What do you have to say?

Collateral-on-demand: A key driver for profit and growth
End-to-end collateral-on-demand solutions—from HP Indigo

> "We are increasingly migrating work over from the Litho side onto the digital side and using HP Indigo has been a big boost to our company."
> Christian Peacock, Operations Director, Blackburns of Bolton, UK

> "We have fully automated the entire workflow process, from file downloading, printing and finishing, to generating the customer's own personal brochure."
> Peter Sommer, Owner and Manager, Sommer Corporate Media

Collateral production takes on a new look

As a commercial printer, you know well what your customers are demanding for their collateral production. Today, they want shorter, more frequent print runs, the ability to change and update, as well as more customised and versioned pieces. Increasingly, they also demand that collateral be part of an integrated cross-media campaign that involves email, the web and direct mail.

Some market demands, though, will never change. More often than not, customers require the highest possible print quality, accurate colour, crisp text, vivid images, and the best finishing options. They also want collateral produced yesterday… and at a competitive price, of course.

Every piece of marketing collateral plays an important communications role, whether it's a brochure, flier, business card, stationary proposal or white paper. As with any customer interaction, a company's collateral informs customer perception.
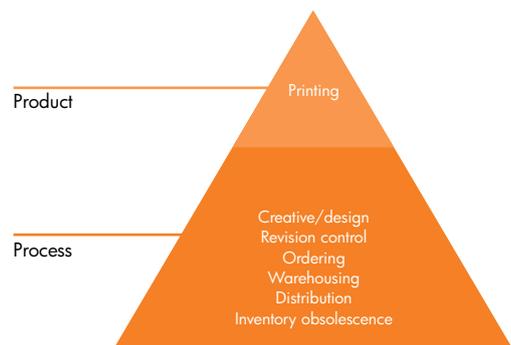
In order to maintain that all-important brand identity which governs customer loyalty, companies invest heavily in their print collateral—in resources, time and money. In fact, for every Euro spent on printing, an additional five to eight Euros are typically spent on administrative costs, document preparation, creative development, reviews, warehousing and distribution.

Literature waste—a financial and environmental issue

Commercial printers worldwide currently produce about 500 billion pages a year in marketing collateral, totaling about 88.5 billion Euros in revenue. (Sources: Pira International Ltd., Caslon). Of these pages, an estimated 31% becomes obsolete and is thrown out, creating enormous amounts of waste. (Source: CapVentures)

The waste factor has come under more intense scrutiny as well, as businesses are now highly sensitised to global "green" issues and are looking for ways to decrease their waste and improve their environmental footprint.

The true cost of print communication

Product — Printing

Process — Creative/design
Revision control
Ordering
Warehousing
Distribution
Inventory obsolescence

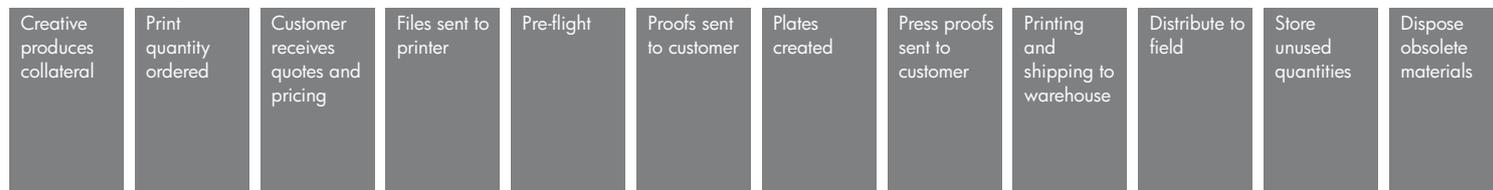For every 1 Euro of printing there are 5-8 Euros of other costs.

Collateral-on-demand vs. traditional collateral production

Comparison chart of steps for collateral-on-demand vs. traditional processes

Collateral-on-demand

Creative produces collateral	Collateral posted onto web-to-print site	Printer pre-flights posted collateral	Customer goes online, chooses versions and custmisation and reviews proof	Customer receives quotes and pricing online	Collateral produced digitally on demand	Collateral shipped to customer

Traditional collateral process

Creative produces collateral	Print quantity ordered	Customer receives quotes and pricing	Files sent to printer	Pre-flight	Proofs sent to customer	Plates created	Press proofs sent to customer	Printing and shipping to warehouse	Distribute to field	Store unused quantities	Dispose obsolete materials

The smart alternative: collateral-on-demand

The trends in collateral production go hand in hand with the expansion of digital printing. With the aid of digital print technology, commercial printers today have a golden opportunity to help customers meet their new requirements—high quality short runs, faster turnaround, customisation and versioning, and not less important, affordable.

