

Make your work, work more profitably.

From process automation to digital
transformation and everything in between.
Get started with this handy checklist.

xerox[™]
We make work, work.



The first step is identifying barriers to profitability.

No print service provider (PSP) will disagree that achieving profitability goals is challenging.

Staying ahead of industry headwinds while managing the shift toward shorter, faster turnaround jobs can create pain rather than gain.

According to a NAPCO study,* PSPs are looking to overcome operational pain points by addressing profit targets on many fronts—from price increases to cost-cutting. Capital investments are being made to solidify competitive differentiation, enable faster production speeds and streamline workflows—all while securing client data and supporting increasingly important sustainability initiatives.

It's important to both understand these industry changes and consider how they can help transform your unique business.

We're here to help. We've drawn on the collective wisdom of the industry—including our own experts—to create this starter checklist. With it, you can define the next steps to achieving your goals.



Pricing

Pricing for profit while remaining competitive is an ongoing challenge, especially when competing against lower-cost providers.

Consider these questions to better optimize your pricing strategies.

PRICING COMPETITIVELY

- Do you know the exact cost per print of each job you offer compared with your closest competitors?
- If your competitors offer comparable output at a lower cost, do you know how they are able to do so (for example, are they using automation to help them do more with less)?
- Does your current pricing leave room for an appropriate profit margin? If not, do you know why?

PRICING FOR VALUE

- Are you aware of new, in-demand applications and trends?
- Do your clients look to you for the latest ideas?
- Have your clients asked you for applications that you can't support?

Once you better understand your pricing and how it compares to your competition, explore various pricing models to develop margin-improving strategies. For example, a dynamic pricing model would allow you to set prices higher as demand increases, and adjust back down when it decreases.

You might also consider making a capital investment to keep you competitive long term. **The right mix of production presses**, including those built for speed like the **Xerox® Baltoro® HF Inkjet Press**, could have a big impact on your ability to price competitively.

By offering different products and applications that add more value (see the **Differentiation-Driving Applications** section), you can stand out from the crowd and stay away from commodity pricing.

Be sure you actively suggest improvements or enhancements—your clients will appreciate it.

Putting Automation To Work

More than three-quarters (76%) of PSPs interviewed are seeing an increasing demand for faster turns, while 66% are responding to the trend toward shorter runs.*

Accelerating productivity with automation is key to gaining the efficiency needed to compete in today's production print landscape.

WORKFLOW

- How do jobs get submitted today—and how much manual work is involved?
- How much time is spent on each step in the production process (for example, job submission, prepress, proofing, calibration, finishing, etc.)?
- Are you able to translate that time to an average cost using your average hourly labor rate?

Audit the number of people and touch points it takes to get a job in and out the door. Is it taking too long?

In the industry, it is commonly assumed that for every \$1 US spent to print a document, \$3 are spent on non-print activities. This underscores the value of workflow automation products like **Xerox® FreeFlow® Core Software**.

