

Summer 2013

realbusiness

The Xerox magazine for real business results

Welcome to the 2013 Xerox Rochester International Jazz Festival

June 21–29

Be Moved, Rochester.

Xerox gets emotional at the Jazz Festival.

Page 4



If you're attending the Xerox Rochester International Music Festival, get ready to move.

Whether you're strolling from venue to venue to check out the latest acts, or hopping over to a sidewalk bistro for a post-concert drink with friends, you're guaranteed to be caught up in a wave of people and excitement that's unlike anything you've experienced—all set to the moving beat of the coolest music on the planet.

To put this outstanding event in motion year after year means there needs to be plenty of people moving behind the scenes, too. That's where Xerox is proud to help. As part of one of the best backstage teams around, we work with festival organizers to provide the technical know-how and business support to help ensure the event runs simply and smoothly as the music itself.

This special edition of *RealBusiness Magazine* will tell you a little bit more about what it takes to put on an event of this magnitude and some of the ways Xerox is helping to raise the bar to give fans an experience that brings them to their feet. From free listening stations, to photo tents, to our Jazz Fest smartphone app, there's plenty in store to make sure that fans won't miss a beat of the fun and excitement.

Enjoy the festival!

Sincerely,

A handwritten signature in black ink that reads "Ursula M Burns". The signature is fluid and cursive.

Ursula M. Burns
Chairman and Chief Executive Officer
Xerox Corporation



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XRIJF 2013

Be Moved, Rochester

Xerox gets emotional at the Xerox Rochester International Jazz Festival.

Rochester is a pretty hip place, but for nine days each year the city becomes the epitome of cool. Thousands of musicians from around the world converge to play hundreds of concerts, shows and sessions. Rising stars and virtual unknowns rub elbows with some of the biggest names in music. The sounds of countless styles and genres can be heard in an equally incalculable number of streets, bars, coffee shops, clubs and theaters. And nearly 200,000 music lovers make their way downtown to take it all in.

As title partner for the fifth year running, Xerox continues to be fully invested in the perennial growth and success of the festival. That means working alongside festival organizers to simplify and streamline the back-office business that keeps everything running smoothly. It also means doing its part in enhancing the attendee experience directly to make sure everyone who comes through the gates has one heck of a time.

Tapping Into the Emotional Side of Music

This year, Xerox is helping festivalgoers focus on the way music moves each and every one of us, exploring the ways certain songs and artists can affect our moods and make us feel.

How, you ask? As with most everything these days—there's an app for that. JazzFinder, the custom-built smartphone app developed for last year's festival, has been retooled and revamped to fit this year's theme. When used to view the Be Moved artwork located throughout the festival grounds, it uses augmented reality to bring the print to life and unlock a wealth of added experience. Users gain access to the full lineup of shows, song samples from

festival artists broken up by the emotion they inspire and a live photo gallery populated by fellow music lovers. The app can even help them win Club Passes to the 2014 festival. All it takes is collecting six digital badges (unlocked when each of the six Be Moved posters are scanned) and visiting the Xerox House of Grooves to enter a drawing.





Speaking of the Xerox House of Grooves, that's also where attendees will find a free listening station, courtesy of Xerox. Visitors are able to walk right up to one of six iPads® and listen to samples from festival artists broken down by the emotions they inspire. As they scroll through the songs, there's also an opportunity to help shape the future of the festival by completing a quick survey on their experience.

And if someone has questions about what they're hearing? Or any other musical queries? Chances are they'll be able to turn around and find one of the helpful, musically educated Jazzologists hired for the festival. Xerox also enlisted equally as helpful but perhaps less musically knowledgeable Jambassadors to help attendees through any logistical challenges that may arise.



Photo by Tim Fuss

Continuing to Fight the Good Fight Against Counterfeiters with Club Pass

While the bulk of what Xerox brings to the partnership focuses on simplifying behind-the-scenes work processes and enhancing the attendee experience, there's also a security side to the story. Since 2009, Xerox has helped protect the integrity of festival tickets with a range of specialty imaging effects designed to simplify authentication and prevent counterfeiting.



