

InfoPrint Solutions

Moreno Tartaglini

Amministratore Delegato InfoPrint Solutions Italia

Vice President Central & Southern Europe InfoPrint Solutions

La breve storia di InfoPrint

Ricoh Co., Ltd è fondata da Kiyoshi Ichimura.

RICOH



1936

Partnership

RICOH



1988

1,200 impiegati IBM diventano il personale di InfoPrint Solutions



June 1, 2008



Gutenberg's
Printing Press
Intorno al 1439

1963



Printing Systems Division

June 1, 2007



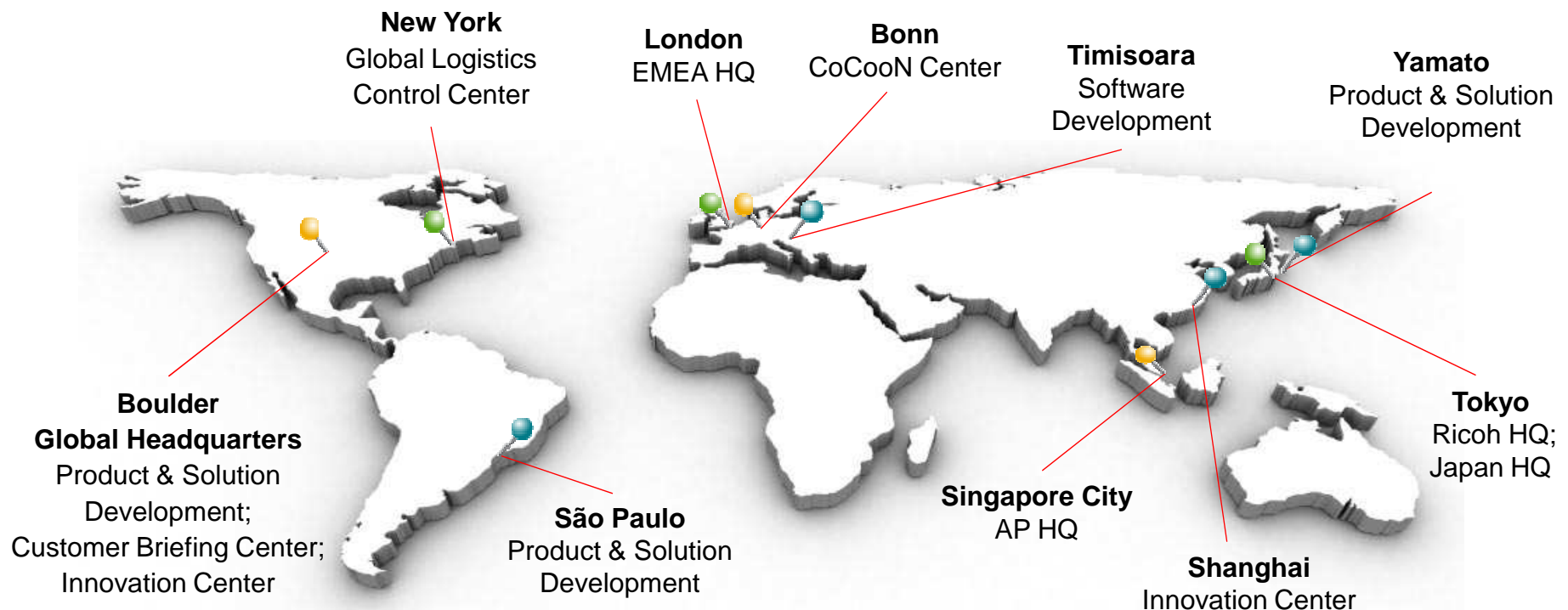
IBM & Ricoh annunciano un accordo dove 1,300 impiegati IBM si trasferiscono alla InfoPrint Solutions Company

RICOH
InfoPrint Solutions

InfoPrint diventa una società interamente posseduta da Ricoh

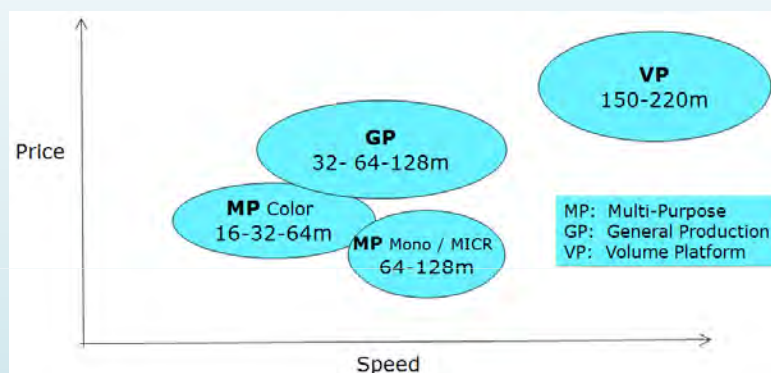
InfoPrint Solutions

- Numerosi professionisti sono focalizzati sull'intero processo di sviluppo del prodotto
- I Global Innovation Centers si occupano dello sviluppo e sperimentazione delle nuove tecnologie
- Presenza mondiale in oltre 140 paesi



