

**Xerox, delivering results you can measure.**

As a global leader in document services, we are ready to help you achieve new operational efficiencies and higher productivity. For more information, call 1-800-ASK-XEROX, or visit our Web site [www.xerox.com](http://www.xerox.com) today.

THE DOCUMENT COMPANY  
**XEROX**

Case Study

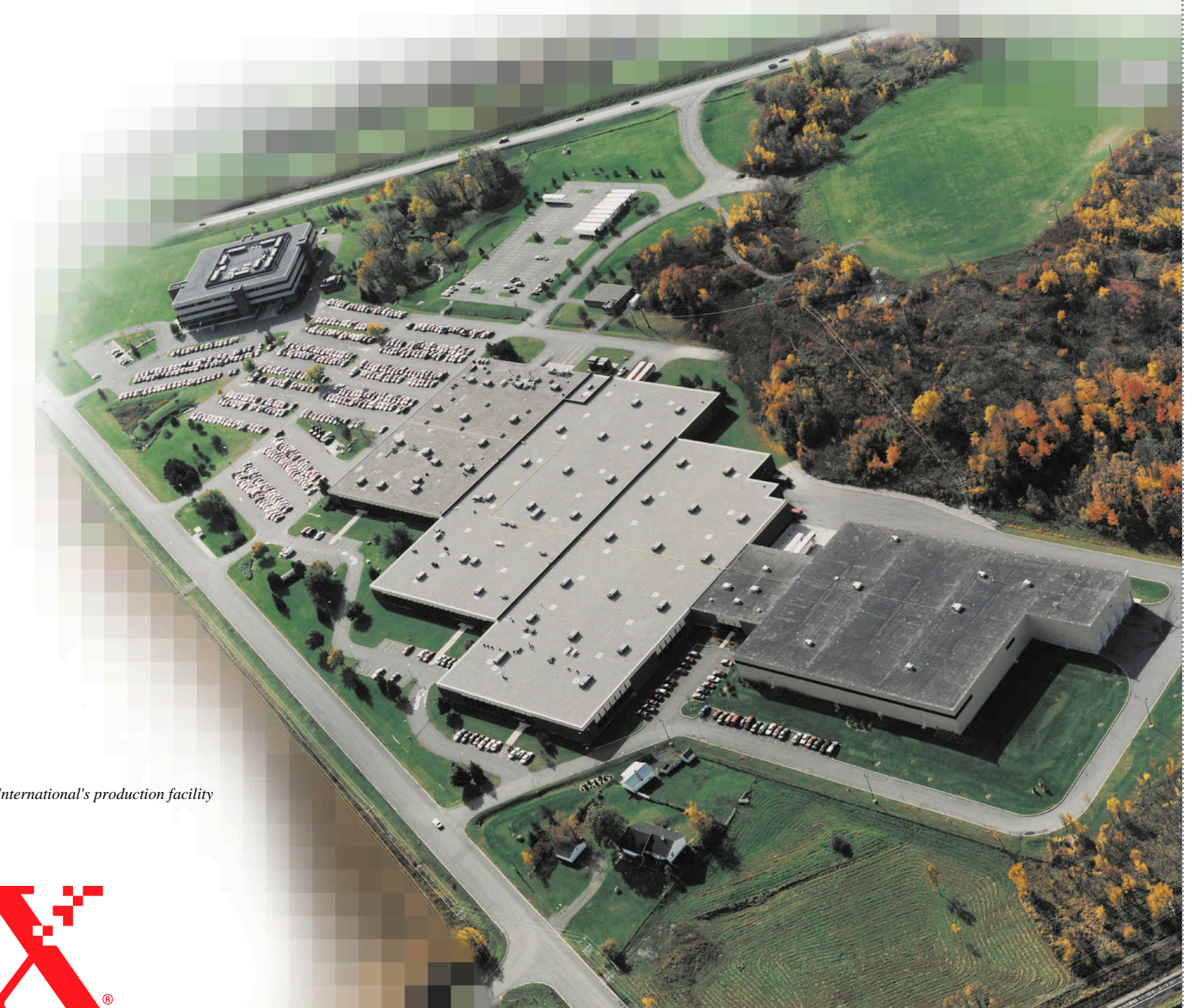


**XEROX** short-run colour solution  
plays key role in rapid  
coast-to-coast delivery  
of **on-demand** documents

# Client benefits close-up

Doculink International has gained significant benefits since moving to a digital document production solution from Xerox:

- Digital documents **significantly reduce delivery time** of customer collaterals—from up to three weeks to 72 hours, and even in as little as 24 hours, coast-to-coast.
- Print-on-demand capabilities enable Doculink's customers to **reduce inventory** and keep marketing materials current.
- Xerox colour digital press **seamlessly integrates** with Doculink's end-to-end, web-based services.
- With the variable data capability of the Xerox DocuColor 2045, Doculink customers can **rapidly and cost-effectively produce individualized marketing materials**.

