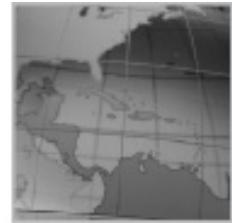


Case Study



Business Development Services



May 2014

Ditto Documents Gains New Clients with Tailored Web-to-Print Offerings

XMPie StoreFlow Enables Company to Build Complex Platforms

Comments or Questions?

Table of Contents

Introduction	3
About Ditto Documents	3
Matthews International's Cherished Memories Program.....	4
Regional Fundraising Programs at Dunkin' Donuts.....	6
About the Author	9

Introduction

Ditto Document Solutions is no stranger to web-to-print technology or implementation. The company invested in web-to-print over a decade ago because its owners recognized the need for large corporations to have a centralized library catalog and management platform for document output across many locations. Over time, the need for web-to-print was transformed as clients sought more creative and advanced solutions, and Ditto Documents delivers these solutions using XMPIe.

About Ditto Documents

Nineteen years ago, Ditto Documents (Pittsburgh, PA) was launched by Kenneth Shriber and his brother Steve as a copy and production center for law firms and Corporate Legal Departments. While the company still services the copying needs of its law customers, this portion accounts for only 2%-3% of business today. Meanwhile, additional services for this sector (e.g., litigation support services, data warehousing, hardware, scanning & imaging, and web support needs) represent about 20% of the company's business. Today, Ditto focuses on its direct marketing and printing production, targeting medium-sized and large corporations in Pittsburgh and the tri state area. The company works with marketing and IT departments to implement solutions that help solve problems or create outcomes that grow revenues.

While printing remains a core business for Ditto, digital solutions have become a focal point.

For the past decade, Ditto has continued to invest in the newest digital printing technologies from Xerox. The company boasts an impressive list of Xerox digital printing equipment, including two iGen4s, three Xerox Nuvera 120s, and two Color 560 Printers. Kenneth Shriber, Partner and CEO at Ditto Documents, admits, "Our clients just don't care about our equipment anymore. Of the last three or four corporate accounts we've landed, not one of them asked what printing equipment we had or what we used for production." Although clients might not be concerned with Ditto's equipment, these devices have really helped the company streamline its operations. A few short years ago, Ditto had over 80 employees. According to Shriber, "We have since become much more efficient—we now have about 55 employees yet are handling twice the work." While printing (including direct mail, collateral, and signage) remains a core business, digital solutions (including web-to-print and cross-media campaigns for marketing supply chain management and marketing programs) have become a focal point.

Figure 1: Kenneth and Steve Shriber (Brothers and Owners of Ditto Documents)



Ditto upgraded its web-to-print software to XMPie StoreFlow in 2012 to respond to clients' demands for more advanced solutions.

Ditto has made a number of investments over the years and uses a variety of web-to-print software products to meet its customers' diverse needs. Today, Ditto is host to 35 active web-to-print sites with over 15,000 registered users. The company averages over 500 jobs daily with print quantities from 1 to 1,000+. Ditto's most recent investment occurred in 2012, when the firm upgraded its web-to-print software to XMPie StoreFlow to accommodate growth and respond to clients' demands for more innovative and advanced solutions. With StoreFlow, Ditto has successfully executed programs for its newest clients—Matthews International and Dunkin' Donuts.

Matthews International's Cherished Memories Program

Matthews International provides cemeteries and funeral homes with various types of memorialization products. Although Ditto had handled some small printing jobs for Matthews in the past due to its locality (both firms are headquartered in Pittsburgh), the companies had not collaborated extensively. A few years ago, Matthews sent out an invitation to tender to a few print companies. While the other contenders pitched and promoted their print capabilities, Ditto recognized the need for a better-managed supply chain and therefore presented a strategy to help save costs and streamline the ordering process for marketing collateral using a web-to-print system. Ditto won the contract on the spot.

Ditto converted 80% of its documents to a digital format and made them available through a print on demand ordering library.

The web-to-print relationship between Ditto and Matthews International was initially a solution to consolidate and better manage its marketing collateral. The first stage was to create a more effective process included sorting the customer's inventory. Upon review of the usage and document characteristics, Ditto was able to convert 80% of the documents to a digital format and make them available through a print on demand ordering library. The remaining 20% continued to be offset printed and warehoused for distribution to more than 4,000 funeral homes as needed. Leveraging usage data now supplied from the XMPie web-to-print system, Ditto was able to capture specific information about each Matthews International client. The company was also able to reduce overall spend by reducing order quantities and ensuring that clients had exactly what they needed when they needed it. Through this process, Shriber recognized a new opportunity for Matthews International to expand its business and increase sales within the memorialization industry. Ditto and Matthews worked together to create a new program called "Cherished Memories," which was launched in November 2013.