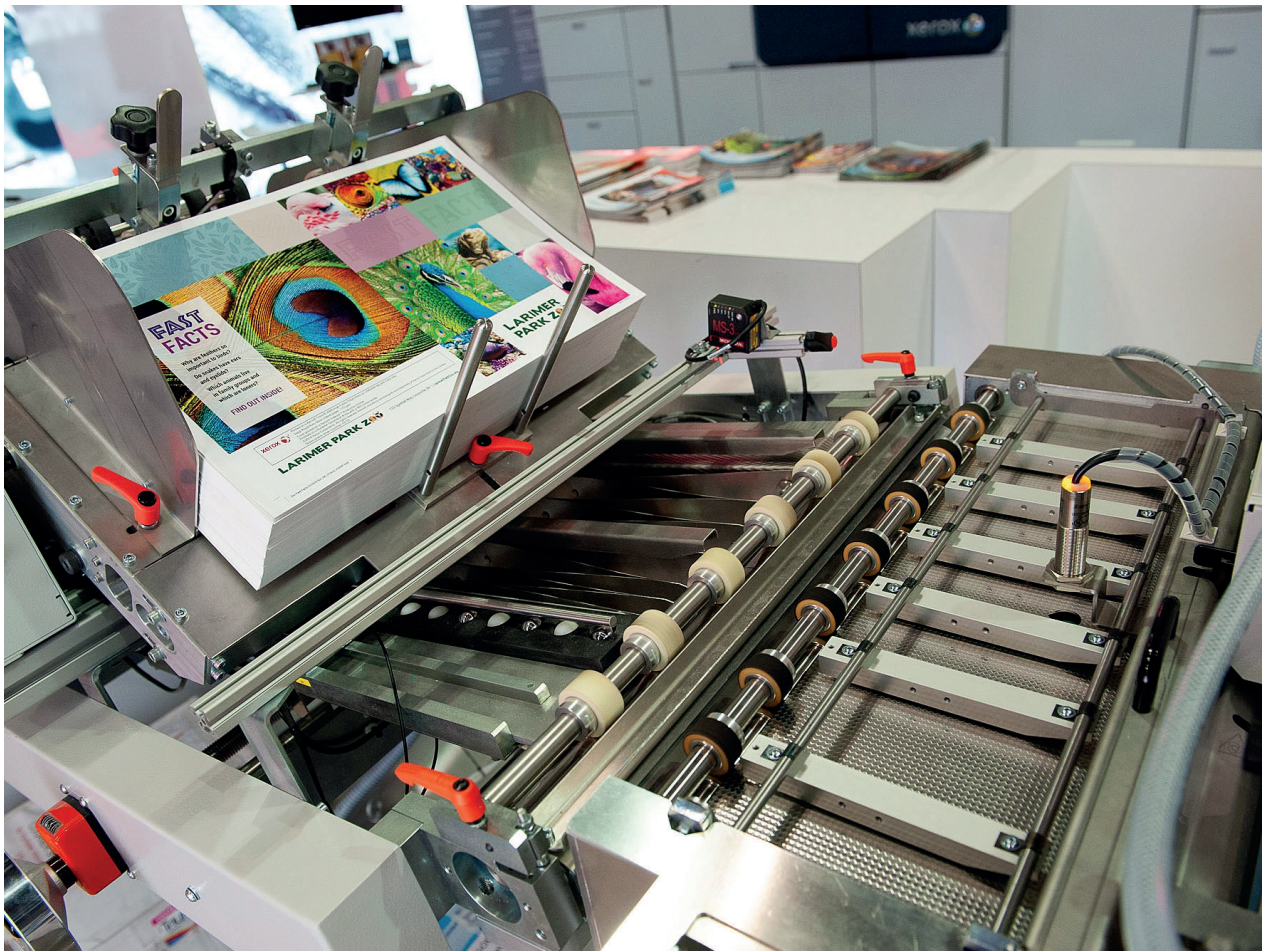
PRESS

- Do you regularly audit your quality optimization processes so you know where you need to improve?
- Do you calibrate and profile regularly? How much time does it take?
- How long does it take you to optimize your press when you switch media?

Leading digital color presses have advanced color calibration, image quality and media management to new levels of automated sophistication.

For example, Xerox® Presses are equipped with on-board quality automation that works with **Xerox® PredictPrint® Media Manager Software**—a scan-and-go optimization tool that eliminates manual touch points and reduces waste.

Putting Automation To Work, continued



FINISHING

- Do your jobs typically require similar types of finishing (for example, folding, saddle stitching, trimming, etc.)?
- How do you finish those jobs today? Are they completed in-house (inline or offline) or do you need to outsource?
- If offline, what is involved in terms of labor, equipment and outsourcing?

Consider taking common—and labor-intensive tasks—like creasing, trimming, folding and even booklet-making **inline** to maximize productivity and profitability.

Differentiation-Driving Applications

Print has always been a vital component of the marketing mix. But between the ever-increasing use of on-screen marketing and accelerating competition, PSPs need new ways to stand out—while helping their clients do the same.

Consider these opportunities to better differentiate yourself and grow.

