Four-color, digital printing solutions

Royal Dutch Touring Club Steers Customers in the Right Direction.

IBM

Planning a family vacation? Imagine receiving a travel guide tailored exactly to your needs, within just 24 hours of your request. The comprehensive, color booklet contains up to 38 pages, with detailed maps and directions, shortcut routes, detours avoiding road construction, suggested stop-off points based on your driving preferences, hotels and restaurants, and commonly-used phrases in foreign countries.

This scenario is a reality for Royal Dutch Touring Club (ANWB) customers. Two years ago, ANWB, a Dutch organization similar to the United States-based AAA, investigated the potential value of publishing on demand to complement its substantial number of maps, hotel and

camping guides. At the same time, ANWB planned to increase member loyalty by offering a new, high-value service.

Powerful, Customized Marketing
By harnessing the power of the IBM® InfoColor™ 70 digital color printer, ANWB now offers its 3.2 million members a customized travel guide service.

"The IBM InfoColor 70 was the only solution that could offer us high-quality, fast, color digital printing so that we could deliver documents that measure up to our members' high standards."

Wil van Braam, manager of strategic/ innovative projects, ANWB

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

This innovative service demonstrates the power of one-to-one marketing and is the result of a collaboration with IBM; Casparie, a commercial printer; and FAIR Information Systems, a digital systems integrator. FAIR Information Systems, an IBM Business Partner™ based in the Netherlands, developed the software application that builds and personalizes each booklet by compiling information from a number of databases, based on customer preferences. During transactions with members, ANWB now can add pertinent information to its member database, thereby building a detailed profile of each individual's preferences.

In the future, the technology partners will add the highly-anticipated ability for businesses to target their advertising to appropriate members. For example, the InfoColor 70 willl print a hotel advertisement in a booklet when a member is planning a trip with a stop-over nearby. Advertisers will pay for each time their advertisement runs, and they will receive the names of those individuals whose profiles trigger inclusion of that advertisement in their booklet.

ANWB customers benefit from individually-customized travel guides.

The Value of Variable Data

The IBM InfoColor 70 incorporates variable data and outputs Adobe PostScript documents at 70 impressions per minute. Casparie, one of the first InfoColor 70 customers, understands the benefits of print-on-demand through its experience printing personalized, home banking brochures for German banks. Anticipating the increasing demand for ANWB's customized travel booklets, Casparie invested in a second InfoColor 70.

"It is hard to put a value on customized information, but our experience to date and reactions from our members support our high expectations," says Wil van Braam, manager of strategic/innovative projects at ANWB.

Expanding the Application

Those customers with access to the Internet can order booklets via ANWB's home page, as well as through a call center. Future versions of the application will also support output to HTML for those members who prefer to receive information online. The installed application was built to anticipate a run rate of 1,000 booklets each day during the peak vacation season of July and August. Casparie, in conjunction with other local InfoColor 70 commercial printers, will roll out the application to other countries throughout 1997.

Building on the success of its work with ANWB, IBM and FAIR plan to develop similar applications for other industries, enabling financial services, healthcare and insurance companies, for example, to produce customized, tailored documents for their audiences. Organizations in every industry can benefit from targeted, printed materials that engage consumers with compelling information. By leveraging these valuable marketing tools, companies can increase customer loyalty and strengthen their businesses.

Advertising space on inside covers enables cost recovery

Offset-quality, 4/color covers using one-to-one marketing
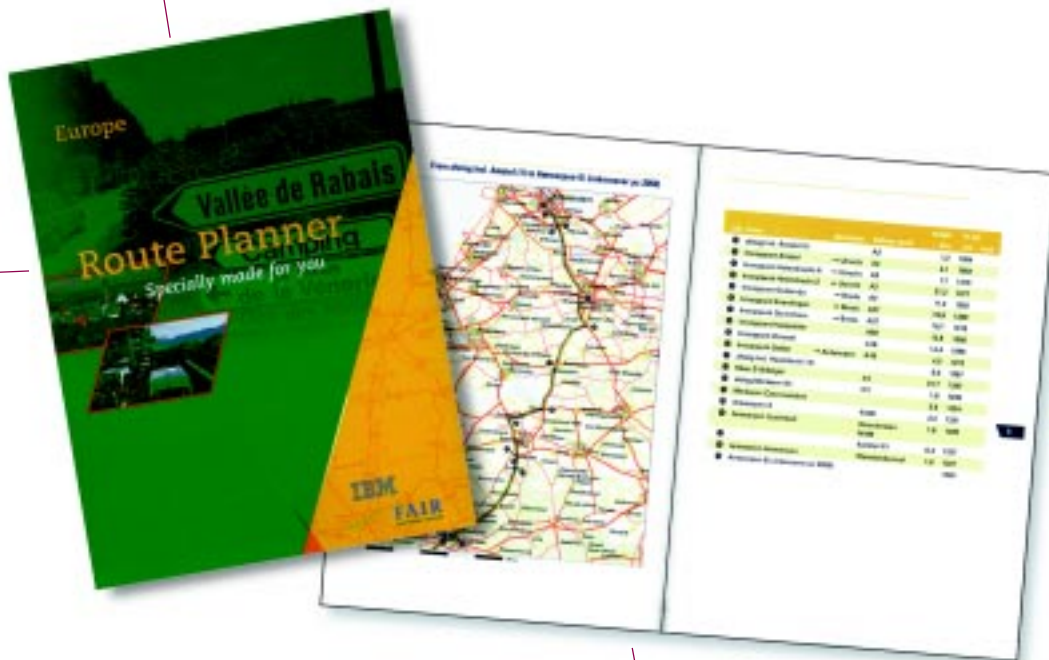
Customized itineraries and maps provide a unique, high-value service