It's all made possible by collateral-on-demand solutions, innovative technology and services that address a broad range of customer needs.

- Collateral may be customised to deliver greater relevance to specific groups or even individual customers.
- Collateral-on-demand eliminates the high expense of storage and distribution and lowers literature obsolescence to almost zero levels - thus lowering the excess expense as well as the environmental impact of collateral waste.
- Fast collateral production, and eliminated unnecessary production steps, help customers get their products to market more quickly.
- With web-to-print connections with their print providers, customers may quickly get estimates and submit orders for collateral anytime, from anywhere.

While meeting the critical needs of efficient short runs, custom messaging and tight deadlines, at affordable prices, collateral-on-demand also alleviates "pain points" that have long affected marketing and marketing communications professionals.

For example, producing literature quickly enough for fast-changing products and markets puts a great deal of strain on internal departments. Collateral-on-demand eases that enormous pressure by offering a more streamlined, efficient internal collateral development and ordering process.

Protecting the brand

A customisation web-to-print solution also helps marketers protect and reinforce their brand use guidelines. The solution enables field sales organisations and channel partners to easily order literature from remote locations, eliminating the need to create their own, while remaining in compliance with their corporate brand guidelines.

The transformation: commercial printers evolve into marketing partners

Collateral-on-demand changes the game for printers and their customers. First, it clearly represents a profitable new service and offering. By giving customers 24/7 access to literature production, plus short run and customisation capabilities, print providers are adding far more value to their customers' sales and marketing pogrammes. Commodity print pricing gives way to value-add pricing, meaning higher revenue and margin.

Second, by issuing literature on-demand that has higher relevance for the reader, the customer gains access to a powerful tool for growing their business. By providing that literature, the print provider transforms into more of a marketing services provider. No longer an order-taker, the commercial printer is taking on an important partnering role that the customer values very highly.

HP Indigo collateral-on-demand solutions:
The fast track to new business opportunities

HP Indigo collateral-on-demand solutions encompass an end-to-end portfolio that delivers the highest print quality, outstanding productivity and highly competitive total cost of ownership. The portfolio includes best of breed HP technologies and optimised third-party products.

Press		Type	Speeds	Image area
	HP Indigo 7000 Digital Press Exceptional productivity and low total cost of ownership for high volume printing with unmatched offset quality.	Sheet-fed	120 4-colour A4 size images per minute (two-up); 240 2-colour or monochrome A4 size images per minute (two-up)	317 x 464 mm
	HP Indigo press 5500 High productivity and profitability with unsurpassed quality	Sheet-fed	68 4-colour A4 per minute (two-up); 136 2-colour A4 images per minute (two-up); 272 full monochrome A4 images per minute	317 x 450 mm
	HP Indigo press 3500 Advanced on-demand printing technology, made affordable	Sheet-fed	68 ppm full colour A4 images per minute (two-up); A4 full monochrome images per minute (two-up)	308 x 450 mm
	HP Indigo W7200 Digital Press Application-focused, offset quality with high volume digital productivity; available in late 2009	Web-fed	2240 4-colour A4 pages per minute, 480 2-colour and 960 1-color A4 pages per minute	317 x 980 mm max
	HP Indigo press w3250 The most productive, cost-effective, offset quality digital colour production solution for direct marketing and trans-promo	Web-fed	136 4-colour A4 pages per minute 272 1-colour and 2-colour pages per minute	303 x 450 mm max

Deliver offset quality on a wide range of substrates.

With HP Indigo's collateral-on-demand solutions, you can easily satisfy the most demanding standards for quality. HP ElectroInk liquid ink uses a small ink particle size to deliver the quality and colour range of offset printing—and it's the only PANTONE -licenced 6- and 7-colour solution in digital printing.

