

# Grow As You Go With XMPie

## Scalable Solutions for 1:1 Communications

# Dynamic Print

## Variable Data Printing

SOLUTIONS

		Application Areas				
		VDP	WEB-TO-PRINT	CROSS MEDIA	VIDEO	CAMPAIGN COLLABORATION
Group	Creative Tools	uDirect® Classic uDirect® Studio			uDirect® Video	
	Cloud Services			PersonalEffect® eMedia Cloud		Circle®
	Turn-Key Systems	PersonalEffect® Print	PersonalEffect® StoreFlow™	PersonalEffect® TransMedia		
		PersonalEffect® Print Pro	PersonalEffect® StoreFlow Pro	PersonalEffect® TransMedia Pro		
	Platforms	Enterprise Print →	←	Enterprise Cross Media		



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The value of print as a driving media for acquiring leads and reaching customers has never been stronger.

# Increase ROI through Targeted, Relevant Communications using Variable Data Printing

Variable data printing (VDP), often referred to as dynamic print, is quite simply the production of printed pieces with varying text, images, and/or graphics, tailored to each recipient. Marketers have long understood the unique advantage of VDP and its ability to reach customers and evoke response, hence print continues to grow during the ongoing digital transformation of marketing. Print's ability to effectively deliver high-quality communications to the

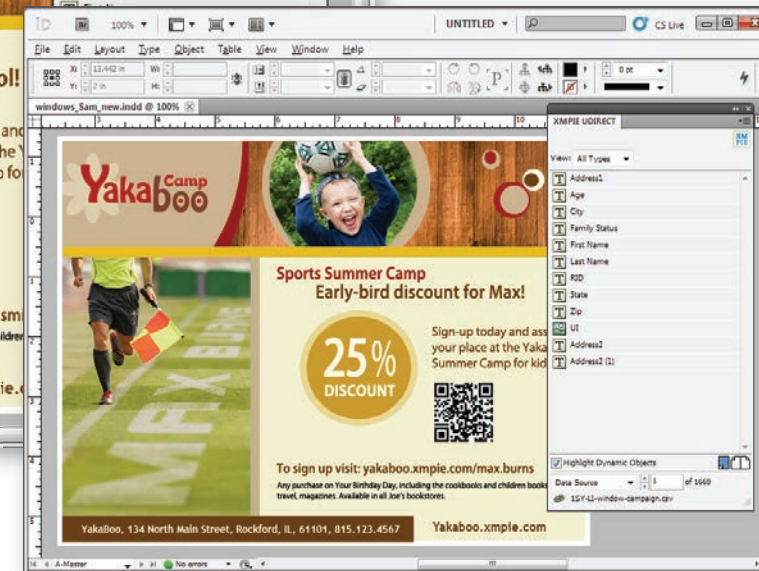
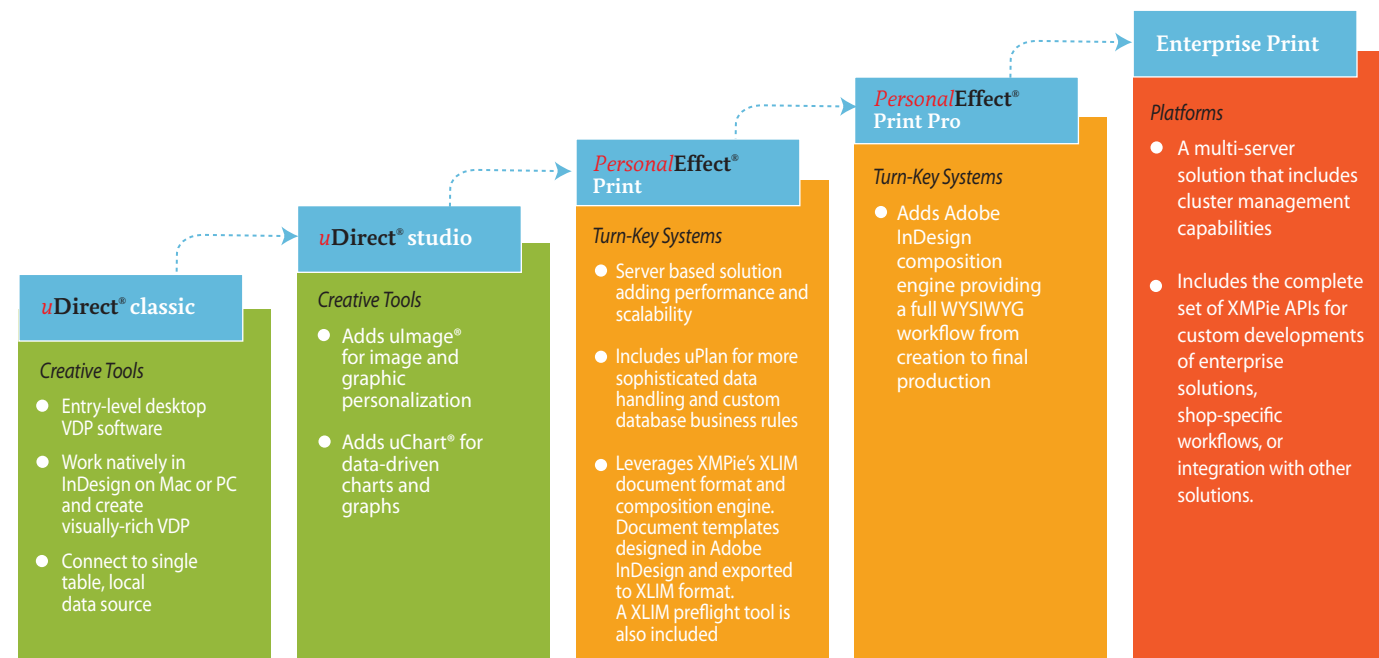
intended audience can be attributed to its staying power as a tangible medium.

Response rates from print are among the best for any single medium when driven by technology that enables more relevant and personalized messaging.

## Which XMPie VDP Solution is Right for Me?

For companies embarking on variable data printing, XMPie offers two types of solutions – desktop and server. For convenient and cost-effective desktop VDP, choose either uDirect® Classic or uDirect Studio. If your business requires high volumes of VDP, production automation, online links to SQL databases, solution customization, or Web-to-print capabilities, then PersonalEffect server-based solutions is what you'll need.

No matter where you start in this continuum of XMPie print products, you can easily upgrade in the future. You can move from desktop to server, single-server to multi-server without having to re-work or lose any of the work you have already created. So, no matter which product you choose, your solution can scale to meet your future business needs.



## XMPie Makes it Work!

XMPie leverages the industry-standard Adobe® platform for limitless creativity and flexibility. By starting with a simple data source like a Microsoft® Excel file, and a static document created with Adobe InDesign®, you can design and deploy a highly-creative variable data piece with XMPie. With the addition of ulmage® and uChart®, you can easily incorporate advanced image personalization and design-rich, dynamic graphs and charts. Sign up for the XMPie Marketplace portal to purchase captivating ulmage templates, or make your own.



## Scale Your Capabilities

Expand your offerings as your business demands without sacrificing your initial investment. The XMPie architecture allows you to add production capacity or fault-tolerance to your print operation, or expand into the highly promising 1:1 cross-media communications space. Having a good foundation in VDP before jumping into more advanced multichannel campaigns is always a good idea. But if you have worked with VDP and are comfortable working with databases, you are well positioned to transition into new and higher-margin cross-media opportunities, which can involve any combination of Web, email, mobile, video and print. Furthermore, if your next step will be to enter the world of Web-to-print, the variable documents you create with XMPie can easily be made available to web-savvy clients who are more willing than ever to place print orders online.

