



Getting closer to customers

Print communications leader adopts the Adobe® Creative Suite 2 software as a publishing foundation for streamlined delivery of variable data publishing services



Serving customers such as Hewlett-Packard and Western Wireless, K/P Corporation has long been recognized for excellence in fulfillment, printing, and direct mail services. Yet, like many successful print service providers, new competitive pressures and changing customer expectations prompted the company to rethink the types of services it offered. One area in which K/P recognized a tremendous opportunity for growth was in offering variable data publishing (VDP) services to support customers' direct marketing programs.

Using Adobe InDesign CS2, K/P's staff can easily generate a variety of tailored pieces, such as the page shown here, simply by displaying or hiding layers. With InDesign CS2 it is also possible to automatically fit text within page layouts to speed generating a variety of materials with different copy lengths.

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“VDP dramatically changes the type, quality, and quantity of customer materials that we can generate,” says Steve Thornton, chief information officer at K/P Corporation. “It also enables our customers to reach more people with more relevant information.” To streamline the delivery of VDP services, K/P is using the Adobe Creative Suite 2 Premium software with plug-in software from leading VDP solution providers. The goal is to enable the company to efficiently design and generate highly personalized, graphically rich materials tailored to its customers’ exact needs.

Combining quality and customization

Several market and technology trends are driving demand for VDP services at K/P. First, today’s consumers enjoy a wider array of options for most anything they want—from financial services to retail services to entertainment—making it more difficult for businesses to attract and retain customers. At the same time, technology has evolved to a point where businesses have more data about, and insight into, a customer’s buying patterns and can use that information when devising marketing campaigns.

“VDP is a natural way to help our customers connect with their existing and potential customers,” explains Thornton. “The challenge for us is maintaining the same reliable, high-quality production that we’re known for, while greatly expanding the variations of materials that we can produce for delivery on paper or electronically.”

One advantage of using the Adobe Creative Suite 2 software to support VDP is that the Adobe applications—Adobe InDesign® CS2, Photoshop® CS2, Illustrator® CS2, GoLive® CS2, and Acrobat® Professional—are established standards in the design and print communities. “Using Adobe InDesign CS2 to design variable-data materials helps to shorten the learning curve as our staff and customers move to VDP,” says Thornton. “Design professionals are already familiar with the Adobe tools, so they can focus on building on existing skills instead of developing entirely new ones.”

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Steve Thornton, chief information officer, K/P Corporation

¡Vea lo que el Superintendente William Leach dice acerca de CEP!



el 15 de abril de 2005

Rev. Gene Haraldsen
1250 Copper Glen Dr SE
Salem, OR 97302-1732



Estimado Rev. Gene Haraldsen,

Estoy emocionado por lo que Plan de Extensión de Iglesia puede hacer por CEP. Ya sea que ha estado pensando por un buen tiempo en expandir o re-financiar o solo está comenzando el proceso, CEP puede asistirle.

Su programa de préstamo, Compañeros y Mas le ofrece una excelente oportunidad para crecer. En su historial de 55 años, han ayudado a más de 1,800 congregaciones - incluyendo iglesias aquí en el Distrito Michigan.

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Que Dios los continúe bendiciendo mientras que hacen un impacto en su Reino!

En El,

William F. Leach
William Leach

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Programa de Prestamos, Compañeros y Más

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CEP
1250 Copper Glen Dr SE
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Using PersonalEffect software from XMPie with Adobe GoLive CS2, K/P can create customized web pages to enable clients to appeal to targeted audiences. The image here shows a personalized page automatically generated for a client through K/P's innovative VDP system. The pages are generated in English and Spanish and can incorporate a variety of images.

Best-in-class technologies

K/P typically produces three distinct direct marketing pieces for VDP client projects. The first is a printed brochure created in Adobe InDesign CS2 software. The second is an HTML e-mail letter created in Adobe GoLive CS2 or Macromedia Dreamweaver software. The third piece is a custom web page created in GoLive CS2 or Dreamweaver. An essential element in many stages of the projects is the integration between the Adobe Creative Suite software and VDP plug-in software XMPie PersonalEffect.

“By using XMPie PersonalEffect with Adobe InDesign CS2 and GoLive CS2, we can incorporate personalized data into documents, change color schemes, or alter design layouts to appeal to target audiences,” says Thornton. The XMPie plug-in operates within Adobe software to enable K/P's staff to combine document designs, data, and page styles

for customized communications. For example, when designers create brochure templates, they can designate variable fields that are attached to database objects, such as customer names. These objects are placed automatically into templates when pieces are printed or converted to HTML for e-mail or for posting online.

