



# HP INDIGO AND MINDFIREINC TECHNOLOGY HELP TRANSFORM RIDER DICKERSON FROM PSP TO MSP



Rider Dickerson's story begins in 1903, when a small letterpress shop called Low & Rider Printers opened its doors in Chicago. The business changed names—and ownership—over the years but still remained a fixture in the city's famed Printers Row District. Then, in 2007, Rider Dickerson began a seismic shift.

"We've gone from being a traditional sheet-fed printer to offering everything from digital solutions and integrated marketing to large-format and specialty printing," says Bill Barta, president and CEO. "We've really transformed the company."

That rapid evolution from print service provider (PSP) to full-scale marketing service provider (MSP) has been largely fuelled by Rider Dickerson's use of HP Indigo digital printing and the integrated marketing technology of MindFireInc.

"Our partnership with both HP and MindFireInc is critical for us to be successful long term," Barta says.

## A revolutionary partnership

With the help of HP and MindFireInc, Rider Dickerson has converted the science of direct marketing from an unpredictable one-size-fits-all-mailboxes approach into a quantifiable, personalised art form.

In 2007, Rider Dickerson began using the HP Indigo press 3050 to handle the massive output the company produces for clients in arenas like health care, graphic design, financial services, and higher education. To

keep pace with its ever-expanding services, Rider Dickerson recently upgraded to the HP Indigo 7500 Digital Press.

"The 7500 is very unique in our market," says Dean Petrulakis senior vice president of business development. "It's allowed us to get an audience with prospective clients and really show them what it can do."

Rider Dickerson was attracted by the HP Indigo 7500's ability to print larger sheets, on more varied substrates, and with complex variable data, but it was the digital press's speed and high-volume productivity that really turned heads.

"We knew it would allow us to open up new markets," Barta says. "Our focus was on being able to grow our sales, but we also anticipate cost savings because it's a much faster press."

With HP Indigo in its arsenal, Rider Dickerson focused on expanding its integrated marketing capabilities. Barta scrutinised several providers and was quickly convinced that MindFireInc offered the best solution with its software and services that range from producing personal URLs (PURLs) and QR codes to targeted emails and text messaging.

"We wanted to change our company and be able to offer more value to our clients," Barta says. "We knew this technology was going to do that."



PROGRESSIVE  
PROFITABLE  
PRINTING



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**Bill Barta**  
President & CEO, Rider Dickerson

Rider Dickerson also takes advantage of MindFireInc's FastLaunch programme, which provides comprehensive training, sales, and go-to-market business development tools as well as technical and sales support for all areas of cross-media marketing implementation.

**Higher education**

Rider Dickerson found an opportunity to put its expanded capabilities into action by handling the annual student recruitment campaign for Robert Morris University (RMU), a Chicago-based university with 10 campuses serving 7,200 students.

"In the past, we mailed a traditional packet that included a letter and a business reply card," says Connie Esparza, RMU's VP for marketing. "Then we just waited for a response."

Rider Dickerson had something more proactive in mind, initiating a massive, multifaceted campaign that capitalised on the speed, productivity, and variable data capabilities of HP Indigo digital printing with the intuitive integrated marketing capabilities of MindFireInc. In addition, Rider Dickerson relied on FusionPro® Desktop by PTI—another trusted HP partner. This leading variable data design and production tool helped ensure quick and accurate delivery of the project's customised content.

The cross-media effort was implemented in four phases that included 385,000 personalised direct-mail letters and postcards funnelling prospects to

interactive PURLs and social media links, followed by targeted emails. Despite the sheer volume, every component was personalised for potential recruits.

"We wanted the campaign to speak to each prospect very intimately," says Esparza. She was able to track, measure, and review the subsequent data using MindFireInc's real-time analytics, allowing her to efficiently and effectively adjust the campaign as needed. The results were staggering.

**Direct mail, direct results**

From the campaign, RMU nearly doubled its response rate and improved its prospects-to-inquiries conversion by 79% in the first full year. That number increased an additional 30% with the latest campaign, along with a 58% increase in lead purchase, a 56% decrease in costs, and a 6.1% increase in overall student enrolment.

Rider Dickerson plans to continue building on that success, using its HP Indigo and MindFireInc solutions as a foundation.

"The investments we've made in technology and our own marketing over the last couple of years have poised us for a lot of growth," Petrulakis says. "The sky's the limit right now."

AT A GLANCE	CHALLENGE	SOLUTIONS	RESULTS
<p><b>Industry sector:</b> Direct Mail &amp; Trans-Promo</p> <p><b>Business name:</b> Rider Dickerson</p> <p><b>Headquarters:</b> Bellwood, Illinois, USA</p> <p><b>Telephone:</b> 1-312-427-2926</p> <p><b>Website:</b> www.riderdickerson.com</p>	<ul style="list-style-type: none"> <li>Rider Dickerson wanted to diversify its capabilities and offer a wide platform of integrated solutions to stay ahead of its competition and break into new markets.</li> </ul>	<ul style="list-style-type: none"> <li>The HP Indigo 7500 Digital Press offered Rider Dickerson more speed, productivity, and complex variable data capabilities while maintaining the highest print quality standards.</li> <li>MindFireInc's innovative marketing platform enabled Rider Dickerson to offer highly customised features—including personal URLs (PURLs) and QR codes—and unmatched real-time analytics.</li> </ul>	<ul style="list-style-type: none"> <li>The combination of the HP Indigo 7500 Digital Press with MindFireInc's integrated marketing solutions helped Rider Dickerson evolve into a full-scale marketing service provider.</li> <li>Using HP Indigo and MindFireInc technology, Rider Dickerson conducted a successful recruitment campaign for Robert Morris University that yielded astonishing increases in the university's lead and applicant pool of prospective students.</li> </ul>

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