

# Cedar Graphics/Fusion Marketing Logistics

HP Indigo digital press transforms marketing services provider



“Before, our company was product-based. With HP Indigo digital presses, we meet the growing customer demand for campaign management and fulfillment services.”

—Hassan Igram, owner, Cedar Graphics/Fusion Marketing Logistics, Hiawatha, Iowa



**HP customer case study:** Cedar Graphics leverages HP Indigo digital press to deliver integrated marketing solutions

**Industry:** Printing

## Objective:

Transform business model from print products provider to campaign management and integrated marketing solutions provider

## Approach:

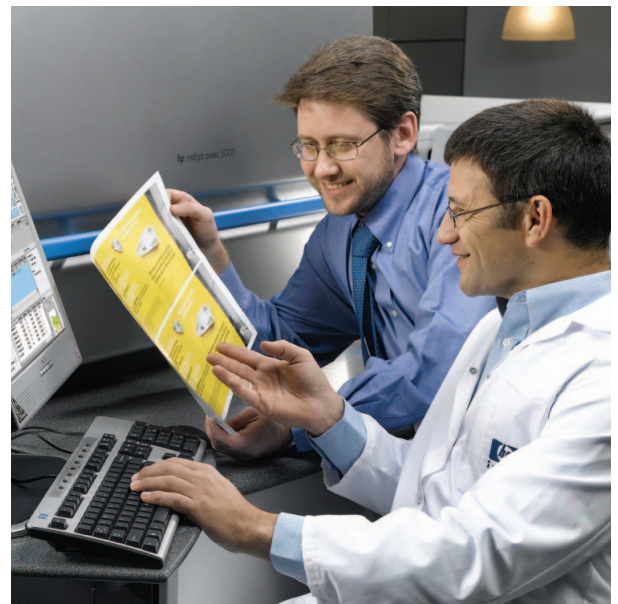
Deploy HP Indigo digital presses with interlinkONE web-based solutions software

## Improvements:

- Deliver personalized, on-demand printing
- Integrate with web-based solutions enabling multichannel campaigns
- Streamline workflows and decrease waste
- Deliver real-time campaign metrics demonstrating ROMI

## Business benefits:

- Compete effectively as marketing solutions provider
- Achieve high-margin, value-added sales in growing market
- Increase campaign response rates
- Sell directly to CMO through measurable ROMI



Better campaign response rates. Higher return on marketing investment (ROMI). Real-time metrics on customer response. These are the kinds of customer benefits that distinguish Cedar Graphics as more than a products provider. A large, full-service commercial printer in the United States, Cedar Graphics took the commoditization of traditional print as a cue to transform its business model. The company successfully re-invented itself as a multichannel marketing solutions provider. Operating under the brand name Fusion Marketing Logistics, Cedar Graphics delivers high-value, end-to-end services including personalized, on-demand campaigns complete with real-time data on customer response. Underlying these sophisticated capabilities is the power of the HP Indigo digital press.

“Most of us in the print industry are redefining our businesses; we’re becoming marketing and print

“We know that personalized multichannel marketing works because we’ve used it to promote our own business. The customer response is much higher than what you’d get from static mail or even a piece with just a person’s name on it.”

Hassan Igram, owner,  
Cedar Graphics/Fusion Marketing Logistics



solutions providers,” says Hassan Igram, owner of Cedar Graphics. “The HP Indigo digital press enables Cedar Graphics to deliver print on demand, variable data, personalized URLs and multichannel campaign—all value-added services that give Cedar Graphics a competitive advantage in this demanding industry.”

#### **Customer demand drives HP Indigo digital press purchases**

Founded in 1986 and based near Cedar Rapids in Hiawatha, Iowa, Cedar Graphics serves a global clientele of Fortune 500 companies, publishers, storefronts and entrepreneurs. The company purchased its first HP Indigo digital press some six years ago in response to customer demand for variable-data print. “It was clear HP was the way to go,” Igram recalls. “We actually canceled an order with another press manufacturer and went with HP because of the HP Indigo digital press’s high level of quality and versatility. The HP press could provide a fifth and sixth color, and the quality of the finished product was outstanding.”

A few years later, in need of greater capacity, the company added a second HP Indigo digital press. Recently, it acquired its third—an HP Indigo press 5500, capable of printing more than two million color pages or more than five million monochrome pages per month. The HP SmartStream Production Pro Print Server provides a scalable digital front end with a user-friendly remote user interface, extensive automation and the capacity to manage multiple RIP units to drive several HP Indigo digital presses.