PERSONALIZATION

- Do you offer personalization beyond basic services such as addressing (for example, text/graphic variation based on data)?
- Do you have the software and skills in-house to implement personalization easily and cost effectively?
- Do you have the ability to help your clients integrate personalization across touch points, such as print, web, video and email?

Many clients can benefit from a more sophisticated level of personalization.

Offer consultation services to help your clients understand the value of personalization, and how to make smart choices when using it.

Then, make sure you have the **software** at hand to help implement personalization easily and cost effectively.

EFFECTS AND EMBELLISHMENTS

- Do you currently offer your clients “Beyond CMYK” embellishments with metallics, white, clear and/or fluorescent specialty colors?
- If yes, are you producing the jobs in-house or outsourcing them?
- Do you have a robust set of print samples that demonstrate embellishment capabilities?
- Do you—or your clients—need help understanding how to integrate embellishments into existing CMYK files?

Consider a press with Beyond CMYK technology:

Xerox® iGen® 5 Press

Xerox® Iridesse® Production Press

Xerox® Versant® 280 Press

Xerox® PrimeLink® C9065/70 Series with Adaptive CMYK+

Each of these presses has the ability to print with a wide range of specialty inks in addition to CMYK. Be sure any Beyond CMYK press you purchase is supported by resources and tools that help you and your clients get up to speed—fast.

Differentiation-Driving Applications, continued



EXTRA-LONG SHEET PRINTING (XLS)

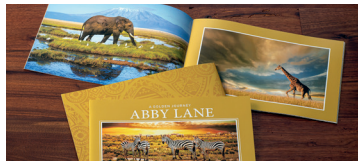
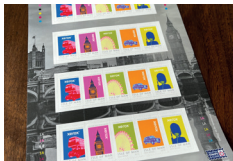
- Are you currently able to offer any of the following, and if so, do you have (or market to) clients who might want or need them?

- | | |
|---------------------------------|--------------------------------|
| 4- to 6-panel brochures | Large banners, posters, |
| Large-format direct mail | signage, wraps/clings |
| Book covers/dust jackets | Panoramic artwork |
| Album covers | Folding cartons |

- Do any of your competitors offer similar services?

ENVELOPES

- Do you currently offer envelope printing? If so, what sizes—and at what volumes? Many presses can only load small stacks at a time.
- Would the ability to offer envelopes, invitation sets and larger mailing envelopes at higher volumes and lower cost differentiate you in your market?
- Are you able to offer specialty, embellished invitations and/or greeting cards—with matching embellished envelopes?



There's a growing market for larger-scale print, and an XLS-equipped digital press could help you produce unique, high-value applications at a lower cost than your competition.

Several Xerox® Presses, for example, have the ability to ultra-productively feed, print and stack sheets up to 47 inches (1.2 meters) at production volumes when equipped with the **Xerox® High Capacity XLS Vacuum Feeder** and **Plockmatic MPS**.

Have you explored an end-to-end high-volume envelope printing solution?

The **Xerox® High Capacity XLS Vacuum Feeder** feeds large stacks of envelopes with reliability and precision—and also works with many CMYK- and Beyond CMYK-enabled presses to add value to invitations and specialty envelopes.

Security Regulations and Compliance

Did you know that the vast majority of your clients (88%) consider security to be very to moderately important when choosing a print provider?* The way you handle client data is facing increasing scrutiny and regulation.

Add cloud storage, web-to-print and email into the mix, and protecting against ever-more sophisticated cyberattacks becomes a bigger concern.

FILE/DATA PROTECTION

- Do you and your team stay informed of current data protection technologies and best practices?
- Have you developed a comprehensive data security plan?
- Have you put controls in place to prevent unauthorized viewing of a job throughout the print process when necessary?

With more clients concerned about security and data protection, having clearly articulated security policies in place and ready to share with your clients is critical.

It's also important to invest in presses and other equipment that provide **data encryption and other industry-standard protections.**

PERSONAL INFORMATION

- Are you certain your processes are set up to protect data integrity, even beyond breaches or cyberattacks (for example, sending medical information to the wrong recipient)?
- Do you have controls in place to prevent unauthorized job viewing throughout the print process?
- Is your staff familiar with various regulations governing personal data (for example, HIPAA in the U.S.)?

