

# Enhancing existing customer relationships and unlocking new market growth.

“The Xerox® Rialto® Inkjet Press was the easy and obvious choice. The affordability, superb technology and small footprint enabled us to meet the growing demand for color without breaking the bank.”

– Harry Herget, Co-owner and Director of Marketing at AutoMail®, LLC

## THE CHALLENGE

Document Output Center (DOC), the print to mail solution provider from AutoMail®, LLC, is an industry leader with a reputation for delivering the most advanced document design and delivery solutions. Though black-and-white output had been their mainstay, to maintain strong, loyal relationships with their customers, they never turned away a chance to meet a customer's request for color.

The only caveat: those jobs had to be outsourced. As the demand for color jobs increased, they realized the best way to offer customers more solutions in the future and liberate their potential for growth was to add color printing and the ability to print more

applications to their in-house capabilities. But the over-sized price and space requirements for a traditional inkjet roll-fed press were concerns.

## THE SOLUTION

After extensive research, DOC found their answer in the fully integrated, roll-to-cut-sheet Xerox® Rialto Inkjet Press. Its small footprint and big-time color capabilities raised their expectations for performance, efficiency and flexibility. And the design met their workflow requirements while helping them break free from the primary barriers to entering the inkjet market — cost, size and complexity. DOC was also attracted to the peripherals of the Rialto, such as a dual stacker and perf capabilities. All of which gave them the ability to deliver high-volume personalized color documents with competitive pricing that both current and new customers were looking for.

## THE RESULTS

- Opened new avenues for growth by expanding print product offerings
- Expanded beyond transactional-only market to include commercial and industrial printing markets, adding to their customer base
- Improved the bottom line, growing business an average of 145% annually
- DOC volumes continue to grow thanks to increased production capacity afforded by peripherals such as the dual stacker.



SET THE PAGE FREE

“Our challenge was twofold: To remain competitive we needed to offer color printing, and to stay alive, we needed the ability to print more items. Many more.”

**A REPUTATION FOR EXCELLENCE**

DOC offers best-in-class outsource print to mail services to banks and other transaction businesses like utilities and medical billers. They understand the value their customers place on their companies’ communications. Their stellar reputation is linked to their commitment to excellence, efficiency, high-quality production, and their ability to meet their customers’ ever-evolving print and digital needs.

“The Rialto has opened doors for DOC. It’s expanded our markets. It’s added to our customer base. It’s improved our bottom line.”

**RIGHT PRICE, PERFECT FIT**

The Xerox® Rialto® Inkjet Press has proven to be a success for DOC. Priced above high-end sheet-fed printers but below the least expensive roll-fed models, it was the ideal fit for their workflow needs and their budget. The compact roll-fed printer fit perfectly into their shop and their production strategy. The inkjet quality and speed of Rialto enabled DOC to produce greater volumes.

**SMALL-SCALE FOOTPRINT, LARGE-SCALE GROWTH**

With the Rialto, DOC’s growth has averaged 145% annually. They were able to expand their current customers’ workflows by adding color options. They were also able to add commercial printing to their core business — expanding their target market as well.

**UNLOCKING PRINT CAPACITY**

In the past, DOC’s inserter capacity exceeded print capacity, which was a choke point — and a drain on profitability. Now, the continuous roll and dual stacker allows them to stay up and running longer without human interaction. And the perforator component adds value to their offering and allows the finishing to be done completely in-line. Due to the resulting growth in volume and profitability, DOC has added a second Rialto to their fleet, unleashing their potential even further.

**INCREASING CUSTOMER LOYALTY**

As DOC has continued to grow and expand their capabilities with the Rialto Inkjet Press, their customer base has grown with them. That growth has been split equally among current clients and new markets. And their customers, new and old, love the quality, efficiency and affordability DOC is able to deliver as they continue to exceed expectations and nurture relationships that foster mutual growth.

“We knew instantly that the opportunities the Rialto afforded us would be great, not just today but also as we grow into tomorrow. The Rialto has helped us strengthen our relationship with DOC customers, and its lifetime value.”

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