

think FORWARD

thinkforum.com | Winter | 2019

Inkjet Networking and Knowledge

THINK FUTURE FORWARD

In 2019, think will bring its members more resources than ever before.

SHAPE UP YOUR SALES

Reinvigorate your sales team with these valuable resources.

ON A HIGH NOTE

This duo brought their business to new heights with the help of Canon Solutions America.

LEVERAGING PARTNERS

Canon Solutions America wanted to serve its customers better so it launched the CSA Unified Partner Program.

think



PROFITABLE PRINT

Get the Inkjet Advantage
See back for details

JOIN US AT think 2019!

think 2019 date and venue have been announced! Mark your calendars to join us at the Boca Raton Resort & Club, September 16-18, 2019.

A lot of work and planning goes into the think Conference, and I thought this issue would be the perfect one to recognize the think Board members that contribute their time and expertise to make it a successful event. I encourage you to reach out to any of us with your thoughts and ideas on how we can continue building a best-in-class inkjet user community. You will find our contact information on thinkforum.com.

The think Board continues to search for ways to bring our community together and share best practices outside of the annual think conference. Last year, we piloted virtual workshops in which an industry expert led a small group in a virtual hands-on workshop on a particular topic. The workshops were well received by our think members and we are excited to be bringing you even more this year — with content specifically designed by role: marketing, sales and operations. Watch for more information on virtual workshops to come in future issues of the monthly think eNewsletter and make sure to register on thinkforum.com.

In the interest of creating an engaged community, I encourage you to step up and Share Your (Inkjet) Story, if you haven't already. An important component of the think community is about learning from one another. While it's great to learn, it's equally important to share so that others can learn from you. Help us create a dynamic community — raise your hand to participate in a think Forward article, blog or webinar by sending an email to ShareYourStory@thinkforum.com!



Bob Radzis
think President
SG360°
Chief Customer Officer

WHAT'S INSIDE

3 / MEET THE BOARD MEMBERS

4 / SALES SUPPORT

The think Forum website offers a host of whitepapers and other tools you can use to optimize your print sales team and effectively manage them throughout the year.



6 / STARTING AND ENDING ON A HIGH NOTE

From the very first day Denise Spalding and Jennifer Eberle teamed up, failure was not an option. Not only was it not an option, but the pair was determined to break down every barrier that faced them — and in spectacular fashion, they did.



8 / LEVERAGING PARTNERS

To better serve its customers, Canon Solutions America has launched the CSA Unified Partner Program.

10 / MAXIMIZE YOUR MEMBERSHIP

As a think member you have access to benefits all year around. View a checklist of these benefits to begin maximizing your membership today.

MEET THE thINK BOARD MEMBERS

As an independent community of Canon Solutions America Production Print customers, the thINK Board is comprised of customer companies who are leaders in inkjet.



Victor Bohnert - Executive Director

Victor has been the Executive Director of thINK since its inception. He has nearly 20 years of experience in building and managing customer communities in the tech sector and has led several organizational turnarounds and mergers. Prior to joining thINK, Victor was Executive

Director of the VMware user group, the world's largest virtualization user group with more than 125,000 members globally and 40+ regional events.



Bob Radzis - President

Well known in the industry, Bob is Chief Customer Officer at SG360° where he advises clients on successful implementation and execution of one-to-one campaigns. An early adopter of digital prepress and digital printing technologies, he continues in his vision

of bringing greater quality, speed and customization to direct marketers.



Lori Messina - Vice President

Lori is the Executive Vice President of Access Direct Systems, a company to which she has dedicated more than three decades of ingenuity, innovation and hard work. Having worked her way up from an entry-level position to Executive Vice President and Owner, Lori truly

knows all elements of the direct mail marketing industry. Lori now focuses her efforts on strategic planning, effective policies, and fine tuned management to maintain and continue to put Access Direct at the forefront of the direct mail marketing industry.



Larry Vaughn - Secretary/Treasurer

Larry Vaughn has been an active participant in the print community on a local, national and global level throughout his career. By adapting to the ever-changing landscape of print and technology, Larry has developed a reputation within the industry as a forward thinker and true

visionary. Larry Vaughn was most recently the Co-Owner and Vice President of Sales at Seebridge Media. As of February 1, 2016, Thomas Printworks acquired Seebridge Media retaining Larry as the Sales Manager for the commercial print and mail division.



