



# *InfoPrint TransPromo*

*The future of targeted marketing*



## *Trans what?*

TransPromo. An industry term that refers to turning **transactional** documents such as billing statements, receipts and point-of-purchase materials into a **promotional** opportunity. It is about transforming billing statements into powerful one-to-one marketing tools so you can sell additional products and services. And allowing you to participate in cross-sell and up-sell messaging on commonly read, everyday materials, such as receipts, hotel statements and loyalty-program portfolios. It's about creating an amazing customer-service experience for your customers. And InfoPrint Solutions Company™ can help you make it happen.

## Why TransPromo?

- Improve your marketing ROI by making the most of the customer data you already have. Targeting your customers' needs based on their past buying behaviors can also dramatically improve your customers' experience with your brand.
- Cross-sell/up-sell to drive incremental revenue. Turn the billing statement from a cost into a revenue-generating channel. And you can test and measure the impact of this channel to continuously optimize performance.





The

**“We give  
customers  
something to  
check out  
when they  
check in”**

chief marketing officer.



***Targeting your customers' needs based on their past buying behaviors can dramatically improve your customers' experience with your brand.***

## **Make a statement**

Sure, the billing statement is a simple document that serves the purpose of securing payment from a customer. But that's not all it can do. InfoPrint Solutions Company can help turn billing statements into fully personalized, one-to-one marketing offers that benefit your customers, your partners and your business. These highly targeted statements can help lower support costs while improving customer retention, revenue and marketing ROI in the process. From data-monitoring to envelope-insertion and mail-confirmation, InfoPrint will provide a complete end-to-end solution to revamp your statements into powerful marketing documents your customers can't ignore. And for those customers who prefer to get their statements electronically, our multichannel delivery capabilities can deliver your message when you want it, where you want it, and how you want it.

## **Just the facts**

- According to technology research firms like Madison Advisors and InfoTrends, full-color, digital TransPromo pages are set to grow at double digit rates through 2010, with some growth rate estimates up to 91%.  
Source: *Madison Advisors Best Practices Study, 2007*; and *The TransPromo Revolution: The Time is Now!* InfoTrends, August 2007
- 95% of people open their statement and spend an average of three minutes reviewing it. Direct mail doesn't come close.  
Source: *The TransPromo Revolution: The Time is Now!* InfoTrends, August 2007
- In a recent survey, 63% of people preferred personalized statements with graphics of relevant offers on the same document.  
Source: InfoTrends, *Future of Mail*, survey, 2006

# Why InfoPrint?

## Full-service solutions

InfoPrint Solutions can develop a business analysis and work with your IT and print operations teams to provide a cost-effective and seamless transition plan. Which is especially helpful if you're moving to color print for the first time. Along with our line of industry-leading printers, we will work with you to create a solution that fully integrates hardware, software, services and third-party applications.

## Easy software management

InfoPrint provides a variety of software management options to help you centrally manage your print operations with little interruption for improved production speed. InfoPrint ProcessDirector specifically delivers improved accuracy, control and flexibility. This improved efficiency drives down costs while adding increased capabilities that help enable personalized, retention-based marketing messages.

# The goods

InfoPrint offers a full line of state-of-the-art printers that can handle any challenge. Our printers are specifically designed to handle the most demanding TransPromo jobs in all of your locations. And they are not only affordable, but easy to implement and maintain.

## InfoPrint® 5000 Color Printing System

A high-speed, continuous-forms, drop-on-demand inkjet printer, the powerful InfoPrint 5000 delivers vibrant, durable color output. The print quality meets the needs of companies who want to produce full color, personalized, highly targeted documents to a large customer base.

## InfoPrint® Cutsheet Family

Our high-speed, modular monochrome cutsheet printers with speeds of up to 135 impressions per minute<sup>1</sup> provide feature-rich capabilities, such as collation, stapling, insertion and booklet-making for high-quality, flexible documents that require minimal operator intervention.

## InfoPrint® 4100

This high-volume monochrome printer helps you create memorable, personalized communications. Develop crisp text and images so your TransPromo documents stand out and look professional.

## InfoPrint® Workgroup Family

This high-performance workgroup family of laser and multifunction printers (MFP) offers a cost-effective, easy-to-use solution for businesses with lower-volume TransPromo projects producing production-quality, personalized printing at a low cost per page in storefronts, hotels, kiosks and shipping departments.



## Collaborating for the best solutions

Besides the hardware, software and services needed for the transition, our TransPromo solutions also integrate technologies developed by leading-edge technology partners in these areas:

- **Statement composition:** Add new data to existing transactional statements to provide personalized messaging and offers that resonate strongly with your target audience.
- **Statement redesign:** Reorganize and add color to your documents, making them more attractive, easier to read and able to accommodate custom messages.
- **Database analytics:** Mine your data and identify up-sell or cross-sell opportunities; develop applications to help you better use existing data or collect and use additional data.

Together, we build integrated TransPromo solutions that can help you optimize your marketing spend.

## No crystal ball required

The future of targeted marketing efforts is bright, and TransPromo is leading the way. These one-to-one marketing documents give companies a cost-effective, sustainable and measurable way to provide a more enriching customer experience. And InfoPrint Solutions Company's industry-leading hardware, software and services will help create the perfect end-to-end solution for your needs.

Positioning your company for success today and well into the future. So, the only limit to the perfectly targeted customer offer is your imagination. When it comes to delivering the right print and output solutions, we're listening.

## Financing your TransPromo solution

Through our relationship with IBM Global Financing (IGF), we offer total solution financing, including printer hardware, software and services. Our Fair Market Value (FMV) lease offering provides the lowest cost of use for InfoPrint hardware products and may address capital investment issues by providing operating lease expenses versus capital lease expenses. Further, IGF can address all of your end-of-life-cycle printer needs, including environmentally friendly disposal of unmarketable printers and overwrite services that help reduce data security exposures. Look to InfoPrint as your one-stop shop for both your TransPromo and financing solutions.

## Learn more

To learn more about TransPromo and how InfoPrint Solutions Company can help develop a solution for you, visit:

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



InfoPrint Solutions Company™

<sup>1</sup>Device speeds depend on document complexity, system configuration, software application, driver and printer state.

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