VIPP 2001 for the DocuColor 2000 Series

Variable data Intelligent
PostScript® PrintWare

April

The power of variable communication

Real-life businesses with real-life applications experience exceptional results


A local bank asks its customers how they want to customize the information on their monthly bank statements. Based on their responses, the bank delivers the statements in the exact format desired by each customer.

A university sends out letters to the class of '72 asking for donations for the new gymnasium. The letters remind the recipients of the glory of the '72 season, and how the buzzer-beating shot against their arch rivals is still being talked about to this day. In the same print run, the University sends letters to the class of '73, which jokingly explain that the referee whose bad call cost them the championship will not be allowed in the new gym.

A healthcare organization collects information on all its patients, so when they come in for their next appointment, their insurance forms are printed with known information already populating multiple fields, such as name, address, insurance company, account number, etc.
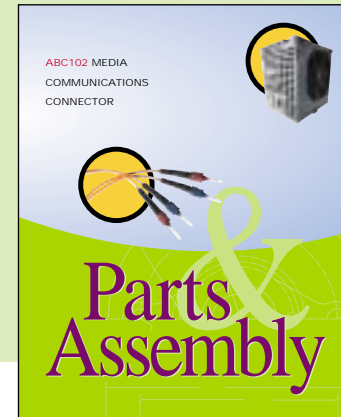
A high-tech manufacturing firm prints multiple versions of a product manual in the same print run. Each version has different assembly procedures, pictures, and text.

On Tuesday, a woman calls a department store inquiring about evening gowns. On Thursday, she receives a custom-made catalog just for her, highlighting formalwear, dress shoes, jewelry, and high-end accessories.
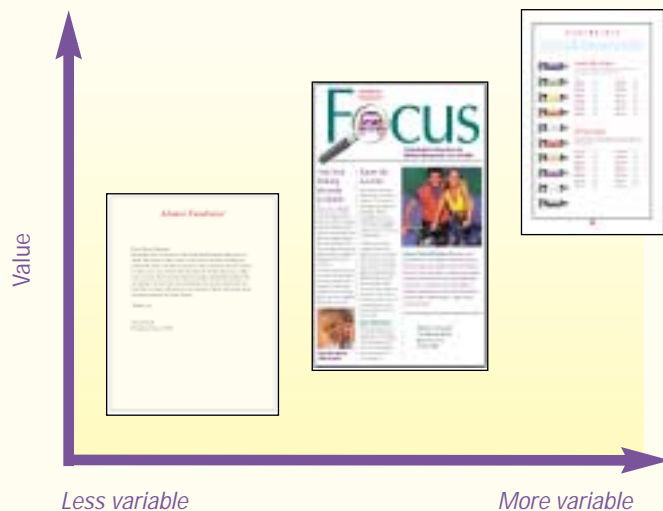
Variable data printing... a key to *invariable* success

Variable data printing is an organization's means of reaching its audience with specific, relevant messages. This communication vehicle has become increasingly popular because it has been proven that readers respond better to targeted, personalized messages.

The variable data within a print run can vary from simple text-only changes where each document simply differs by name, address, and perhaps simple graphics, to extremely sophisticated applications where there are great differences between documents. This includes text, logos, photos, graphics, size, layout and even entire backgrounds. As the levels of variable content and complexity increase, so does the perceived value of a document. That is, a document sent to a customer with customized photographs, graphics and text will have more meaning to that individual customer than a document that only has a personalized salutation and generic graphics.

A study performed by CAP Ventures shows that response rates using variable data improves by 38%, response time improves by 40%, and retention improves by 48%. It is because of these staggering numbers that successful businesses in every industry are implementing variable data printing solutions—not only for marketing material, but also for transactional forms and documents. Variable data printing ensures marketing materials are more effective and receive greater response, bills are paid faster with fewer errors, and monthly statements are actually read and kept—*because now they have value.*

Value

Less variable   More variable

The bottom line: variable data printing gets results.

*Documents with more variability
have greater value.*

The fastest route from point A to point B

Xerox led the way in variable data printing with the introduction of LCDS over two decades ago. Over the past 20 years, Xerox equipment has printed millions of variable data applications ranging from simple inventory reports to sophisticated financial statements, healthcare , and insurance policies. Today, Xerox has expanded its color variable data offerings by enabling PostScript variable data printing with **Variable data Intelligent PostScript Printware (VIPP**™).

