

HP Indigo Enhanced Productivity Mode (EPM) gives IBS competitive gains



At a glance

Industry: Direct Mail & Transactional Printing

Business name: International Business Solution de Mexico, S.A. de C.V.

Headquarters: Mexico

Website: ibsmexico.com.mx

IBS

**International Business
Solution de México,
S.A. de C.V.**

Challenge

- Increase competitive advantage with high-impact direct mails in larger sizes than traditional offset and on a greater range of substrates.
- Maximise productivity and reduce production costs to maximise the profitability of niche markets.
- Satisfy niche market demands with high value, customised products produced cost effectively.

Solution

- HP Indigo W7250 Digital Press with new Enhanced Productivity Mode (EPM) enabling IBS to cut press production times and save on ink and consumables.
- HP Indigo W7200 Digital Press upgraded to support EPM.
- HP SmartStream Production Pro Print Server, which adds robustness and scalability.

Results

- IBS has successfully expanded its product portfolio by offering high-impact, larger direct mail sizes and heavier substrates than traditional offset.
- EPM on the HP Indigo W7250 and W7200 Digital Presses speeds up production by 33 per cent, to maximise production time and increase margins.
- Ability to customise direct mails with variable data print combined with cost-effective production offers multiple niche market opportunities to grow digital print volumes 25 per cent year on year.

“Enhanced Production Mode significantly boosts our production capacity while reducing running costs. That gives us greater confidence to meet customer deadlines and eliminates any need to back up production with traditional offset production.”

– Salvador Anaya, senior manager, International Business Solution Mexico

International Business Solution (IBS) of Mexico is an integrated marketing services and solutions provider with facilities throughout Mexico. In 2010 it began its transition to providing digitally printed marketing solutions, adding an HP Indigo press 5500 to satisfy lower-volume requests from lucrative, high-volume accounts. Since then, IBS has added capacity with an additional HP Indigo press 5500, an HP Indigo W7200 and two HP Indigo 5600 Digital Presses. In 2012, it purchased the new HP Indigo W7250 Digital Press.

Less than two years after it began its transition to digital print, volume from HP Indigo Digital Presses accounted for 20-25 per cent of IBS monthly print, with a 25 per cent gain in volume year-on-year.

IBS' switch to digital aims to attract corporations and large businesses that need the ability to communicate with its customers and prospects on a one-to-one basis through high-impact trans-promotional documents and direct mail.

Salvador Anaya, senior manager at IBS, explains its business strategy, “We wanted to differentiate our business from the competition by being able to offer a broader range of high-value products in niche markets. We add value to our printed products by leveraging the convergence between electronic data and HP's digital offset printing technology, enabling us to deliver personalised campaigns that give customers additional revenue opportunities and enhance their brand loyalty.”

High-impact direct mail campaigns

Salvador Anaya describes how IBS bring value to its customers through the use of the HP Indigo W7250 Digital Press. “The HP Indigo W7250 Digital Press allows us to offer customers differentiated printed mails and promotional material in larger sizes than on traditional offset, and on a wider range of substrates – for much higher impact.”

He gives the example of a major bank that was impressed by the differentiated products they could provide. “Our customers are impressed by our new products. We recently printed 1.8 million direct mailers for a major bank to offer their customers bank loans. Instead of using simple stock photography, we added to the images of the piece - cheques and credit cards – the actual customers' details.

The possibilities are almost endless - we can personalise mail with up to 1,800 variable data items. That particular mailing also stood out because of its size and weight: it was 12 x 34 inches (31 x 86.4 cm), and it was printed on heavier 350gm couche paper. We wouldn't have been able to offer this type of product or size on our traditional offset presses,” he says.



Greater productivity with EPM reduces total cost of ownership

In addition to offering customers greater product choice with the HP Indigo W7250 Digital Press, its Enhanced Productivity Mode (EPM) enables IBS to significantly cut press production times. Salvador Anaya explains the significant impact this feature is having on its production. “The EPM feature automatically converted the 4x4 colour design into a 3x3 colour print while maintaining offset-like quality, but with 33 per cent higher throughput.”

Enhanced productivity has also translated into lower total cost of ownership, according to Salvador Anaya. “Over 11 million pages per month of production using the EPM feature not only speeds up production and saves ink, but also extends the lifespan of consumables, which reduces downtime for press maintenance procedures.” As a result of the proven gains in productivity and cost savings that IBS has experienced using the new Enhanced Productivity Mode, the company also upgraded its HP Indigo W7200 Digital Press to support the feature.

IBS operators manage production of its presses through HP SmartStream Production Pro Print Server, which adds robustness and scalability. In addition, the preventive maintenance and monitoring tool Print Care automatically alerts staff on press status to maximise uptime and optimise performance.

Digital offset growth - one niche market at a time

Salvador believes that IBS' current competitive strategy of offering products that satisfy the growing number of niche markets will continue to gain traction over the coming years. He predicts that through strategic alliances with blue chip customers and advertising agencies, HP Indigo Digital Press production will more than double its share and account for 50 per cent of IBS' total - printing volume within the next two years.

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