The HP solution provides a high-quality offset look and feel, Igram says. Robust color management with HP Professional PANTONE® emulation and ICC profiles enables precise color matching with corporate spot or PMS colors. “The color quality is excellent,” Igram says. “What’s more, even black ink doesn’t bleed to the other side.”

Having HP as a solution provider brings not only a high-performance, reliable platform, Igram says, it also brings the capabilities of a world technology leader. To enhance the Cedar Graphics infrastructure, HP joined forces with interlinkONE Inc., a leading software firm whose suite of web-based solutions supports the planning, management and execution of marketing campaigns. Deployed in conjunction with cross-media variable data publishing software, the solution enables Cedar Graphics to plan, provide and measure the impact of personalized multichannel campaigns. “InterlinkONE gives us strong campaign management and integrated capabilities to build, execute and measure marketing initiatives,” Igram says. “We create corporate websites for customers from which they can order static and personalized print online, track inventory numbers and locations, and measure campaign response rates in real time. Our combination of conventional offset and digital capabilities enables us to provide customers with a comprehensive range of print services.”

### **Multichannel campaigns deliver measurable results**

Multichannel marketing is a strategy in which target individuals are reached via some combination of vehicles such as direct mail, personalized URLs, email blasts or even social marketing media such as Twitter or Facebook. Such integrated campaigns combine the power of the web with the impact of digital print. Recipient responses trigger activities such as “have a sales representative contact me” or “send more information.” Personalized postcards, letters, brochures and other materials are produced on the HP Indigo digital press. Some Cedar Graphics multichannel campaigns are managed via dashboards where variables such as time, orders and messages can be monitored and managed in real time. As part of its turnkey solutions, the company partners as needed to provide strategy development, list procurement, copy writing and other services.

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*“Integrated marketing services represent more of a process than a product. The HP Indigo digital press has enabled Cedar Graphics to adopt a high-margin, value-added business model.”*

Hassan Igram, owner,  
Cedar Graphics/Fusion Marketing Logistics

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Cedar Graphics delivers a wide variety of personalized campaigns—including its own marketing initiatives to show customers what it can do. “We believe in it because we do it for ourselves and have

excellent results,” Igram says. “It just shows what customers can achieve too.”

For a major automaker, Cedar Graphics sends out service reminders twice a month. For an educational institution, it provides a web storefront where students may fill out applications or request materials. When a local newspaper wanted to boost subscription renewals, Cedar Graphics delivered a personalized

## Customer solution at a glance

### **Primary applications**

Turnkey personalized, multichannel marketing campaigns for corporate clients

### **Primary hardware**

- HP Indigo press 5500
- HP Indigo UV Coater

### **Primary software**

- HP SmartStream Production Pro Print Server
- interlinkONE

direct mail campaign that spelled out recipients' names in Scrabble letters. The trifold pieces included versioned content shaped by demographic data on recipients' lifestyle interests. In another campaign, a direct mailer featured an image of a coffee mug with each recipient's name spelled out in coffee beans. That campaign achieved a response rate of some 6%, compared with 1% for the typical static campaign to nonsubscribers.

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*"Our HP Indigo digital press solution with interlinkONE software gives us strong campaign management and integrated capabilities to build, execute and measure the impact of multichannel marketing initiatives."*

Hassan Igram, owner,  
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The robust ROMI of integrated campaigns often enables Cedar Graphics to sell directly to chief marketing officers (CMO) rather than customers' procurement departments. Procurement departments typically seek volume discounts, Igram explains; CMOs are concerned about the overall effectiveness of their marketing efforts and the ability to deliver measurable results. A direct link to CMOs translates

into a win/win situation for Cedar Graphics and its customers; the solutions provider profits from high-margin work while the customer conducts high-return campaigns.

#### **Production efficiencies enable next level of growth**

The workflow efficiencies and capabilities of the HP Indigo digital press solution are enabling Cedar Graphics to enlarge its business vision. Already a strong presence in the automotive, publishing, manufacturing and education industries, the company plans vertical expansion into the health care and insurance markets, along with more extensive relationships with advertising agencies and design firms. Cedar Graphics also is growing its fulfillment capabilities. For example, a recent project has been to provide end-to-end ordering, production and fulfillment services enabling disparate branches of an electronics manufacturing firm to order everything from training manuals to trade show materials online.

"We're looking into expanding our campaign management and fulfillment services," Igram says. "Our HP Indigo digital press solution is central to our competitive strategy as a marketing services provider."

Contact the  
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