

FusionPro VDP Solutions

The toolkit for
personalised
communications

RICOH
imagine. change.



With Ricoh's personalisation technologies, print service providers can expand the services offered to clients in a wide range of vertical market to increase response rates and drive sales.



Discover the power of personalisation...



Personalised graphic communication has been proven to increase response rates, shorten response times and increase the size and frequency of sales.



A wealth of opportunities exist for personalised communications such as customised transactional documents, tailored brochures and newsletters or targeted direct mail campaigns.



To optimise results, print service providers need to be able to produce marketing materials that combine creative design content with customer data to create highly personalised and relevant communications that appeal to individual recipients.



To produce personalised printed materials and multi-channel communications calls for a comprehensive variable data design and production tool that is both intuitive and powerful enough to handle all manner of requirements.

Creating high impact individually personalised communications will lead to:



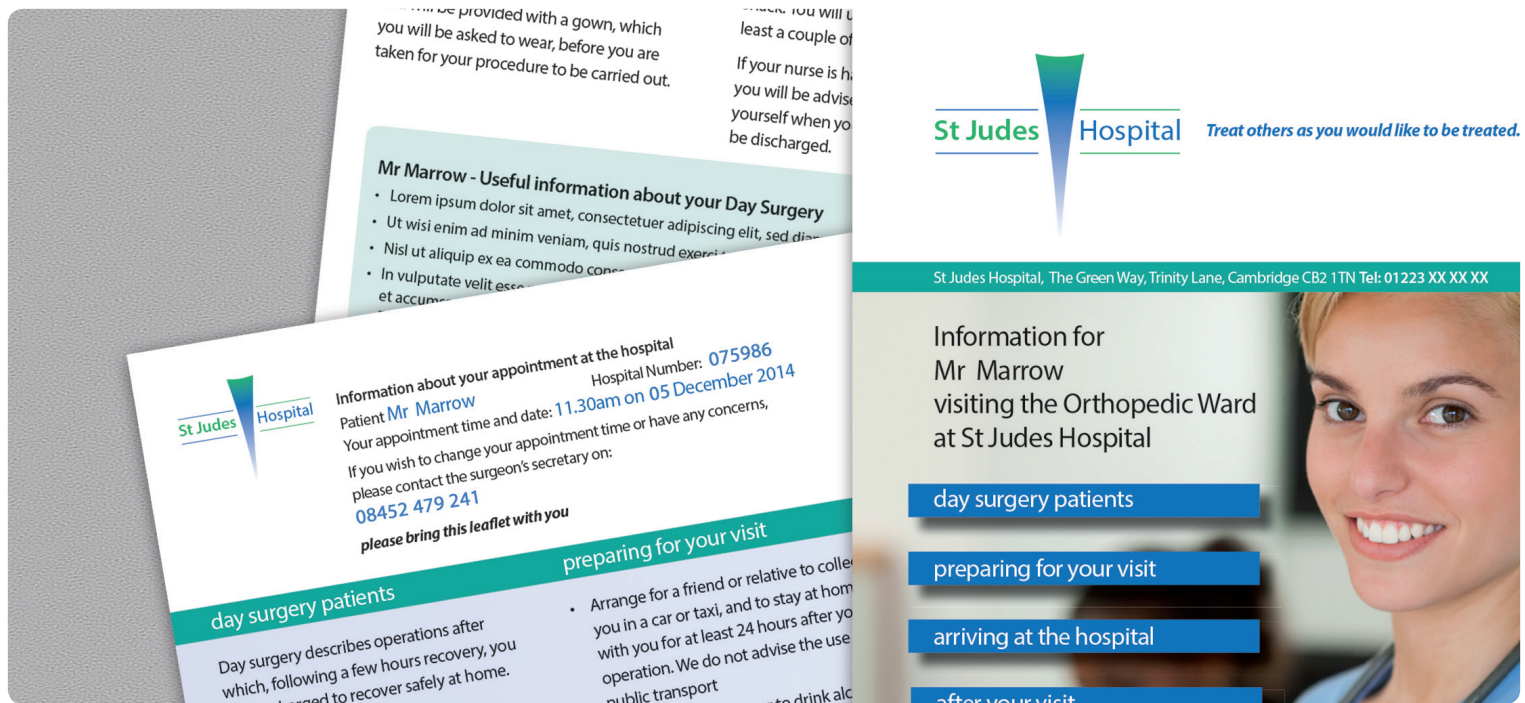
Improved response rates



Greater conversion of leads into prospects



A measurable return on marketing investment



FusionPro VDP solutions give you the tools you need

FusionPro VDP solutions provide a powerful yet easy to use suite of tools for the design and production of personalised communications. They enable you to combine customer data with pre-defined templates to produce dynamic marketing pieces that offer highly personalised 1-to-1 communications for improved campaign effectiveness and ROI.

FusionPro VDP Creator is a leading variable data publishing (VDP) solution that brings template design; data file definition, business logic and print stream creation together into one cross-platform programme to produce personalised printed materials.

FusionPro VDP Producer is a server-based application that accepts, simultaneous variable data publishing job submissions into a centralised job queue, where they can be viewed and controlled from any FusionPro workstation.

FusionPro Server helps create and manage large-scale personalised marketing collateral programmes using the core FusionPro variable data publishing (VDP) composition engine.