HP Indigo's colour technology lets you meet the demand for special colours or corporate colours and branding colour guidelines. You can also use on-press PANTONE Emulation with 4, 6 or 7 process colours to achieve excellent colour matches, or use the off-press HP Indigo Ink Mixing System to mix up a solid colour. With its support for both PANTONE MATCHING SYSTEM® and PANTONE® Goe™ colour system, HP Indigo digital presses extend your Pantone selection to more than 3,000 colours, the highest number of PANTONE colours in the digital printing industry.

All HP Indigo solutions include the highest quality and most versatile media for production. HP Indigo digital presses support over 1400 high quality media, including specialty and recycled substrates as well as off-the-shelf primed media, from many suppliers.

Meet specific business needs with HP SmartStream solutions.

HP SmartStream is a graphic arts portfolio of workflow components for creating digital production solutions, such as collateral-on-demand. Simple, accessible and highly productive, HP SmartStream helps print service providers grow their businesses profitably.

With a combination of best-in-class HP SmartStream and partner components, the portfolio provides scalable, end-to-end workflow management—from job creation to fulfillment.

HP SmartStream workflow portfolio
The HP SmartStream portfolio is made up of HP and partner components that together provide end-to-end workflow management from job creation to fulfillment.

HP SmartStream Print Servers — Digital Front-Ends:	
HP SmartStream Production Pro Print Server	A productive, highly automated DFE for managing large print volumes, as well as complex variable data jobs
HP SmartStream Production Plus Print Server, Powered by CREO	A high-performance, high-end DFE with a Creo colour feature set and a flexible, scalable architecture

HP Collateral-on-demand solutions

Web-to-print and VDP solutions:		
HP SmartStream Director	An integrated production framework for managing jobs from creation through fulfillment. HP SmartStream Director provides an easy-to-use interface for print buyers and enhances efficiency of production environments for Print Service Providers (PSPs).	
Printable PrintOne	Web-to-print application offered as an ASP with easy-to-use tools for ordering, specifying, customising and tracking the job.	www.printable.com
Press-sense iWay	Online job ordering and management tools for use within a branded website environment.	www.press-sense.com
Pageflex Storefront	A fully automated, web-enabled, variable data printing (VDP) solution	www.pageflex.com
VDP solutions:		
HP SmartStream Designer	Solutions for managing cost per piece, predictability of delivery and cross-sell and up-sell opportunities	
DirectSmile	Sophisticated, typographic, variable information tool for graphic designers	www.directsmile.de
Printable Fusion Pro	Automates the creation, management and tracking of personalised URLs and landing pages for direct mail marketing campaigns	www.printable.com
MindFire Inc.	Automates the creation, management and tracking of personalised URLs and landing pages for direct mail marketing campaigns.	www.mindfireinc.com
Creo Darwin	Powerful tools for designing and authoring sophisticated campaigns of unlimited length and VDP complexity for one-to-one communications; compatible with Adobe InDesign.	www.creopod.com
Pageflex Storefront, Persona Cross Media Suite	Tools for template design, personalisation, document scaling, web-to-print portals, cross-media marketing, and personalised emails and websites.	www.pageflex.com
XMPie	Integrated solution for creating full colour, fully personalised email, web, wireless and print communications materials—right from the desktop.	www.xmpie.com
Press-Sense Omnium	JDF-based Business Flow Automation ERP solution created especially for printers; enables planning automation, scheduling and full production floor automation.	www.press-sense.com
Colour management solutions:		
Pantone Matching System	An advanced, near-line coating solution designed to optimise production on HP Indigo digital sheet-fed presses.	www.pantone.com
X-Rite	Colour management solutions enabling companies to communicate and control colour across devices, industries, processes and locations	www.xrite.com
Finishing solutions:		
HP Indigo UV Coater	Programmable hydraulic guillotine cutter; provides highly accurate cutting, durability, and simple operation. User-friendly touch-screen display, simple-to-use controls; JDF compliant, integrated with SmartStream Director	
Duplo DC-645 Cutter/Creaser	Near-line solution automatically slits, cuts and creases a sheet into fully trimmed documents in one pass. JDF compliant, integrated with SmartStream Director.	www.duplo.com
Horizon APC 6111 Guillotine Cutter	Programmable hydraulic guillotine cutter provides highly accurate cutting, durability and simple operation with user-friendly touch-screen display and easy-to-use controls. JDF compliant, integrated with SmartStream Director.	www.horizon.co.jp
Horizon BQ-270 Binders	Fully automated, JDF compliant, one-clamp, hot melt perfect binder for superior-quality short-run book production. Up to 500 cycles per hour.	www.horizon.co.jp
Horizon HCM1/HCP1 Case Binder	Case maker and casing in solution for on-demand short run environments. Up to 40 hard cover books per hour.	www.horizon.co.jp
MBO Digi-Finisher	Highly effective saddle stitcher combines buckle fold and plow fold in one unit for high volume production.	www.mboamerica.com
Morgana AutoCreaser, Digifold and CardMaster	Automated creasing and creasing and folding solution that uses a creasing rule and matrix that creases the substrate before feeding it into the folding unit. Eliminates the problem of cracking while folding digitally produced output.	www.morgana.co.uk
Morgana Documaster	Intelligent document finishing solution with fully integrated feeder, creaser and booklet maker for pre-collated digital print jobs. Each element may be used separately for maximum flexibility.	www.morgana.co.uk
Duplo Digital system 5000 Booklet Maker	Produces full-bleed, trimmed booklets ready for delivery in one pass from HP Indigo sheet-fed digital presses.	www.duplo.com
RENZ punching and closing solutions	Low to high volume Double wire binding punching and closing solutions for producing double wire bound documents with RENZ RING WIRE®	www.renz.com
GBC Lamination solutions	Low to high volume lamination solutions	www.gbc.com
Rollem Jetstream	Designed for slitting digitally printed business cards, postcards and other multiple-up flats. Sheets are edge trimmed, slit and cut in one fully automatic system.	www.rollem.co.uk
Hunkeler POPP 6 roll-to-stack solutions	For the HP Indigo press w3250 and W7200. Heavy-duty inline roll-to-roll, roll-to-sheet and combination configurations support cutting and offset stacking.	www.hunkeler.ch