It began with Xerox® FluorescentMark Text, which is only visible under UV light, and has expanded to include MicroText marks legible only with a magnifying device, Correlation Marks only visible when superimposed by a "key" overlay and Xerox® MicroGloss text that becomes readable only when viewed at an angle. Plus, printing on the ultra-durable Xerox® Never Tear stock keeps passes safe from the elements and everyday wear and tear.

To learn more about the relationship between Xerox and the Jazz Festival, visit xerox.com/jazz

The Be Moved JazzCam: A Larger-Than-Life Photo Opportunity

All fun stuff, but perhaps Xerox's most moving experience enhancer on display is this year's photo opportunity: the Be Moved JazzCam. The apparatus at the core of the experience has travelled to A-list events around the country, including the Grammys®, Golden Globes® and MTV Movie Awards, just to name a few—and now it's here in Upstate New York for the 2013 Xerox Rochester International Jazz Festival.

Combining 48 cameras and state-of-the-art software into a circular, 20-foot array, it's safe to say the Be Moved JazzCam is not your average photo booth. In fact, it's not actually a single photo at all. As attendees stand in the center surrounded by a ring of cameras, their picture is taken 48 times from all angles and displayed as a single, moving photo experience. Very cool, to say the least. Which makes the ability to instantly post, tweet or email the image upon exiting the JazzCam even cooler.



Attendees can also make a small donation to the Jazz Scholarship Fund to take home a printed version of the experience produced on one of two Xerox® Phaser® 7800 printers.

DIY Personalization Made Simple: the Xerox® Phaser® 7800 and XMPie® uDirect® Studio LE

While the glitz and glamour of the Be Moved JazzCam tends to steal the show, there's also powerful, cutting-edge technology at work behind the scenes at the Xerox Rochester International Jazz Festival. And it's powering the printed portion of the JazzCam experience.

Designed specifically for the Xerox® Phaser® 7800, XMPie uDirect Studio LE leverages its variable data capabilities to select the frames it needs from the digital JazzCam experience and automatically create an attendee's personalized poster—all in less time than it takes to walk over to the printer and make your request. Direct mail pieces, presentations, personalized giveaways like calendars and more... if this bundled solution can hold its own at a festival that attracts nearly 200,000 people each year, imagine what it could do at your organization. Learn more at www.xmpie.com/studio.



Secure printing in a distributed environment?

It's academic at McGill University.

... by Ann Davidson, Manager,
Managed Print Services Marketing



Located in Montreal, Quebec, Canada, McGill University, with 170 facilities, is home to more than 45,000 students and faculty.



The printing of over 75 million pages a year could mean over 75 million potential opportunities for theft of intellectual property, cheating and malicious mischief in an unsecured distributed printing environment. But not at Montreal's McGill University. The school's uPrint® System maintains security and privacy while serving 35,000 students and 10,000 staff members using 600 standardized multifunction printers distributed across some 170 sites in Quebec, Canada.

White-hat Hacking in the Name of Security

Gary Bernstein is McGill's director of network and communication services. "Security is always a concern in the university environment," he said. "You don't want a professor preparing an exam, printing it and forgetting to pick it up at the printer, only to have a student get it." Controlled access to research materials is also a major economic concern.

"The second part of security is a little bit less well-known," Bernstein continued, "but it's starting to be publicized in the media—is that most printers today have hard disks inside them, and when you print something, the job goes onto the hard disk and then it's spooled to the actual piece of paper. If you have access to the hard disk, in some cases it's pretty simple to be able to find out what's on it and to print it on another printer."

"This was one of the ways in which I originally got buy-in for the project," confided Bernstein. "I asked my boss whether she would allow me to do some white-hat hacking of her printer. And two weeks later, I came back with a memo that she had written to the principal [head of the University]. That was the start of a budget for the project."



Secure from Prying Digits— Human and Cybernetic

“Xerox helped us to solve the security problem by enabling a couple of things,” said Bernstein. “One is Secure Print, where the job gets stored in the printer and it’s not released until the individual uses his or her ID card.”

Secure Print offers an additional level of at-printer security, as well. “If you’re really paranoid, you can go to the back-end system and you can say, ‘I want to enter my password as well as swiping my card.’ That’s called two-factor: one thing you know and one thing that you have,” said Bernstein.

