

# Best Practices in Digital Print

## FIFTH EDITION CASE STUDY



*the Digital Printing Initiative*

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**Project:** ADP's Collateral Catalog Improves Sales Efforts  
**Vertical Market:** Financial Services  
**Business Application:** Collateral Management & Fulfillment/Personalized Collateral

**Program objectives:**

- Streamline and standardize sales collateral formatting and appearance
- Develop industry-segment sales collateral
- Provide a Web enabled print solution allowing sales representatives to create and produce personalized documents

**Significant results reported by user:**

- Prospects increased by 37%
- In-person sales presentation time increased by 12%
- Improved quality and consistency of sales collateral
- Reduced mailing expenses
- Year over year sales growth running at 20%.



**Enterprise eTime WEBinar**  
An online information session about Time & Labor management tools

Learn how ADP can cut time & labor management costs and improve employee efficiency at Stephenson Mortgage Company.

When: November 17, 2004, 10:00am  
Where: your office!  
What you need: a web browser and a phone

**Call Sam Thomas today to register for this exciting opportunity!**  
(212) 555-4312 or email [sam.thomas@adp.com](mailto:sam.thomas@adp.com)



**What is a WEBinar?**  
It is a seminar conducted via the phone and the Web.  
You can attend from the convenience of your office without taking precious time away from busy schedules!

**What will this cover?**  
Topics covered include:

- Time collection methods
- Supervisor time card management
- Email integration
- Automatic workflow notifications

Enterprise eTime is ADP Time & Labor's newest and most scalable solution.

- The robust Time & Labor Management rules engine can calculate pay rules for up to 100,000 employees.
- Employee time collection can be done with traditional electronic clocks, biometric hand readers, IVR (phone entry), or three types of browser based timesheets.
- All collection devices feed one central rules database for calculation of overtime, shift differential, breaks & meals, and many, many, more features.

The use of automated Time & Labor Management will reduce payroll processing time by 80% and increase accuracy by applying consistent pay rules. Industry studies have shown a 1-3% labor cost reduction by implementing an automated labor and absence management system.



<b>VERTICAL MARKET</b>	Financial Services
<b>BUSINESS APPLICATION</b>	Collateral Management & Fulfillment/Personalized Collateral
<b>CLIENT</b>	ADP <a href="http://www.adp.com">http://www.adp.com</a> ADP handles functions for data processing, recordkeeping and other business tasks for companies around the world. It also provides transaction processing and information management for brokerage and financial service firms.
<b>PRINT PROVIDER</b>	Varies
<b>AGENCY</b>	Digital Innovations Group <a href="http://www.digcreative.com">http://www.digcreative.com</a> Digital Innovations Group is a marketing firm that specializes in personalized communication programs and strategies delivered in print or over the Web.
<b>HARDWARE</b>	Depending on the product, high-speed black and white digital equipment Xerox 6135 or HP 3000 is used for color digital printing.
<b>SOFTWARE</b>	Printable Technologies
<b>FINISHING</b>	Varies depending on the product, scoring, folding, laminating and inserting equipment are used for various products.
<b>PPML</b>	Produced using PPML
<b>TARGET AUDIENCE</b>	ADP Time and Management sales representatives along with their prospects and customers.
<b>DATE</b>	December 2003, ongoing

<b>DESCRIPTION</b>	<p>Sales representatives who work out of a home office face many difficulties, including turning out professional looking sales collateral in a timely fashion. The ADP Time and Labor Management sales force was creating prospecting letters, Webinar invites and other sales collateral on the fly. These documents served a purpose but had no consistent look and did not always re-enforce ADP's brand. In addition, there was no formal process to share these resources within the sales group, resulting in redundant efforts and significantly higher costs for each mailing.</p> <p>ADP wanted to find a way to standardize the marketing and sales materials for this group and make them available to the sales force for Internet personalization.</p> <p>Working with Digital Innovations Group, the company created an online collateral catalog that allows sales representatives to customize and order prospecting direct mail. Sales materials include prospecting letters, video demos and Webinar invitations that can be personalized to some degree and can include variable images. All of materials can be personalized with the sales representatives name and contact information. Prospecting letter and brochure graphics and copy can vary based on the recipient's job title and industry. Depending on the type of collateral needed, high-speed black and white digital equipment or color digital color printing devices are used to output the personalized materials.</p> <p>ADP is pleased with the results of its efforts. "To continue our growth we needed to streamline our processes and improve the quality of our prospecting," says Scott Goldberg, area Vice President for ADP Time &amp; Labor Management. "I'm already seeing more qualified prospects and strong participation in our pipelines."</p>
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