Dave Johannes

Dave is a thINK Board Member and Moore DM Group Executive Vice President of Strategic Initiatives with 40 years of catalog and direct mail experience. He has a long track record of innovation and operations leadership and was recognized with the prestigious Graphic

Communications Association Innovator Award. Dave was an early adopter of the original inkjet addressing technology and has been involved with inkjet's evolution across a wide range of applications from simple to complex.



Ron Goglia

Ron is the Operations Director of Output Distribution Services for Cigna. In this capacity, he is responsible for managing an organization with primary activities including document management services and transactional print to mail activities. Ron serves on the Board of the

National Postal Policy Council (NPPC), a Washington, D.C.-based industry association representing the largest First Class mailers in the country.



Todd Roth

Todd is Vice President of Core Publishing Solutions for Thomson Reuters, which specializes in short- and long-run, high-quality hard-cover book production. An innovator, he and his team were instrumental in reshaping Core Publishing Solutions, creating production flexibility and

scalability for the new digital environment. Todd also serves on the Canon Solutions America Digital Print advisory council (DPAC), which meets semiannually to provide feedback and discuss current industry trends, market changes and business conditions.



Eric Hawkinson

Eric Hawkinson is Vice President of Marketing for Production Print Solutions at Canon Solutions America. He has been part of the Canon Solutions America team for more than five years, but his involvement in the graphic arts industry spans more than a decade. Eric spent more than seven

years serving as the global executive director of Dscoop, an independent community of business owners and technical professionals. More recently, he assisted in founding and serving on the Board of thINK. Eric is also active on the Board of Two Sides, a nonprofit initiative by companies from the graphic communication value chain.



Tonya Powers

Tonya started her career with Océ North America and then Canon Solutions America seven years ago as a marketing specialist. Her background has been B2B marketing over the past 20 years. She has been in the industry for 14 years starting at Hewlett Packard. Her first role on the PPS Mar-

keting team was as a customer segment specialist focusing on the graphic arts market. Tonya now manages the Go To Market team to support the outbound marketing initiatives for the PPS Business.



Sheri Jammallo - Executive Program Liason

Sheri Jammallo is the Senior Advisor, Marketing at Canon Solutions America, with a keen segment focus on the Commercial, Book, Transactional, Direct Mail and Corporate In-Plant print production space. She brings with her a wealth of industry knowledge that enables her to lead field relevant

go-to-market production print strategies and programs for Canon Solutions America that bring value-add to their production print customers and overall print industry. Sheri's Green Belt in Lean Six Sigma enables her to create high value industry resources that are focused on educating the print community. Previous to Canon, Sheri spent 14 years in several roles at Xerox.

TIME TO GET YOUR SALES TEAM IN SHAPE

A NEW YEAR MEANS IT'S TIME TO REINVIGORATE YOUR SALES TEAM. **thINK** OFFERS SEVERAL RESOURCES TO HELP YOU DO IT.



At the start of a year, it is common for many business owners to take a step back to evaluate what worked the year before and what needs to be improved in the new year. Also, the beginning of the year is the perfect time to reinvigorate your sales team and develop new ways for them to work smarter — not harder.

thINK offers multiple tools to help you do just that. Under the theme of “Business Development” and “Sales Training,” the **thINK** Forum website offers a host of white papers and other tools you can use to optimize your print sales team and effectively manage them throughout the year.

Dealing with the Sales Challenge

Although the selling environment has never been more challenging, today's digital age makes this a perfect time to leverage all of the latest sales tools and technologies. Today's technologies must be integrated with effective selling techniques to transform a prospect into a loyal customer.

Print Supply Chain Optimization: A Critical Marketing Priority

Marketers are spending billions of dollars producing, warehousing and shipping marketing literature, packaging, documentation, point-of-sale displays, premiums, giveaways, signage and handouts for all channels of engagement. This white paper explores how managing and controlling this portion of marketing operations can materially impact go-to-market effectiveness, increase business value, and create a competitive advantage.