Through the program, each registered funeral home is able to customize and launch its own Cherished Memories site, where customers can order from a selection of customized items, including signage, viewing portraits, cap panel inserts, and collages. The funeral home director or family member can select from the offered products and backgrounds, then can upload photos and personalize the materials directly from the storefront. In addition to providing a new revenue stream, this program differentiates Matthews International with its clients—the funeral homes who can now provide an important service to families.

Figure 2: Sample Cherished Memories Promotion



To promote and communicate the benefits of the Cherished Memories microsite, Ditto partnered with Matthews to create and launch an initial direct mail campaign that encouraged funeral homes to register. Correspondence was also sent to the sales and

marketing teams who interacted with the funeral homes directly. Over 1,000 funeral homes registered within the first few months of the launch. To further assist and encourage product sales, each registered funeral home is sent a new customer kit that is customized for their business via personalized samples of the products to be sold through their new storefronts. Using XMPie StoreFlow and its digital print capabilities, orders placed by 2pm can be printed and shipped out for delivery the following day.

Ditto and Matthews have plans to launch the second phase of this program in June 2014, and it promises to be even bigger. The next phase will include full stationery product catalogue templates (a \$40-60 million industry for funeral homes alone!) with register books, memorial folders, and cards, as well as non-paper items like candles, seed packets, and umbrellas.

“At the end of the day, it’s all about the solutions—and we couldn’t have done any of this without XMPie!”

Shriber sums up the opportunity by stating, “Last year, we did very little business with Matthews. The whole process started when we got a grip on the marketing collateral and began paying attention to our client’s business and needs. At the end of the day, it’s all about the solutions—and we couldn’t have done any of this without XMPie. The funeral homes love the system because they can better service their families, Matthews loves it because it provides differentiation and creates new revenue streams, and we love it because we can see our print volume growing!”

Regional Fundraising Programs at Dunkin’ Donuts

A couple of years ago, Ditto Documents partnered with a large marketing agency to create and print over 6.5 million coupons (550,000 books with 12 coupons each) for a local gas retailer’s fundraising campaign that was offered to community organizations. Ditto used XMPie to generate the online storefront integrated into the agency’s site and created coupon books that were personalized, numbered, and uniquely barcoded for tracking. The program was a huge success, prompting Shriber to make a cold call to Dunkin’ Donuts and present the idea of a similar fundraising campaign. He elaborates, “Customers would frequently visit Dunkin’ Donuts locations and ask if they could resell or donate coffee or donuts for fundraisers. The DD franchise agreement states that this is not permitted, but the Ditto solution provides a way to support fundraising and also give back to the local community.”

"XMPie's software made the technical implementation of the Dunkin' Donuts fundraising project very simple."

Ditto Documents created a true turnkey operation for Dunkin' Donuts, including web hosting, set-up and implementation, print production and distribution, and help desk/online support. First introduced in January 2014, the coupon books for Dunkin' Donuts are created using an online storefront powered by XMPie StoreFlow and produced on the Xerox iGen4. Shriber elaborates, "XMPie's software made the technical implementation of the Dunkin' Donuts fundraising project simple—the hard part was handling the sales process and dealing with the legalities of fundraising in different states." The program is now active in Michigan, Southwestern Pennsylvania, Greater South Bend, Indiana and Toledo, Ohio. In the future, Ditto hopes to roll this program out across the country.

Figure 3: Dunkin' Donuts Passbook Program Promotion



This program was initially promoted through direct mail and in-store signage targeting non-governmental organizations in the area. The campaign prompted fundraising candidates to visit www.passbookvalues.com to register, at which point they could purchase personalized coupon books for their organizations (minimum order of 50). The books cost \$6 each and the coupons are valued at \$25, featuring many attractive offers such as “free” or “buy one get one” deals. The fundraising organizations can sell the books for whatever price they choose.

Dunkin’ Donuts is thrilled because the fundraising coupon books can be personalized for each organization, yet also maintain its corporate brand identity. Additionally, because everything is dynamic, the books can swap offers and change with the seasons. Shriber elaborates, “Our new software enables us to alter the organization, the logos, and the offers based on season, region, or individual store—all on the fly.”

The Bottom Line

As detailed in the examples above, Ditto Documents took the initiative to find a solution to problems that customers didn’t even recognize they had. Using StoreFlow in combination with Xerox’s digital printing technology has enabled Ditto Documents to effortlessly offer its clients turnkey web-to-print solutions that are complex and dynamic. Shriber concludes, “Providing these new services has enabled us to achieve an unprecedented rate of growth. We have aggressive goals to double our business by 2018, and we’re excited to report that we’re already ahead of budget after only about a year!”

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