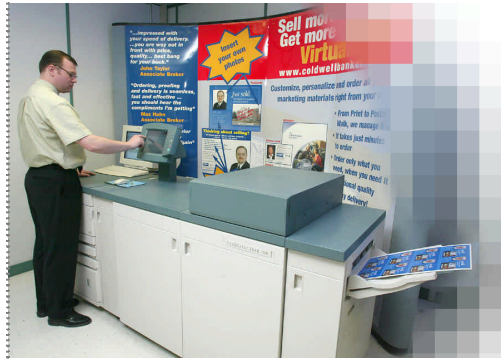


*Doculink International's production facility*



XEROX, The Document Company and the digital X are trademarks of XEROX CORPORATION and XEROX CANADA LTD. is the licensee of all the trademarks. 4/03





Based in Ottawa, Doculink International is one of North America's leading providers of direct mail, data management and web-based electronic print and document management services. A division of R.E. Gilmore Investments Corp., Doculink provides its customers with value-added, cost effective services for managing their print and electronic customer communications needs. The services include data-driven direct marketing, variable data colour imaging and print-on-demand applications. Doculink produces 25 million digitally imaged documents per month, on average.



## The Challenge

*"More and more customers want greater flexibility and immediate access when it comes to colour documents, particularly marketing materials such as brochures and business collaterals," said Scott Falconer, Vice President of Sales at Doculink. "We decided to be at the forefront in providing our customers with superior print-on-demand and variable imaging capabilities together with web-based order management services."*

*To get there, Doculink developed an approach called Virtual Print. The idea was to provide customers with online resources for creating and ordering customized and personalized, full-colour corporate marketing communications materials. Virtual Print was designed to offer easy and secure access from the customer's web site. For Doculink's customers the benefits are clear: Employees can access an online catalogue and tailor key content involving select text fields, full-colour graphics and photographs to suit their particular needs any time, day or night. They can then place their orders online and receive their material in as little as 72 hours and in many cases, next day delivery. Meanwhile, head office maintains strict control over content, format, branding, release versions and corporate messaging.*

*To execute their Virtual Print strategy, Doculink needed a high-quality colour, digital production press with variable imaging capabilities that could seamlessly integrate with the company's data management, web order management and B2B services.*



## The Xerox Solution

Doculink International had developed a strong working partnership with Xerox Canada through the development, testing and benchmarking of many new lines of technology. Doculink again selected Xerox to provide a colour digital press that could handle the demands of the company's Virtual Print initiative.

In response, Xerox installed two DocuColor 2045 production digital colour presses that generate 2,700 impressions per hour and permit up to four hours of unattended run time. Featuring high quality colour similar to an offset press, the 2045 offers the added capability of short, on-demand print runs and individualized output.

The Xerox DocuColor 2045 has been an integral part in the success of Doculink's Virtual Print strategy and has helped the company to deliver added value to its customers.

### For example ...

Coldwell Banker, one of Canada's largest real estate companies, had been searching for a web-based e-business solution to replace the traditional process of managing and ordering the company's stationery and marketing collateral. The existing process of print, store and ship through the use of conventional print technologies and processes

*"We believe that providing customers with high-quality, customized documents in the quantities they want, when they want it, is the future of print production. Xerox's DocuColor 2045 helped us make that vision a reality."*

was hampering Coldwell Banker's ability to control their brand, as many agents were independently creating their own marketing collateral through local print shops.

To regain control, Coldwell Banker decided to centrally manage these materials while still allowing agents to personalize them within approved parameters. To win cooperation from the agents, Coldwell Banker recognized it had to provide

the materials with faster turnaround and at an effective cost.

By working with Doculink—and Xerox's digital printer—Coldwell Banker's 3,500 sales agents across Canada now have the capability to add personalized comments to corporate-approved postcards, calendars, kits folders and business cards—all from the convenience of their desktop.

"Our agents have been extremely pleased with the marketing materials they've received from Doculink," said Debbie Carkner, Vice President, Marketing & Technology, Coldwell Banker. "They cite high-quality colour print, remarkably quick turnaround times, and they love the idea that they can personalize their materials to suit their community and customer base."

While the Virtual Print solution has demonstrated itself to be a highly effective marketing tool for the real estate marketplace, the model is applicable to virtually all vertical markets requiring nationwide document control involving corporate or franchise representation.