The Future Focus for PSPs: Becoming a Strategic Customer Communications Partner

When we talked about marketing services five years ago, the focus was on variable data and creating a personalized URL that linked to a landing page with pre-populated information. Although these capabilities are still important, today's customers are seeking

more. They want a strategic partner that will help them with their customer communications strategy.

The Six Attributes of Successful Sales Reps

In relation to past years, today's communication buyers follow a different set of rules when selecting their vendors. Buyers' behaviors have changed, so selling strategies and sales rep skill sets must also evolve to align with this new reality. In this paper, Keypoint/InfoTrends describes six skills that are essential for selling successfully in today's market.

10 Best Practices of High-Performance Print Sales Organizations

A key challenge facing today's print and marketing service providers is finding and applying the right mix of practices to increase sales staff performance. While many firms are improving profitability through manufacturing efficiencies, establishing the right processes to increase sales growth can be elusive. This white paper highlights the 10 best practices reported by the high-performance sales organizations that participated in a recent Keypoint/InfoTrends study.

Creating the Right Sales Structure

In today's market, you must align your sales organization with your overall business strategy, while accommodating the changing demands of your customer base. This white paper discusses options for structuring your sales team to deliver better business results.

Effective Sales Management: Critical for a High-Performing Sales Team!

Many of today's print service providers under-invest in their sales efforts, placing a greater concentration on daily production, mailing, shipping and distribution. The sales process often becomes an afterthought. This white paper explores how implementing strong sales managers and sales management processes can deliver double-digit business results.

Target Marketing: It's Time to Differentiate Your Business

A number of very large and profitable companies got their start by focusing on specific market segments, and the same is true for some service providers. Aiming your marketing efforts at a target market can offer many benefits. This white paper focuses on those benefits and outlines the steps PSPs should take to get started with a targeted marketing approach.

Building Your Bottom Line, Part 1: Print Growth Opportunities

The way organizations communicate with customers and prospects has changed rapidly over the past 10 years, and the rate of change will continue to be extraordinary as firms use new technologies to improve the effectiveness of their communications. The opportunity for print service providers looks quite different than it did in the past, and those focused on growth must carefully examine their options and build sound strategies that enable them to focus resources, execute efficiently and grow profitably.

Building Your Bottom Line, Part 2: Promoting Digital Printing

Promotion is the key tool for building digital printing sales. When done correctly, promotional efforts can catapult sales and increase customer loyalty. Promotion is the conduit for creating awareness and communicating the value that a product or service

delivers to the market. This document is the second in a three-part series called "Building Your Bottom Line," and it is designed to help print service providers understand how they can effectively promote digital printing in their businesses.

Building Your Bottom Line, Part 3: Successful Selling Strategies

Today's buyers have all kinds of information at their fingertips, but this doesn't mean that sales strategies are no longer important. In fact, today's sales reps are under increased pressure to add value throughout the sales process due to the abundance of information online. This document is the third in a three-part series called "Building Your Bottom Line," and it is designed to help print service providers understand how they can successfully sell digital printing in today's multi-channel world.

Training Your Sales Team to Deliver Results

One of the best ways to improve sales results is through a strategic training program. A study conducted by the Association for Talent Development found that continuous investments in training and reinforcement resulted in higher net sales per employee. Yet despite the value, many firms hesitate to invest in it. This document discusses the importance of sales training and outlines the steps for implementing a successful training program.

SAVE THE DATE
think. 19
SEPTEMBER 16-18, 2019
 BOCA RATON, FL



STARTING AND ENDING ON A HIGH NOTE

Denise Spalding (left) and Jennifer Eberle, co-owners of HighNote, continue to take their business to new levels with the help of Canon Solutions America.

From the very first day Denise Spalding and Jennifer Eberle teamed up, failure was not an option. Not only was it not an option, but the pair was determined to break down every barrier that faced them — and in spectacular fashion, they did.

In 1992, when women were celebrating their ability to take out their own business loans (prior to this, female business owners needed a male relative to co-sign on their loans), an owner of an Allegra franchise took a chance. The location was struggling, but he saw something in the pair of twenty-somethings that told him they could bring it back. He not only offered to sell them the business, but he offered to finance it for them, too.