But that’s not all. As Bernstein explained, digital assets are protected from hacking, too. “What’s preventing the hacking is that first of all, the jobs are encrypted on the hard disk, and secondly, after each job is printed, it’s wiped clean from the disk.”

To undergrad Sabina Roan, uPrint® makes printing easy and secure. “It’s so convenient. You can print from anywhere to anywhere. So if I have an assignment due in the Bronfman Building, but I’m in Red Path [Hall], I can just press ‘Print’ and pick it up four hours later in Bronfman. It’s really cool.”

“Security is always a concern in the university environment. You don’t want a professor preparing an exam, printing it and forgetting to pick it up at the printer, only to have a student get it.”



– Gary Bernstein
Director of Network and Communication Services



uPrint at McGill University

With uPrint, print queues are held in McGill’s secure Cloud. Users can release their encrypted job at any of the 500 or so Xerox® multifunction printers (MFPs) across campus. The security of student ID cards and faculty codes can be enhanced through the use of optional passwords. Behind the scenes, uPrint tracks user impressions and monitors the health of the MFPs while erasing print jobs from MFP hard drives to prevent the possibility of hacking.

“And also, you know that no one else is going to be looking [at your output] because it only comes up when you scan your ID card,” Roan concluded.

That’s the kind of privacy that gives students and staff a secure feeling.

For more information about the Xerox® solution, scan the QR code to connect to the video case study for McGill University.



When Budco opened new headquarters in 2000, the firm consolidated multiple locations into a 362,000 square-foot facility in Highland Park, Mich., large enough to accommodate five years of growth.

A year and a half later, they outgrew it and purchased an additional 202,000 square-foot facility next door.



Jeff Sierra, Vice President,
Marketing and Product Development

Growth is the norm at Budco, a leading fulfillment and direct marketing organization. Except for flat performance during the recession in 2008, the firm has achieved annual double-digit growth for more than a decade, some organically, some from acquisitions. And 2012 is on track to maintain the streak.

How do they do it? “We’ve always been a customer-led organization,” explained Jeff Sierra, vice president of marketing and product development. “We focus on clearly understanding what our customers’ needs are today and also anticipate what they will be in the future so we can develop innovative, custom solutions to meet those needs.”

Budco recently celebrated its 30th anniversary with three days of events for customers and employees. Here’s the story of how they grew from a 15-person print and fulfillment shop almost exclusively serving the Big Three auto makers to a diversified provider of end-to-end solutions with 500 employees at facilities nationwide.

Focus on the Customer Drives Continued Growth at Budco

Detroit-area firm has evolved from local printer and distributor for the auto industry into a diversified nationwide provider of end-to-end solutions.

... by Shelley Sweeney





Following the Customer

When William A. (Bud) Brian acquired a small printing, warehousing and fulfillment company in 1982, he needed a name. A friend suggested Budco, for Brian Unlimited Distribution Company, and “Budco” was born.

The company’s early years were marked by expansion of its services. Long before the term “marketing services provider” was coined, Budco added agency-style creative services with the 1990 purchase of a marketing and training company. Then, as the commercial Internet was emerging in the mid-1990s, Budco committed decisively to digital, introducing an interactive department for creating Web-based applications in 1995 and a digital print center in 1996.

“Our early adoption of digital allowed us to differentiate early on,” Sierra said.

“Over time, as the world has become more data-driven, we’ve built a pretty high level of expertise around it, and how it’s best applied for our individual clients.”

Budco Leadership Today

More recent initiatives have extended Budco’s reach geographically and to new industries. When Bud Brian sold his majority share to Toronto investors in 2006, new chairman Perry Meile made diversification an even greater priority, one shared by current President and CEO Terry Niles. The auto business that accounted for 65% of revenues when Meile took over now represents about 30%.

One key to the shift was a 2010 acquisition of the fulfillment and database marketing divisions of New Jersey-based direct marketing company The Direct Group. That gave Budco a national presence—adding two New Jersey facilities to the three in Michigan and a California-based strategic fulfillment partner—and a more diverse customer base. Automotive is still a critical vertical, but Budco also has significant presence in financial services, pharmaceuticals, consumer packaged goods, and travel and leisure.