VIPP is a powerful, fully-featured, full-color variable data composition and document assembly software that has successfully met the requirements of thousands of customers in the financial services, manufacturing, health-care, education, service bureaus, and graphic arts industries. VIPP in the full color world has traditionally been used for database-driven variable applications such as one-to-one marketing and direct mail pieces.

Today, as more shops look for ways to enter the full-color world of production, **VIPP 2001** provides the solution not only with expanded 1:1 marketing printing capabilities, but also with high-speed variable data transactional printing. The unique ability to process and format both line and database sources using the same workflow, command library, and programming resources—and then print on a wide range of Xerox printing and publishing systems; including monochrome, highlight color, and full-color print devices—makes VIPP 2001 the ideal enterprise-wide variable data solution.

By creating documents dynamically at the printer—decreasing network traffic, improving productivity by an average of 13%, and caching reusable objects, VIPP is the most productive way to leverage the full potential of variable data printing.

The bottom line: VIPP 2001 meets all variable data printing requirements across the enterprise—productively.

fast.faster.fastest

fast.faster.fas

fast.faster.fastest

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PRODUCTS OFFERED

Everything that's needed... and then some

WHAT'S NEW IN VIPP 2001

- Variable text reflow between frames on a page or across page boundaries

- Support for JPEG file formats

- Numeric string formatting functions

- Rotation in an SCALL command

- Support for multiple line charts and multiple-series bar charts

- An extensive collection of data-driven business graphics (line, bar and pie charts) in 2- and 3-D, normal and exploded views—shaded with various fill patterns in highlight or full-color

- VIPP Projects*—all VIPP resources for a job can now be contained in a single XML-formatted library

* Requires VIPP IDE (Interactive Development Environment) 2001

VIPP 2001 features a broad range of powerful capabilities that enable customers to create aesthetic, colorful, high-value documents with high levels of variability.

GRAPHICS AND IMAGES

- Data-driven graphics uses variable data to build full-color bar, pie, and line charts on the fly.

- Place, move, rotate, and enhance graphics and images anywhere in the document.

- Move, enlarge, and reduce variable and/or static image boxes.

- Create and fill background boxes with an unlimited number of colors.

- Ensure all variable data fields correlate with one another.

COLOR

- Add color to text, backgrounds, and images.

- Match colors exactly through Pantone, ICC profiles, etc.

- Select from millions of colors.

TEXT AND FONTS

- Manipulate font size, attributes, placement, and alignment.

- Add custom fonts.

The bottom line: VIPP 2001 provides the tools needed to create documents that will have the greatest impact on readers.

VIPP Tools for DocuColor® 2000 Series

DesignMerge™: Xerox VIPP made easy

To make application development easier, Xerox and its business partners created a comprehensive line of VIPP Tools, including DesignMerge™, a QuarkXTension™ that gives direct access to the distributed final composition capabilities of VIPP 2001.

In essence, DesignMerge ensures organizations that do not have VIPP 2001 programming expertise in-house can still reap its benefits. Designers simply create 1:1 marketing or promotional transactional documents in QuarkXPress™ as they normally would—there are no restrictions to colors, images, or backgrounds. Starting with a simple, flat-file database, the DesignMerge "Quick Setup" feature walks you through the process of creating placeholders for variable text, photos and graphic elements in a QuarkXPress™ document. You can even create any data-driven graphics that are supported by VIPP (bar charts, line charts and pie charts)—all from within the DesignMerge user interface. Then, after the document is created, the DesignMerge Graphical User Interface is used to link the variable fields to the appropriate images/text in a single operation.

