

CASE STUDY

PAGEFLEX™

One Application - All things Variable™

About Vermillion

Vermillion has combined decades of experience in pre-press and offset printing with significant investments in equipment to become the leaders in digital printing. In addition, using the best talent and techniques, they have been able to pioneer some of the world's latest marketing technologies, including one-to-one marketing and variable data printing.

Over the years, Vermillion has successfully evolved become more than a printer. Today they serve as a marketing partner to their customers. Their customers come to Vermillion with their biggest challenges. Working together, they collaborate with their customers to make the most of their marketing resources. While many vendors are caught in a "do it faster, do it cheaper" war of attrition, Vermillion has earned an unparalleled reputation for dependability built on experience. Reliability forged through a marriage of talent and technology



Vermillion Moves from Printer to Marketing Partner and Takes on National Franchise as a Client

PRINT ORDER STATUS



Users are presented with a range of materials that are available for customization, including advertisements in a range of sizes, direct mail pieces, flyers, and web banners. Each can be customized for each franchise location.

The Evolution of a Printer

A few years ago, Vermillion was a successful commercial printer looking for ways to expand their business. They wanted to move beyond just offering their clients printing services to a role where they could collaborate with their clients and provide a range of marketing services. By being able to offer their clients these type of services, Vermillion could move their business away from a model of just taking orders. They could become a marketing solutions provider that could proactively suggest marketing solutions to their clients, and give Vermillion the type of growth they wanted.

To help make this transition, Vermillion defined what services they would provide their clients, then set out to find the best technical solutions to support those services. Central to their product offering would be a Web-to-print solution that supported print-on-demand services.

At first, the company considered going with an ASP to support their Web-to-print solution, but in the end decided against it. Vermillion had a history of technical innovation – they've successfully evolved from their original business as a pre-press server, to printer, to digital printing. This history of innovation gave them the confidence to know that they possessed the technical skills needed to implement and manage their own Web-to-print system. In addition, by hosting their system in-house, Vermillion knew they would be better positioned to respond to the ever-changing needs and demands of their customers.

This decision led them to Pageflex Storefront technology, a powerful web-to-print solution that enables printers to easily develop, implement, and manage attractive Web-to-print document customization and purchasing sites. Vermillion choose Pageflex Storefront



The Pageflex product line is a part of the Bitstream family of software products.

because they felt that it included the range of features and technology that could enable them to provide the best in Web-based printing services, including:

- The tools to create full-service websites that would provide Vermillion's customers with fast, easy access to sales and marketing materials
- Offering their clients a way to streamline their production cycles to save time and money on their marketing collateral
- A way for customers to maintain brand control and corporate identity while providing the flexibility of customization.
- A solution that would enable Vermillion to offer a means to solve all of their client's marketing challenges.

Armed with an entrepreneurial attitude, a dedication to serving their customers and the best in technology, Vermillion transitioned from printer to marketing services partner. Today, they provide their clients with a range services, including an innovative online storefront for a national restaurant franchise.

Nation Franchise Turns to Vermillion to Create Marketing Partnership

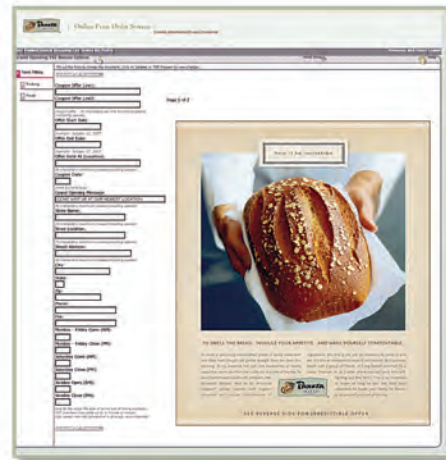
With their Web-to-Print solution successfully running, Vermillion began a business relationship with, a national bakery and café chain with close to 700 franchise stores nationwide. This client originally came to Vermillion seeking a way to offer their franchise owners a way to create local advertisements. The success of the advertising work has expanded the role of the marketing portal for the chain of franchises, offering an entire range of marketing materials.

The Advertising Challenge

First, Vermillion created a web site where franchise owners could customize advertisements that maintained the corporate standards of the company while being able to customize the ads with local information, promotions, menu items, etc. They also wanted Vermillion to provide a way for franchise owners to be able to create ads that could be modified by size for all types of publications.

Using Pageflex Storefront, Vermillion developed a Web-based solution that provided the client with an online store where franchise owners could come and customize corporate-approved ads to use to promote their franchises in local markets. This site contained ads in standard sizes, and also provided a way that franchise owners could create ads of any size.

FORM FILLING CUSTOMIZATION



Franchise owners log in and customize information relevant to their franchise, including address, menu items, special offers and store hours.

The standard sized ads are made available to all of the franchise owners. They can simply come into the web site, use form-filling to customize their information with local address, special offers, etc., pay with a credit card, and generate and download a PDF.

Vermillion constructed a solution that leveraged their extensive prepress experience and the flexibility offered by Storefront to design a robust solution to meet their customers' needs. Users are able to choose the ad they want and provide customization instruction to Vermillion. The company executes the order and provides native PDF files based on the client's requirements.

The Expansion of the Marketing Portal

The marketing communications portal has grown extensively since the introduction of the advertisements. The

portal now provides a one-stop site that gives franchise owners access to a whole range of marketing materials. In all, there are now over 30 different marketing materials that are available to order from the web site. A few of the items are Web-to-print products, such as brochure templates and post cards, but the majority of the projects available on the portal are non-print items such as signage, billboards, bus wraps, and Web banners. Franchise owners go to one site to order all their marketing materials and view status of their orders—pending, in process, completed, or shipped.

While some of the items may go to Vermillion to be printed, many will simply be ordered from the web site and fulfilled elsewhere. Vermillion sees the portal not just as a way to generate print orders, but as an extension of their marketing partnership and their role as solving problems for their customers.

Building on Success

Currently, about 20% of the franchise owners are currently using the marketing portal. To further expand the number of people using the site, Vermillion is working with the corporate office of the franchise chain to develop a training strategy that includes webinars and phone support.

The success of the marketing portal has helped to expand the relationship between Vermillion and this client. Recently, they asked Vermillion to create an additional website for their corporate staff. The site allows the company's corporate marketing team to order marketing material such as direct mail and collateral.

Contact Us

For more information about Pageflex solutions, including an online demo, please contact a member of the Pageflex sales team at 800 • 551 • 0549 or sales@pageflex.com.