Sierra credits Budco’s three CEOs—Brian, Meile and Niles—with maintaining a consistent focus on customer service and innovation over the years. In addition, they have championed staff development, strong technology skills and well-defined processes, such as ISO 9001, for which Budco has been certified since 1996.

Another constant: Xerox has been a key partner for more than 20 years, providing “leading-edge technology and commensurate services and support,” Sierra said. “As a Xerox Premier Partner, we get a bit of an edge, seeing the new technology a little earlier. And we’ve been able to apply resources like the Xerox 1:1 Lab, which gave us some focus and leadership.” For example, a 2008 1:1 Lab test boosted sales of extended service programs for the Ford F-150 truck by 35%—and subsequent application to most of Ford’s vehicle models generated a 24% uptick.

Upper left: Budco takes a team approach to managing all aspects of the company’s service contract, direct marketing and administration division. Here (left to right) Gregg Madzia, Service Contract Operations Manager, Steve Gough, Director of Client Services, and Gary Taylor, Service Contract Sales Manager, review the company’s latest response rate report.

Upper right: Collaboration is key in developing strategies that drive growth. Here Budco President, Terry Niles, works with Marketing Executive, Stacy Averill, to review the company’s latest marketing approach.

“Our early adoption of digital allowed us to differentiate early on,” Sierra said. “Over time, as the world has become more data-driven, we’ve built a pretty high level of expertise around it, and how it’s best applied for our individual clients.”

What’s next? “Our immediate future is continuing to do the things that have brought us success,” Sierra said.

Here’s wishing that what worked well in the first 30 years will be equally successful in the next 30!

Shelley Sweeney is vice president/general manager, Service Bureau and Direct Marketing Sector, Graphic Arts Industry, Xerox Corporation, shelley.sweeney@xerox.com.



Welcome to Downtown L.A.

Now where the heck are you going to park?

Just pull over and ask your smartphone, thanks to the Los Angeles Department of Transportation (LADOT), which is pushing the boundaries of convenience in a remarkable convergence of technologies.

4.5 Square Miles of Faster, Easier Parking

Studies estimate that more than 30% of city traffic can be attributed to drivers looking for parking. **LA Express Park™** takes the pain out of parking in over 6,000 downtown spaces. This program infuses technology and demand-based pricing into an innovative parking management strategy. The federally funded, one-year demonstration pilot project is managed by Xerox Services.

As Daniel Mitchell, LADOT Senior Transportation Engineer, explains, “In 2012, we made downtown our focus for revamping the City’s parking operations to increase the availability of public parking spaces and decrease traffic and pollution as part of the Los Angeles Congestion Reduction Demonstration.”

Simplification Through Innovative Unification

Mitchell is the first to admit that LA Express Park doesn’t introduce breakthrough technology. “By the end of 2012, we had upgraded all 38,000 of our metered spaces. We had around 400 kiosks and 34,000 meters—solar powered and wirelessly networked—and enabled to accept coins and credit cards,” he says. The **Parker™ space availability app** and a smartphone payment service already existed.



“What’s most innovative about our project is how Xerox helped us pull together all the customer-facing services and back office operations of LADOT and our partners into one system.”

Can your phone help you avoid a ticket?

Your iPhone® or Android™ is your new parking buddy. Use it to find a space. Check time limits and rates. Pay without cash. If that power lunch runs long, your phone will alert you to feed the meter without leaving the table. You can focus on closing the deal instead of worrying about a ticket. The LADOT makes it simple for you, but there’s a lot of behind-the-scenes complexity to manage to make that happen.

Turning Data Into a Driver’s Best Friend

“Our meters and embedded pavement sensors feed into Xerox’s® Merge System,” explains Mitchell. “This gives us real-time operational data we can apply in multiple ways. We can push space availability out to consumers via Web services and third-party mobile apps. We can maintain a higher level of services by spotting and repairing broken meters quickly. And as we work to encourage space turnover in high-demand areas, we can target enforcement of parking abuses to help ensure equitable parking availability while assigning resources more efficiently.”