K/P creates the templates and links them to backend databases containing customer data supplied by customers. The templates are also integrated into an online ordering system customers can use to place orders. This level of integration is possible due to the standards-based Adobe Creative Suite. Simply by logging on to K/P's extranet, customers can specify the quantity and type of materials to be created for print or electronic delivery.

Company

K/P Corporation
San Ramon, California
www.kpcorp.com

Challenge

- Respond to customer demand for faster, more flexible production of customized materials
- Ease the transition to variable data publishing for both customers and staff
- Boost variety and quality of print production without substantial increase in costs

Solution

- Use the Adobe Creative Suite 2 software to support delivering fast, efficient variable data publishing services

- Enable customers to access print-on-demand services via the web

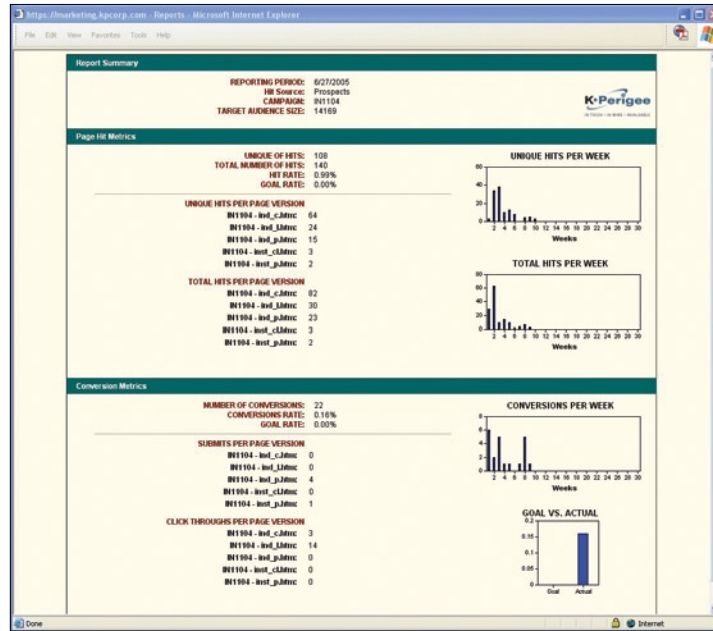
Benefits

- Improved customer services with rapid, streamlined production of personalized materials
- Reduced costs to create and produce customer orders
- Minimized VDP learning curve by adopting industry-standard Adobe solutions

Tool Kit

- The Adobe Creative Suite 2 Premium. Components used include:
 - Adobe InDesign CS2
 - Adobe Photoshop CS2
 - Adobe Illustrator CS2
 - Adobe Acrobat Professional 7.0
 - Adobe GoLive CS2
- Adobe Portable Document Format (PDF) Workflow
- XMPie PersonalEffect software

Customers using K/P's advanced VDP services can view real-time reporting to see how effective their campaigns are. The dashboard shown here gives clients instant insight into the number of web hits and conversion metrics for web pages within campaigns. Many of the dynamic web pages that are created and tracked are composed through HTML documents generated by Adobe GoLive CS2 software.



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Steve Thornton,
 chief information officer,
 K/P Corporation

Quality, personalized communications

K/P's move to VDP is having a positive impact on the company's revenues and customer services. The automated, web-based ordering system for VDP jobs eliminates the need for customers to place orders by phone. “Our VDP ordering and printing processes are more streamlined than conventional printing workflows, requiring less order entry, and offering faster sales cycles,” says Rick Fickel, vice president of Western Region Sales for K/P.

In addition to the speed in which K/P can respond to customer orders, the ability to continually deliver compelling, innovative designs is essential—a capability fully supported by the Adobe Creative Suite 2. For

instance, using InDesign CS2, K/P's staff can put variable text on a curve and display or hide layers to create as many custom pieces as a customer needs. Staff also regularly uses automatic fitting of text within InDesign CS2 to accelerate creation of tailored pieces with different copy lengths. Equally important for K/P is the flexibility to view previews at any stage of the design process.

“Adobe understands the opportunities and challenges of VDP,” says Thornton. “By partnering with leading VDP solution providers, Adobe is delivering a platform that supports the creative and technical demands of offering VDP services.”