Spalding and Eberle worked their way through college in the finishing department of a family business, but they had never run a press. So, with boundless youthful optimism, they accepted his offer.

“The business was on a downhill slide,” Eberle recalls. “In fact, the day we were going to sign the papers, the franchisor filed for bankruptcy. Some people might have pulled out at that point, but we looked at each other and said, ‘Let’s do it!’”

The day after signing the papers, all the employees quit. The drama was heightened by the fact that all those years in a family business, they had never run a press.

Spalding and Eberle doubled down. Then they doubled sales the first month. “We sold all day and worked all night, and we cried a lot,” Spalding says. “Several times, we looked at each other and said, ‘What were we thinking?’”

The franchisor pulled out of bankruptcy in record time, and one year after the women took over the Louisville location, they earned President’s Council, a top honor in the franchise. They went on to earn Best of the Best three years running while growing to the largest franchisee in the U.S. Six years after that, they paid off the 10-year loan.

Perseverance and Personality

As much as Spalding and Eberle love the production side of the business, they love the customer side, too. Starting in the early days of their franchise ownership, they thrived on building relationships.

“I ALWAYS TELL MY TEAM THAT I WILL PUT THEM UP AGAINST ANY NATIONAL GIANT COMPANY. WE’LL COMPETE AGAINST ANYBODY – AND WITH THE HELP OF PARTNERS LIKE CANON WE WILL CONTINUE TO BE ABLE TO DO THAT!”

— Denise Spalding

“Whether it was someone who needed a business card or a business owner who needed marketing collateral, we loved getting to know everyone who came in the door,” Eberle says. “That storefront model helped us understand how important it is to build relationships first.”

As a certified woman-owned company, Spalding and Eberle see women’s natural ability to build connections and relationships as one of the company’s strengths. “This business has been transformed from the day we bought it to where it is now,” notes Spalding. “But what hasn’t changed is our willingness to have real conversations with our clients and go all in.”

In 2014, they used their relationship building approach to win the Entrepreneur of the Year Award for Business Services, South Central Ohio.

In 2015, they merged with another successful franchise in Louisville. This enabled them to add wide-format.

Despite their success, Spalding and Eberle wanted the freedom to do things their own way. In April 2018, they made the decision to leave the franchise. The new company, HighNote, is a true marketing services provider centered around helping brands rise to their potential. Spalding is HighNote’s president/owner and Eberle is vice president/owner.

“The name reflects our goal of helping clients start their projects on a high note and end them on a high note, too,” Spalding says. “We want working with us to be stress- and worry-free.”

What started as a 1,200-square-foot storefront is now a 20,000-square-foot facility with 40 employees.

Rising to 20,000 Feet

Twenty years after Spalding and Eberle first went into business together, their entrepreneurial spirit remains strong. Immediately after rebranding, the pair sold their mismatched cut-sheet devices (except for several two-color duplicators they use for envelopes) and jumped into high-speed inkjet. They purchased an Océ VarioPrint i300 with PrismaSync front end.

This investment was a risk, but it was a risk the owners knew they needed to take. “High risk means high gain, so we went all in,” Eberle says.

The i-series has given HighNote not only expanded capacity and more consistent color, but the opportunity to revisit some of the economics of its programs, particularly data-driven campaigns. “Before, we were starved for efficiency in RIPing those files,” Spalding says. “Now we have no issues at all.”

Although the i-series was a large investment for a mid-sized company, the decision was helped along by the fact that they had a client with the perfect application. “They printed four-color shells imprinted with black ink,” Eberle says. “As soon as I

saw the press, I was giddy. I was thinking about this application but all of the other applications, too. I called Denise and said, ‘You won’t believe this! This could be the solution for us!’”

It wasn’t just the press itself that sold the pair on the i-series. It was the vendor behind it — Canon Solutions America. “We are a company committed to building strong partnerships, and we felt that Canon would exhibit all of the things we’d like to see in a partner,” Eberle says.

It was the right call. Eberle calls the installation “the smoothest transition we’ve ever had.”

“The communication was excellent,” Spalding recalls. “They laid out the schedule. They told us what our responsibilities were. We followed the schedule, had weekly project meetings, and everything went exactly as intended. In fact, our install completed a week early.”