Easing Traffic Congestion With Analytics

Then there are the reporting aspects of data that warm the hearts of operations wonks. “We can crunch the numbers to determine demand-based parking pricing and policies,” says Mitchell, “Block-by-block, by time of day—even by side of the street. To eliminate hot pockets of high-demand spaces, we influence driver behavior by encouraging people to park further away and pay less. Or they can choose to pay a premium for peak-hour, at-the-door parking.”

Tweaking pricing and time limits has proven its value. “We’ve been able to smooth out parking demand,” reports Mitchell. “There should be less congestion caused by people hunting for spaces. Improved parking space turnover benefits downtown merchants and businesses by creating more availability throughout the day. Interestingly enough, we wound up lowering the average rate across our system by 7% with no reduction in parking revenue. In fact, we’ve seen an increase in paid hours. In many areas, we have been able to increase time limits to two hours and in some cases four hours,” says Mitchell.

“We used to manage geographically because we had no real way of knowing what was happening out on the streets,” says Mitchell. “Now we can manage our operations using real-world data. Plus, we can share that data to give our drivers real-time parking guidance.”

And that reduces your parking space quest into a few easy taps on a smartphone.

The Greening of Parking in the City that Invented Smog

In 2007, Professor Donald Shoup of the University of California, Los Angeles, studied parking behavior in a 15-block district in Los Angeles. He found that drivers cruising for parking drove in excess of 950,000 miles over the course of a year, producing an estimated 730 tons of carbon dioxide and consuming 47,000 gallons of gas.

And that’s another way LA Express Park smartphone searches beat circling the block.



The app is the icing on the cake.

Behind the Scenes of Process Simplification

As complex as your business may be, the many concurrent clinical, financial and regulatory processes in play at a hospital may be even more tangled. The people most enmeshed in this complexity are the registered nurses (RNs) on the front lines of administering and managing patient care.

Here's how a team of healthcare experts from the industry and Xerox tackled such a problem.

1. Recognize the Problem

A study published in *The Permanente Journal* in 2008 found that nurses spend more than half their time documenting and coordinating their work with other team members. Documentation took the majority of their time—more than a third.

“It becomes burdensome for the nurse to walk to the computer, push buttons or mouse, log in, choose the right patient, then sort through the material that might be there to find what’s needed,” says Carol Bickford, a health IT expert and senior policy fellow at the American Nurses Association. “It’s craziness, because the technology solutions are out there. We just haven’t integrated them into our systems.” (Quoted in the November 14, 2012 issue of *MIT Technology Review*.)

2. Study the Situation

Ethnographers at Palo Alto Research Center (PARC), a Xerox Company, dug deeper into details of the Permanente study.

Finding: Cumbersome interfaces. Current electronic medical records require nurses to log in repeatedly; they might have to go down six menus before arriving at the necessary information.

Finding: Duplicated effort. Missing information might cause a nurse to waste time repeatedly ordering medication only to find out that another nurse waited until the end of his shift to log in the medication.

Finding: Activity-based collisions. A nurse goes to change a dressing only to find a physical therapist working with the patient, creating waste and extra work for the RN tracking the care plan.

3. Innovate the Tools

The team brainstormed a solution that aggregates access to data from multiple systems for real-time interaction with electronic patient records and scheduling on a mobile tablet device.

“Imagine you are a nurse going into a patient’s room,” says Markus Fromherz, chief innovation officer of healthcare at Xerox. “Instead of going first to a computer workstation to log in, a badge you are wearing detects your location, and, knowing which tasks need immediate attention, automatically logs you into a system that knows the patient as well as which information is required to complete those tasks. You can focus on the patient immediately, and, when done, quickly document your work into a handheld device or mobile computer.”

4. Innovate the Workflow

The Xerox PARC and Healthcare Provider Services Innovation Team enabled an ongoing effort to understand and simplify the myriad of interactions involved in patient care and hospital administration.