When you're ready, just select Xerox VIPP as the DesignMerge output driver of choice, and in a matter of seconds you have everything you need to begin your VIPP print run. All of the VIPP files created by DesignMerge are complete, well structured, commented and are ready to run—taking the guesswork out of VIPP programming for good.
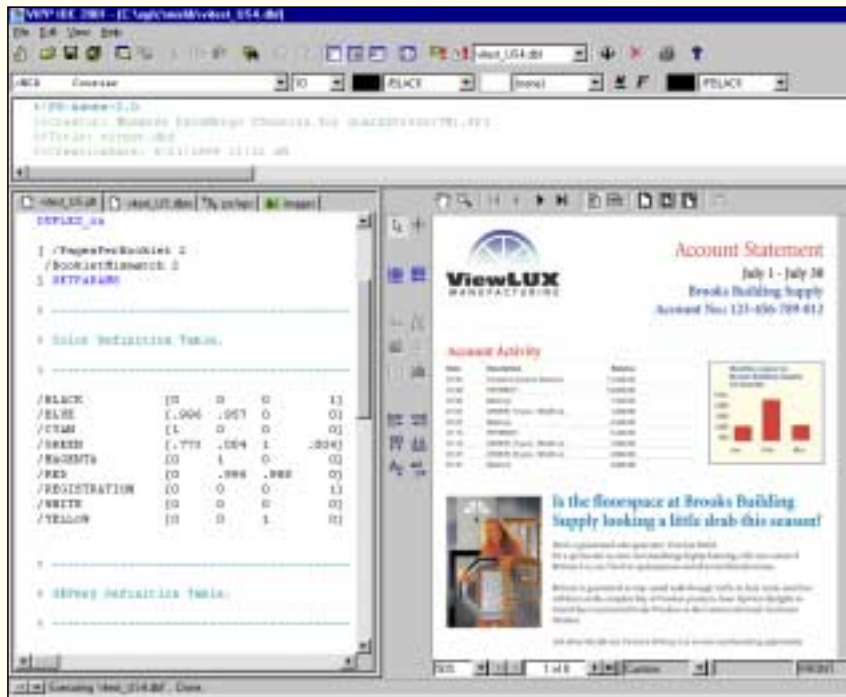
The bottom line: VIPP is productive, it's flexible... and now it's easy.

VIPP Tools for DocuColor 2000 Series

VIPP IDE 2001: making collaboration a simple reality

VIPP IDE (Interactive Development Environment 2001) is a VIPP application tool for sophisticated users and experienced VIPP programmers that provides access to the entire set of features of the VIPP language from a PC client—allowing users to work interactively with their documents via an intuitive graphical user interface.

From simple monochrome or highlight color applications, to sophisticated layouts in full-color, the IDE environment allows customers to view their designs in real-time as changes to the layout are made. When used in conjunction with VIPP 2001, the IDE provides support for VIPP Projects, a new feature that enables the ability to organize all the files required to run a VIPP job under a single project name. Projects are formatted in XML (Extensible Markup Language) and can be easily shared electronically, viewed, *and even edited* using a standard Internet browser interface—facilitating collaboration during the development of variable jobs. A VIPP Project is a compressed file that can even be passed from IDE to IDE—customer to customer.

The bottom line: VIPP IDE enables the interactive development of variable data applications—ensuring final output is as good as it can possibly get.

Target every customer as a unique individual.

Create shorter, more targeted print runs – on demand.

Create highly customized, full color documents with impact.

Build valuable relationships by creating documents with greater relevance to the customer.

What it's all about

VIPP 2001 helps you quickly and simply produce a wide range of documents with a full gamut of variability. From the most basic text-only personalization — to complex, graphically-intensive documents driven by highly variable demographic models—VIPP 2001 ensures you can create the applications that help you become a major player in your customers' success.

You're not just providing printing services. Rather, you're providing targeted communications… you're providing more effective transactional documents… you're providing improved results through the effective use of color… you're providing value-added services your competitors can't offer. You're providing unprecedented results.

And once your customers get a taste of these results, they'll get greedy for them, and they won't accept anything else. The benefits that inevitably follow translate into tremendous advantages to your business:

Customers won't even look at other providers who can't do what you do.

You will no longer be viewed as a print vendor, but rather as a valued consultant… a true partner.

The bottom line: VIPP 2001 helps you improve customer satisfaction, customer loyalty, *and your own profitability*.

Training, support and peace of mind

Hundreds of thousands of customers around the world have come to expect exceptional products from Xerox. But aside from the most advanced technology available on the market, one of the key advantages of partnering with a global organization like The Document Company is the extensive services and support we are able to provide.

A growing line of Xerox solutions and services let you join the ongoing collaboration among a worldwide community of Xerox analysts and VIPP users. Consulting, document process assessments, application development, training, outsourcing, and other services are available to small businesses and enterprises alike.

We work closely with your organization to help maximize your Xerox variable data solution. We train your operators on how to use the software to its full potential. You have a dedicated 24/7/365 VIPP-only hotline for technical assistance. We support our software with a strong direct sales force and expert analysts and trainers in the field—available to come to your site whenever they are needed.

The bottom line: With local and global support, help is never far away... no matter where you are.

XEROX
Worldwide Partner

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