

Executing on a mission against all odds.

“It was a mission-critical situation with no room for uncertainty. We needed technology that was simple, effective and could be up and running quickly despite pandemic challenges. Xerox® Baltoro™ HF Inkjet Press delivered.”

– Markus Buchroithner, Managing Director, Smart Letter and Services Versand GmbH, Austria



ABOUT SOS CHILDREN'S VILLAGES AND SMART LETTER AND SERVICES VERSAND GMBH, AUSTRIA

SOS Children's Villages International (SOS) is a global not-for-profit organization providing food, education and care to children without parental care. Founded in 1949, its work is carried out across 135 countries.

Smart Letter and Services Versand GmbH (Smart Letter), Austria was founded in 2005 by SOS Children's Villages. Printing 40 million mailings a year, their services include data processing, digital printing, finishing and enveloping, logistics and packaging.

CASE STUDY SNAPSHOT

The Challenge

- Raise €100,000,000 over five years to support communities ravaged by COVID-19
- Create deeper connections with potential donors to improve ROI while reducing costs
- Upgrade printing capabilities to gain media flexibility amidst quarantine conditions

The Solution

- The Xerox® Baltoro™ HF Inkjet Press

The Results

- Got up and running despite quarantine challenges thanks to intuitive, simple technology
- Launched impactful 750,000 drop 8-page letter campaign
- Married full-personalization, four-color with larger-format media
- Helped donors understand the power of their money and what it could achieve
- Created consistent experiences across digital, social and print



“We can now deliver a wider range of highly effective personalization to every donor, in real time, without the need for preprinted shells. And because the technology is intuitive and simple, we were able to start creating and printing critical mailings ASAP — despite quarantine conditions.”

— Markus Buchroithner, Managing Director, Smart Letter

THE CHALLENGE

COVID-19 is wreaking havoc around the world, pushing vulnerable families and children in our poorest communities into extreme poverty.

SOS Children’s Villages (SOS) set a five-year fund-raising goal of €100,000,000 to help disadvantaged victims of the pandemic starting in Argentina, Brazil and Greece.

But fund-raising was becoming increasingly difficult due to growing competition for donor attention and wallet.

Smart Letter had invested in the Xerox® Rialto® 900 in 2018. Based on their success in delivering white-paper personalization, they were planning to extend that capability to other applications requiring more media flexibility.

The sudden arrival of the pandemic meant the plan to add the Xerox® Baltoro™ HF Inkjet Press had to be implemented ASAP to accommodate those growing needs.

But getting the people and presses in place quickly to do the test runs needed despite the limitations during a quarantine presented an additional challenge.

THE SOLUTION

The Xerox® Baltoro™ HF Inkjet Press, with its all-new High Fusion Print Engine, Automated Intelligence, expanded finishing options and easy self-service was the answer to the missing element in their printing ecosystem. It allowed them to migrate to larger sheets (14.33” x 20.5” / 364 mm x 250 mm) and heavier weight stocks efficiently and effectively.

Because the technology is intuitive and simple to set up and maintain, Smart Letter was able to work with Xerox remotely to get up and running despite the limitations created by a quarantine.

Smart Letter can now amplify the power and effectiveness of their four-color, fully personalized mailings. Giving potential donors a greater sense of why their individual €50 or €100 donation matters, and making the appeal harder to say no to.

The fact that print is tangible and tactile and makes it credible and effective as a vehicle for delivering insights and results is a bonus.

For SOS and Smart Letter, this increase in productivity, efficiency and efficacy means they’re better able to help vulnerable populations in need. Which is the most valuable ROI of all.

RESULTS

- Smart Letter has broadened capabilities — printing more applications at faster speeds
- Familiarity with inkjet made installation and operationalizing during a pandemic easy
- The Baltoro™ media flexibility enables personalization of engaging large-format print pieces
- First impressions indicate the fundraising campaign is on track to meet or exceed goals
- Now Smart Letter integrates printed mailings, newsletters and new media at pace with needs
- While new media impressions are fleeting, the print proves to resonate with donors

THE OPTIMUM BALANCE OF VALUE, VOLUME AND IMPACT TO EXECUTE ON ANY MISSION

With Baltoro™, nonprofits are able to act fast, connect personally and deliver quality that legitimizes their causes without compromising quality. With best-in-class automation on and off press as well as advanced color controls, it’s easy to migrate. And with scalability in mind, it’s ready to grow with you.

Visit xerox.com/BaltoroHF or talk to your sales rep to learn more.