FusionPro Expression is the ultimate image personalisation solution that combines data and images to produce truly unique and compelling personalised imagery that, when combined with **FusionPro Creator** to produce personalised communications.

FusionPro Expression Producer enables server based functionality that, when combined with **FusionPro Producer**, can provide high levels of productivity and automation.

FusionPro Links is a SaaS based PURL (Personalised URL) production tool and campaign tracking system that makes integrated direct marketing campaigns easy to implement, manage and track.

The FusionPro tools can also be combined with Ricoh's marketing asset management solution **MarcomCentral**. This SaaS based solution allows static and personalised templates to be deployed via a corporate marketing portal to allow the creation of personalised on brand collateral.

Ricoh can provide local professional services including business development consultation, to help customers make the transition into producing personalised communications and offering value added marketing services.

About Ricoh

As a global company specialising in office imaging equipment, production print solutions, document management systems and IT services, Ricoh offers organisations true end-to-end solutions that can deliver efficiency gains and also cost efficiency.

Ricoh's proven suite of document and data solutions can help organisations create a unique user experience across a wide range of vertical markets. It makes personalised marketing campaigns easy to implement, manage and document and achieve a measurable return on investment.

FUSIONPRO® VDP SOLUTIONS MAIN SPECIFICATIONS

FUSIONPRO® VDP CREATOR:

- Powerful Desktop VDP application for Adobe™ Acrobat Professional™
- Windows and Mac Versions available
- Thirteen included VDP output formats (PDF, PostScript, VDX, PPML, VPS, HP-PPML, JLYT, VIPP, PDF/VT Digimaster-PS, JPG, and HTML) offer compatibility with leading digital print workflows
- Unicode functionality allows multi-lingual variable data document composition
- Includes export plug-in for Adobe InDesign™ to import layout into FusionPro
- Dynamic charts and tables
- Advanced copy fitting, content overflow and automatic page insertion
- Includes powerful imposition for print-ready production
- Create rules through intuitive GUI rule editor, or JavaScript for advanced users
- Seamlessly integrate FusionPro Expression templates for personalised images inside VDP jobs
- Advanced table creation for statement jobs
- Dynamic page layout allows different page designs on a record-by-record basis
- Duplicate records programmatically
- Built-in barcodes including 128, UPC, PDF417, Datamatrix, and QR
- Suitable for small "documents" such as coupons, tickets, and labels, or large ones such as statements, booklets, and enrolment kits
- Variable length documents
- Access on-line tutorials and active user forum
- Fully scalable solution, start with FusionPro VDP Creator and add FusionPro VDP Producer and other FusionPro modules as requirements grow

FUSIONPRO® VDP PRODUCER:

- Locally installed, server-based solution offering offline processing & a centralised job queue
- Ideal for sizeable and complex VDP processing requirements
- Includes export plug-ins included for Adobe InDesign™ to import layout into FusionPro
- Dynamic charts and tables
- Offers all VDP output formats included in FusionPro Creator, plus AFP
- Supplied with x5 FusionPro Designers for desktop design and submission to FusionPro Producer
- Unicode functionality allows multi-lingual variable data document composition
- Email alerts when composition is complete
- Download data in XLS or CSV format to avoid the size limitations of the XLS format and cutoff point of 65,000 data records
- Powerful internal workflows with tens or hundreds of thousands of data records per job to run multiple presses at full rated speed
- Can be implemented without the need for programming
- Streamlined file submission to hot-folders allows easy integration with downstream workflows
- FusionPro Expression Server option enables server based image processing
- Add additional instances to increase processing power as required

FUSIONPRO® SERVER:

- A high speed, no-touch, server-based, variable data composition engine for automated VDP processing
- Enables VDP composition within an established Web to Print solution
- Processes multiple jobs at once with auto load-balancing and auto fail-over
- Real-time low-res compositions for previews in a web-to-print solution
- Hot folder interface for automated document creation without programming
- Web services API allows integration with many programming languages, including C#, Python, Flash, and more
- Optional load balancing for breaking apart large jobs across multiple composition servers
- Import templates from the FusionPro Creator tool
- GUI interface to manage repository of jobs
- Access history of templates and their execution times

FUSIONPRO® EXPRESSION CREATOR:

- Design and compose compelling image personalisation designs directly from your desktop
- Output to .jpg .tif .png .eps formats
- Access to 15 Free Expression Templates
- Unlimited usage no per image charges
- Integrates with other FusionPro applications including FusionPro VDP Creator
- Can be used to define image templates for use within MarcomCentral

FUSIONPRO® EXPRESSION PRODUCER:

- Automated server based image personalisation solution with dedicated design tool
- Submit files to a centralised job queue avoiding desktop processing bottlenecks
- Locally installed, server-based solution
- Design and Compose high volumes of personalised images that can be combined with variable data documents (optional add on for VDP Producer)
- Create Expression images seamlessly for email, print and web use

FUSIONPRO® LINKS:

- Create personalised URLs for each recipient in a personalised campaign
- Supports 1 Million active PURL's at any one time
- Link to personalised microsites (created separately) for each unique customer
- Alert sales and marketing of response data in real time with campaign activity notifications
- Detailed reporting functionality for campaign response data
- Export lists in CSV or XLS format
- Multi-lingual personalised URL support to avoid browser support limitations
- Configure additional user types to receive notifications and allow administrator to set response notifications based on either first response or click-through for each personalised URL

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