HighNote started printing on the machine the day it was installed. “We started even before Canon gave us the blessing,” Eberle laughs.

Two months in, HighNote produced a two million postcard run. “We would never have been able to do that on our old fleet,” says Eberle.

The i-series also allows HighNote to manage the workflow on different devices, including its Canon imagePRESS C10000.

Every day, Spalding and Eberle are discovering new efficiencies in running the press. “The PrismaSync lets us send complete files to different devices, and we love that our operator can run other devices even when the i-series is running,” Eberle says. “Plus, we downloaded the app on our phones, so we can see and monitor all of our jobs.”

The team knows that they still have a lot to learn about the press. That’s one of the benefits, they say, of attending Canon’s thINK conference. “It was an eye opener for us,” says Spalding. “It gave us an opportunity to connect with other adopters of this technology.”

So far, the team has been very pleased with the quality, uptime, and color consistency on the press. “We are anxious to put as much work as we possibly can on it!” Eberle exclaims.

Looking to the future, Spalding and Eberle will continue to deepen relationships, expand services, and make their digital finishing increasingly robust. But more important, they plan to retain their business culture of being passionate, positive, and experts in their field.

“We have consistently gone up against giant companies and won,” concludes Spalding. “I always tell my team that I will put them up against any national giant company. We’ll compete against anybody — and with the help of partners like Canon we will continue to be able to do that!”

LEVERAGING PARTNERS

To better serve its customers, Canon Solutions America has launched the CSA Unified Partner Program.



By **Michael Poulin**, Director of Marketing at
Canon Solutions America, Production Print Solutions

LEVELS OF PARTNERSHIP

BUSINESS - Partnership and reseller agreement where CSA has responsibility of sales and service.

VALUED - Partnership and agreements where CSA may resell items but is not responsible for sales or service.

STRATEGIC - Strategic alliances for OEM partners at the factory level.

One of the universal truths of business is that no one can do everything. At Canon Solutions America, we rely heavily on our partners because our goal is to make sure we have the right products and solutions for the markets that we're going after and the customers that we serve. Partnerships and the end-to-end solutions they provide are the cornerstone that has helped to build the foundation that has made Canon Solutions America the company with the No. 1 market share in the industry.

Although Canon Solutions America has worked with partners in finishing, software and media for many years, about a year ago, we introduced the CSA Unified Partner Program to consolidate and streamline the products and services Canon Solutions America offers.

items, but is not responsible for sales or service.

As a result, we can customize a solution for our customer quickly and easily based on their needs. Another example is our media partners, where we do not sell the product but instead we work with more than 30 paper mills to ensure that the paper that is provided works seamlessly in our equipment. We even have several active programs with U.S. paper mills to develop new paper specifically for our products to support new applications.

Another key aspect of the Unified Partner Program is the level of interaction between our sales team and our partners. Just one of the many perks is that we share contact information of regional sales specialists with our partners so they have direct contact with each other. They can work together on

FROM A PARTNERSHIP STANDPOINT, WHEN YOU'RE ALLOCATING YOUR MARKETING DOLLARS, YOU WANT IT TO BE WITH THE COMPANY THAT WILL PROVIDE THE BIGGEST RETURN.

Taking direct feedback from our customers and partners alike, we identified some high-level goals, created new partnerships and strengthened our existing partnerships. We then introduced a few new programs all designed to support our customers in a comprehensive way that is unmatched in the industry. As we go forward we will leverage our partnerships as a means of mutual promotion with co-marketing programs and more joint projects.

Partners in Print

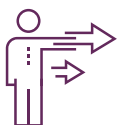
We have devised three tiers of partnerships to meet our partners' and customers' needs: strategic, business, and valued partners. Our strategic alliances are made up of original equipment manufacturers (OEM) that we partner with on a factory level.

The business partnership involves a reseller agreement where Canon Solutions America handles sales and service. Meanwhile, the valued partnership is an agreement in which CSA may resell

customer accounts to ensure that the customer is 100% supported. We also work very closely with our partners as part of a bi-directional training program through which they teach us about their offerings and we train them on ours. This way each of us can sell and promote their products and services more thoroughly.