You can have the best network security, and still miss the mark due to the human factor. It's important to ensure your staff are equally (and formally) trained and to encourage a culture of security awareness.

Secure printing solutions that offer features like authentication and job tracking are also important.

Security Regulations and Compliance, continued



COMPLIANCE

- Are you seeing that increasing business insurance requirements are needed to enhance your data protection and security?
- Do you stay abreast of local data compliance laws?
- Are you in compliance with the necessary government requirements/ certifications—for example, the Cybersecurity Maturity Model Certification (CMMC)?

Stay informed by keeping a close eye on industry news, specialized blogs, seminars and webinars. There are also many forums and social media groups focused on print security and compliance issues.

Sustainability for Today and Tomorrow

Sustainability is one of the touchstones of 21st century business practices, and the vast majority of brands and businesses—as high as 91%—consider green printing and sustainability certifications when choosing a print service provider.*

Consider these questions to better optimize your sustainability strategies.

GREEN PRINTING

- Do you provide a range of recycled paper, and let your clients know they have the option to print on it?
- Do you recycle paper waste, cartridges, etc.?
- Do you use eco-friendly inks and toners?

Promoting green printing practices to your clients can have real impact—as well as show you are committed to sustainable policies. You might try offering discounts to clients who print on recycled paper, or who print on both sides.

Also avoid purchasing “generic” or off-brand toners or inks online—they may contain hazardous compounds.

CERTIFICATIONS

- Have you joined the **Sustainable Green Printing Partnership (SGP)**, a sustainability certification organization for print facilities?
- Are you aware of other certifying organizations such as:
The **Sustainable Forest Initiative (SFI)**
The **Forest Stewardship Council (FSC)**, and
The **Programme for the Endorsement of Forest Certification (PEFC)**?

SGP advocates best practices and innovation through a multi-attribute, publicly vetted, third-party certification that encourages reduction of environmental impact while increasing social responsibility.

Having the approval of SGP and other certifying organizations sends a positive message to your clients and prospects.

Powering Print Profitability

Measuring Success

Gathering, measuring and acting on the right data are the keys to better performance. Pinpointing problems, inconsistent performance, sluggish equipment ROI and even replicating efficiency can all seem daunting.

Consider these questions to better understand what to measure—and how.

KEY PERFORMANCE INDICATORS (KPIs)

- Do you understand KPIs and how they can help you assess the health of your business?
- Do you track KPIs? If not, you're not alone. Some PSPs track them manually, some track only one or two. Few have a real-time snapshot of operational health.
- Do you know about Overall Equipment Effectiveness (OEE)? It's the measure of how close your operation is to achieving maximum performance goals.

Tracking and using KPIs and OEE are some of the best ways to improve performance and understand the impact your OEE score has on your bottom line.

For a complete explanation, including examples, visit [xerox.com/vision](https://www.xerox.com/vision).

Common KPIs to track:



Waste



Bottlenecks



Operator performance



Press performance



Cycle time



Downtime



Print volume

What's next?

Now that your gears are turning, it's time to determine the right set of solutions for your business. We are ready to guide you through the next steps in whatever way works best for you.

**Contact us for a
consultation today.**

About Xerox

POWERING PRINT PROFITABILITY

About Xerox Holdings Corporation

For more than 100 years, Xerox has continually redefined the workplace experience. Harnessing our leadership position in office and production print technology, we've expanded into software and services to sustainably power the hybrid workplace of today and tomorrow. Today, Xerox is continuing its legacy of innovation to deliver client-centric and digitally-driven technology solutions and meet the needs of today's global, distributed workforce. From the office to industrial environments, our differentiated business and technology offerings and financial services are essential workplace technology solutions that drive success for our clients. At Xerox, we make work, work. Learn more at www.xerox.com and explore our commitment to diversity and inclusion.

*NAPCO Research—The New Formula for Production Print Success: Powering Profitability with Efficiency, Automation, Differentiation, and Sustainability, 2022.