“There’s never been an easy way to effectively discover the gaps in clinical service delivery or measure the real timeframes required to complete tasks,” says Deri Plummer, an RN and Product Leader for the innovation team with [Xerox Healthcare Provider Services](#). “Hospitals will be able to use the tool, currently dubbed the ‘Digital Assistant,’ to automatically capture data about the daily activities of the entire care team—including nurses, physicians, the pharmacy and virtually any of the people who walk in and out of the patient’s room. By applying process analytics, we’ll be able to help hospitals sort out hidden process conflicts to enhance their workflows, improve clinical outcomes and control costs.”

5. Test the Concept

Nurses have responded enthusiastically to demonstration prototypes trialed in partner hospitals. Pilots will soon be underway to implement and validate trial systems.

Soon, the Digital Assistant will be commercialized and available for use. So the next time a nurse enters your hospital room, the first clinical tool she pulls out of her pocket may be an iPad® Mini instead of a thermometer. That’s how innovation works.

How to Sharpen Up Your Business Tools

Concord Hospitality chooses simple, smart and flexible.



Multifunction printers are virtually ubiquitous in today's offices. And many organizations have adopted a collaborative environment such as Microsoft® SharePoint® to facilitate workflow and information exchanges among their employees. Recently, Concord Hospitality, a hotel management company with over 90 sites and 4,000 associates, found a new way to combine the two using Xerox® ConnectKey™ for SharePoint software.

For more information about Xerox® ConnectKey for SharePoint, go to:
www.office.xerox.com/connectkey/enus.html



Brian Cornell
Chief Innovation Officer
Concord Hospitality

Simplify the “Share” in SharePoint

Today, Concord Hospitality employees can scan paper documents and email or upload to SharePoint® just by making a touchscreen selection on a multifunction printer. They can do it all right there. And they are finding creative applications.

“I hug the machine every day,” jokes Cindy Born-Mylo, a project coordinator who oversees construction and renovation. “It minimizes the steps for anything I need to do.” Cindy’s discovered she can share more than just documents with others on her team. “I’ve been scanning ceramic tile,” she says. “And it’s come out with great detail and color.”

Be Smarter About Infrastructure

“The ConnectKey™ technology is something that I wish we’d had years ago,” says network administrator Andrew Switala. “It will give us a much more robust platform for scanning documentation, for moving documents from paper format to PDF or TIFF images. We’re able to scan directly into our Sharepoint environment, so it helps make things a lot smoother and speedier,” explains Switala.

The network administrator in Switala also likes how the technology makes his life easier behind the scenes. “The custom workflows will be very useful for us. The fact that we can remotely control the user interface is going to be great for us when we go to troubleshoot problems for our end users,” he says.

Security is another factor. Switala notes that before installing ConnectKey, securing the company’s far-flung multifunction printers was problematic. Now, he says, “Being able to actively protect the devices is going to be a good peace of mind tool for us.”

Enable Employees with Flexible Technology

Meeting guest expectations and revenue goals are fundamental to the success of a hotel management company. Concord Hospitality manages hotel operations, sales, marketing and ecommerce, revenue, finance and accounting, HR, food and beverage, and business development.

Nobody understands that there’s a lot to keep track of better than Brian Cornell, the Chief Information Officer at Concord Hospitality. “We’re providing all the back office support for our hotel,” he says. “Our goal is always to minimize the amount of activity that our associates have to spend in the back office to free them up to be more guest-facing.”

“We expect our associates to complete their tasks and paperwork processes,” says Cornell. ConnectKey for SharePoint offers a major assist. “The benefit of Xerox is that they can make processes more efficient,” he concludes.

At Concord Hospitality, sharper back-office tools translate into more guest attention at the front desk.

What do road warriors, back office and home office have in common? On-the-go printing.

The smartest technology knows how to simplify life. For instance, the Xerox® ConnectKey software that Concord Hospitality Enterprises uses to transform SharePoint document management also supports mobile printing. A wireless user can choose a printer from his or her smartphone, tablet or laptop, choose formatting and finishing and select “print.” Encryption and password protection ensures privacy.

For example:

- A guest at one of Concord Hospitality’s hotels can print a copy of an email or memo while working in a room or coffee shop and pick it up at the business office.
- A sales associate can print a copy of a catering proposal without leaving the conference room.
- A manager in the Raleigh, North Carolina, home office can print a presentation from home and pick it up on the way to a meeting.