From a partnership standpoint, when you're allocating your marketing dollars, you want it to be with the company that will provide the biggest return. As the market share leaders, Canon Solutions America provides the potential for the biggest return, but we go beyond that to work collaboratively to solving our customers' needs, and that is why the Unified Partner Program has been a success.

FOR MORE INFORMATION ON THE CSA UNIFIED PARTNER PROGRAM, CONTACT MICHAEL POULIN AT (561) 997-3188.



ASSIST



SYNERGY



EXCHANGE



PLANNING



GOALS



INNOVATION



TRUST



Are You Maximizing Your think Membership?

As a think member you have access to benefits all year around. View a checklist of these benefits below then log in to thinkforum.com to start maximizing your membership today.



ATTEND THE ANNUAL CONFERENCE

Mark your calendar for the annual think conference to learn and network with peers, partners and industry experts: September 16-18, 2019.



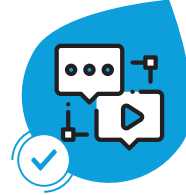
JOIN OUR WEBINARS

Join the live quarterly webinars with topics spanning from Profitable Print to Building Your Bottom Line.



VIEW ON-DEMAND WEBINARS

Choose from a library of 40+ recorded webinars to learn everything you need to know about inkjet in 2018 and beyond.



PARTICIPATE IN VIRTUAL WORKSHOPS

Attend small, interactive, hands-on virtual workshops on inkjet sales, marketing and production strategies.



READ INDUSTRY WHITE PAPERS

Access the latest industry research with almost 200 white papers.



JOIN THE MEMBER DIRECTORY

Connect with peers and industry experts using the online think member directory.



PROMOTE YOUR BUSINESS

Add your company to the print provider tool and promote your business in the community.



REFERENCE THE PAPER SELECTOR TOOL

Select the best paper for your project using the paper selector tool.



GENERATE LEADS FOR INKJET PRINT JOBS

Use the MKTG Lab resources, including videos, templates, and ready-made direct mail campaigns to generate leads for inkjet print jobs.



ENTER THE INKJET INNOVATION AWARDS

Enter your innovative inkjet print projects to be recognized as a leader among your peers.

SMART CHANGE STARTS HERE

“THE OCÉ VARIOPRINT® i-SERIES IS SO FAST AND EASY TO OPERATE

that we're able to run it at maximum capacity, as proven by our 10 million-plus impressions in a month. It allows us to serve more customers and has publishing-grade quality and color that jumps off the page.”

—Adam DeMaestri, CEO and President, BR Printers

#INKJETMINDSET



Océ VarioPrint i-series press

Canon

CANON SOLUTIONS AMERICA

READ MORE CUSTOMER SUCCESS STORIES
WITH THE OCÉ VARIOPRINT i-SERIES PRESS:
PPS.CSA.CANON.COM/SUCCESS

Canon is a registered trademark of Canon Inc. in the United States and elsewhere. Océ and Océ VarioPrint are registered trademarks of Océ-Technologies B.V. in the United States and elsewhere. All other referenced product names and marks are trademarks of their respective owners and are hereby acknowledged.
©2019 Canon Solutions America, Inc. All rights reserved.



CANON SEE IMPOSSIBLE

thINK.


102-G Executive Drive
Sterling, VA 20166

PRESORT STD
U.S. Postage
PAID
Dulles, Va
Permit No. 22

thINKforum.com | Winter | 2019

thINK FORWARD

Inkjet Networking and Knowledge

 **49** ¢ / 3.33 HOURS

Total cost to print this issue of the thINK newsletter: 49¢
Press Time: 3 hours and 20 minutes
Compare that to 75¢ per piece and 8 hours and 36 minutes of press time on a 100 page per unit toner engine. Supply and service cost of inkjet was .136¢ per set and .30¢ for toner per set. **That's profitable print!**

PRODUCTION NOTES

PAPER: Pixelle® Superior Duo Matte 127# Text 9 pt.
PRESS: Océ VarioPrint i300

thINK is an independent community of Canon Solutions America production print customers, solution partners, and print industry experts and Canon Solutions America is a proud executive sponsor. Led by some of the most successful inkjet service providers in the country, it provides a forum for members to network, gain knowledge, discuss common challenges, and share best practices. Learn more: thinkforum.com

thINK.