World-renowned support and service

With a total commitment to maximising the "Total Customer Experience," HP Indigo assists customers in their transition from printers to integrated direct marketing service providers. Customer-enabling pogrammes include:

HP financing opportunities. Financing your personalised direct marketing solution through HP Financial Services gives you access to competitive rates and flexible terms.

Full setup and maintenance services. Includes site preparation, workflow setup, onsite field service, fast parts delivery, and hotline help desks.

World-class training. Business, printing and prepress training pogrammes range from basic to advanced levels,

HP Indigo Print Care. Convenient toolset of on-press and remote diagnostics, guided troubleshooting, live video-sharing communications, as well as remote support teams and remote desktop sharing.

My HP Indigo. A secure online portal providing HP Indigo owners access to vital tools, training and development materials.
www.hp.com/go/myhpindigoweb.

HP Indigo Capture Business Success programme. A wide range of innovative tools, services and resources to help you compete successfully in your market and attract new business opportunities.

Case study: LVI offers satisfaction-on-demand with HP Indigo solutions

When a communications firm continually found itself with either too few or too many quarterly financial reports for high-value accounts, they faced two unappealing choices: either reprint via offset to make up the shortfall, or print more and throw away the extra copies. The firm's print service provider, LVI, of Worcester, Mass., US analysed the financial impact for its client and helped them institute a collateral-on-demand solution.

"One period they printed 3,000 and needed 4,500. Another time, they printed 4,000 and needed only 2,500 – both situations being expensive and wasteful," according to Chris Wells, president of LVI. "Now, we print it on-demand. They simply upload a new file each quarter into the catalogue and there's no backorder, no delays, no waste, and perhaps most importantly, no back to press." LVI operates several HP Indigo digital presses, and offers the web-to-print solution from Printable Technologies.

LVI asks customers about their inventory cost, obsolescence and storage costs and work with CFOs and high-level marketing people with P&L responsibility. With the LVI solution, the customer orders, for example, 25 prints of a particular item, through the online system. It's on the press in two minutes, and the run is done in 90 seconds.

"The unit cost for the customer is about the same as if they ran many more, and we make the same margin. The benefit is, not only are we going to save them money by using on-demand, it's more profitable for us," added Chris Wells.

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