to minimize adverse impact on the planet. Take advantage of our Energy Star printers, Waste of Electrical and Electronic Equipment (WEEE) programs (where available) and convenient, free return program for InfoPrint toner cartridges.



## Flexible financing

InfoPrint Solutions Company has teamed up with IBM Global Financing (IGF) to provide InfoPrint customers with the same one-stop financing available to IBM customers. IBM Global Financing has the resources and skills to provide flexible financing for InfoPrint hardware, software and services. Financing from IGF can help you reduce risk, seize opportunities, and be more responsive to business needs.

## Learn more

To learn more about the Optimization Solutions Suite, the Productivity Solutions Suite and TransPromo, visit [www.infoprint.com](http://www.infoprint.com) or contact your InfoPrint Solutions Partner.

## Related resources

[www.infoprint.com/dpms](http://www.infoprint.com/dpms)  
[www.infoprint.com/transpromo](http://www.infoprint.com/transpromo)  
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