Individualized Offer from Renault Drives Strong Results



Cross-media communications campaign by Swedish agency Propan lifts Renault Scénic sales by nearly 800%

“Get a new car for 123 kroner less per month than you pay for your current vehicle.”

Too good to be true? Not in the campaign Swedish agency and print provider Propan AB devised for Renault to drive new vehicle sales among current owners of the Renault Scénic. Because Renault knew the actual financials of the recipient’s current lease, each offer was individualized with the actual costs or savings recipients would incur by trading in for a new vehicle.

Thus, offers came in three categories: pay a little less, pay a little more or pay the same amount.

The results were spectacular. Sales grew by nearly 800 percent compared to past non-individualized campaigns as 7.9 percent of recipients signed a new car lease, up from 0.8 percent. Now Renault is applying the more personalized approach to additional campaigns, driving better results for Renault and more revenue for Propan.

Need a Lift?

Among standard operating procedures at French automaker Renault is direct marketing offering new car leases to customers in the last six months of their 36-month leases. Traditionally Renault sent static direct mail pieces with less than stellar results, so the firm was open to new approaches that could improve sales.

Stockholm, Sweden-based Propan AB, a full-service marketing communications agency that also provides offset and digital printing through sister company, Propan Print Center, proposed a more personalized approach to open a dialogue with each individual customer.

Renault was hesitant to change its processes so dramatically. But after several meetings, Renault agreed to run a test campaign promoting the new Renault Scénic, the company’s compact multi-purpose vehicle, eventually sending it to 7,600 current owners. The goals:

- Get customers to refinance new Renault cars
- Lift the success rate to 5 percent or more
- Collect customers’ email addresses to enable future communications.



In the campaign Propan ran for Renault, individualized offers to current Renault Scenic owners told them precisely how much more or less they would have to pay to trade in their Scenic for a new car and lease. Postcards provided PURLs, where recipients could begin the new lease process. The approach boosted sales by 800 percent compared to static mailers.

A key enabler: Renault's robust customer data, which includes dealer name, vehicle model, purchase cost, interest rate when purchased and current interest rate. Thus, Propan could individualize offers—from each car owner's dealer.

Propan executed the program in XMPie® PersonalEffect®, which enabled them to generate pieces in multiple media from a single set of rules and resources. The campaign kicked off with a direct mail postcard printed on Propan's Xerox® iGen® digital presses and incorporating a personalized URL (PURL). Recipients who went to their PURLs were presented with several offers—including a purchase rebate, tire upgrade and insurance discount—in exchange for providing their email addresses.

Those who responded to the offers received emails with redemption coupons and another PURL link where they were prompted to learn more about the car, confirm or update their profile information, and schedule a test drive. At the same time, XMPie's analytics and reporting tools enabled Renault to automatically alert dealers that a customer asked for a rebate coupon, enabling timely follow-up on a hot sales lead. Customers who never visited their PURLs were sent personalized follow-up reminder postcards, inviting them again to join the campaign.

Too Good to Be True?

After just three months, the individualized campaign had exceeded all its targets and far outperforms the traditional Renault campaign. In addition to generating the nearly 800 percent lift in lease signings, half of recipients visited their PURLs.

Of those, 36 percent (18 percent of the total) shared their email addresses for future communications and to get their rebate checks.

Propan AB Owner Benni Feher attributes the campaign's success to the "simple, short message, which speaks directly to the recipient, and the innovative XMPie technology, which uniquely enables efficient creation and deployment of such complex campaigns."

Now Renault is staging additional multi-media campaigns, and Renault headquarters staff is monitoring their success for possible broader deployment. Among them: a loyalty campaign for Renault Clio owners that used print, PURLs, email and mobile to once again exceed its targets for collecting contacts and generating sales.

Too good to be true? Not for Propan and Renault.



Whatever stage you take, we're behind the scenes making sure you're a hit.

Every great performer has the solid support of a trusted team. That's what we offer every customer—from award-winning printers to business process management that keeps global companies humming smoothly. Consider us your backstage partner. And your biggest fan.

Proud sponsor of the Xerox Rochester International Jazz Festival.

1-800-ASK-XEROX
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Ready For Real Business

