IBM

ColorStream Expands the Spectrum with One-to-One Marketing.

For George Willock, president of ColorStream Technologies, running the first fully-digital print studio in the U.S. was just not enough. That's why in 1996, with the help of an IBM® InfoColor™ 70, Willock expanded his Chicago print studio into an all-encompassing facility that prints and consults on marketing materials, maintains virtual databases with up-to-date consumer information and helps clients turn data into valuable marketing information.

Willock realized that print quality is a key element in producing documents that people want to read. However, it's content that helps make the sale. "What's the point of owning an intelligent, high-quality digital press if you're not printing the right information?" he asked. In response to his own challenge, Willock turned ColorStream into a company that specializes in one-to-one marketing. His customers consider him a marketing partner.

One-to-one marketing is revolutionizing the way businesses target potential customers. In the past, a direct mail response rate of only one or two percent was considered acceptable because businesses targeted the general public with "mass mailings" of direct mail pieces. Now, however, ColorStream is helping its customers achieve a qualified buyer return rate of more than 10 percent. Most businesses have access to valuable prospect information that they can use to tailor communications. ColorStream pinpoints that target audience and

"IBM has clearly demonstrated its commitment to the printing industry and has an excellent understanding of the nuances of my market."

George Willock, President, ColorStream

Application	Offset-quality, 4/color digital printing
Software	IBM InfoPrint™ Manager
Hardware	IBM InfoColor 70
Services	Maintenance and Support

develops a corresponding plan to design direct mail pieces that incorporate text, messages and graphics that will appeal to the individual reader. The strategy may sound simple, but successful execution depends on the right solution.

All Marketing is not Created Equal

Attempting to attract customers with the same marketing piece implies that all people have the same interests and the same needs. In reality, nothing can be further from the truth. ColorStream decided to buy an IBM InfoColor 70 to help them leverage individualization.

Appealing to an array of industries, ColorStream customizes marketing pieces for a client list that includes a major airline, five-star hotels, top-of-the-line appliance manufacturers and branded pharmaceutical companies. Through a specialized database management process, ColorStream uses information about potential customers to select appropriate messages and images from multiple databases.

ColorStream relies on the IBM InfoColor 70 to print powerful one-to-one marketing materials.

The company feeds the information to the InfoColor 70 to generate customized pages on-the-fly and then utilizes IBM's 64 GB Electronic Collator for expanded variable data capability. Using this method, ColorStream produces a high volume of direct marketing pieces, each uniquely tailored to its audience. The InfoColor 70 Collator option also provides the ability to electronically collate the materials, which makes it ideal for the direct marketing industry. "Working with IBM to create end-to-end solutions, we now have extensive capabilities that include data mining, color calibration, remote access and soft copy proofing. The IBM InfoColor 70 is the means to the end and it's what moves the information; it is the nucleus of the workflow," said Willock.

Record-Breaking Response and Performance

The value of one-to-one marketing using on-demand printing is illustrated through the work that ColorStream produces for a pharmaceutical company. ColorStream customizes marketing pieces designed to inform physicians, HMOs and healthcare facilities about medications that are relevant to their patients. By personalizing the mailers with the physicians' details, information relating to the physicians' specialization and the healthcare facility's logo, the document attracts the reader's attention. These customized, high-quality, color mailings generated record-breaking response rates. Now ColorStream's pharmaceutical customer is turning that initial interest into sales.

These customized marketing campaigns are possible through ColorStream's database management solution and its ability to output these customized pages on the IBM InfoColor 70. Even for thousands of mailers, the general turnaround time for a customized job is only 48 hours. In fact, ColorStream's high volume of business, combined with the speed and accuracy of the InfoColor 70, makes it the only company to produce more than a half a million pages in less than 90 days on the IBM InfoColor 70. "IBM's experience in high-speed, variable data output on black-and-white printers has definitely given the company an edge in this new color segment," said Willock.

A Worldwide Marketing Strategy

Further expanding its capabilities, the Chicago-based facility plans to conduct business worldwide. Working closely with IBM, ColorStream intends to offer the ability to electronically receive documents and print at any location. This distribute and print model will allow for greater efficiency in servicing its customers, updating materials and printing on-the-fly. With this strategy, ColorStream is clearly poised to meet the future needs of its digital print-savvy customers.

Variable healthcare facilities' names and logos increase reader attention

High-quality, four-color mailings generate record-breaking response rates

Customized mailers designed to inform physicians about medications relevant to their specific patients