La tecnologia abilita nuovi modelli di business

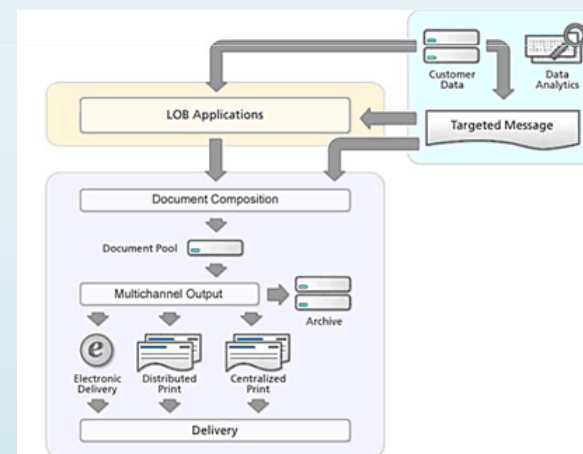
1. Velocità di stampa sempre più elevate



3. Se gli inchiostri vengono distribuiti per grandi volumi possono essere impacchettati in modo diverso (da l a hl)

2. Software Document Composition:

- disponibile per tutti
- prezzi accessibili



La nostra missione

*Diventare leader nel fornire servizi e soluzioni nell'ambito
dell'output management
....e per farlo, lavoriamo per*

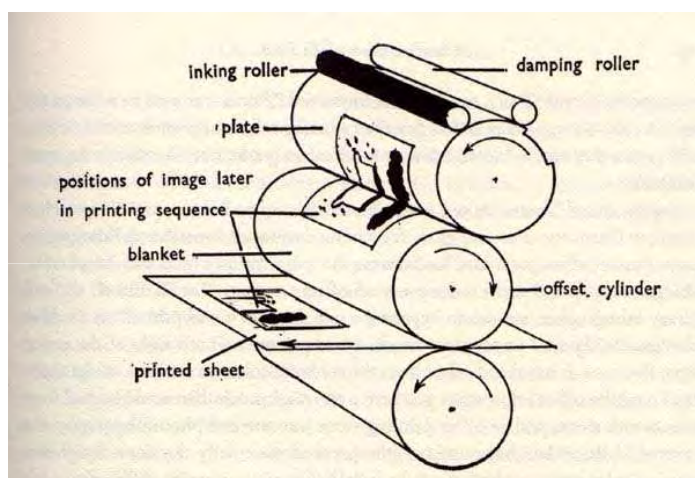
Dare valore al documento transazionale

- garantire la correttezza delle informazioni
- poter essere usato come veicolo di comunicazione alla clientela unendo promozioni e offerte basate sul comportamento di acquisto degli utenti
- garantire un sempre più alto livello di sostenibilità ambientale
 - **Green Initiative**
- rispondere alle esigenze degli utenti e del mercato in cui la multi-canalità diventa parte integrante della qualità e rilevanza dell'informazione

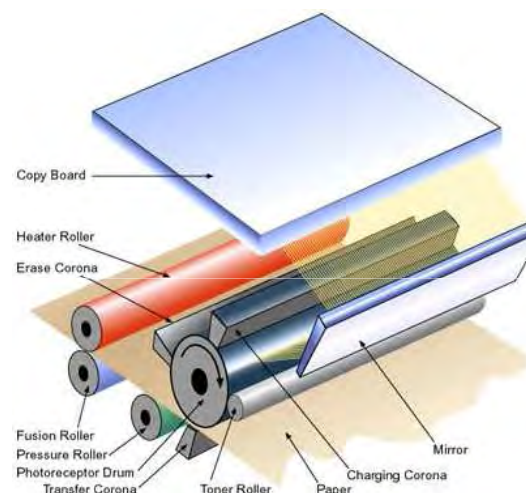


Da Offset a digitale: quali vantaggi?

STAMPA OFFSET

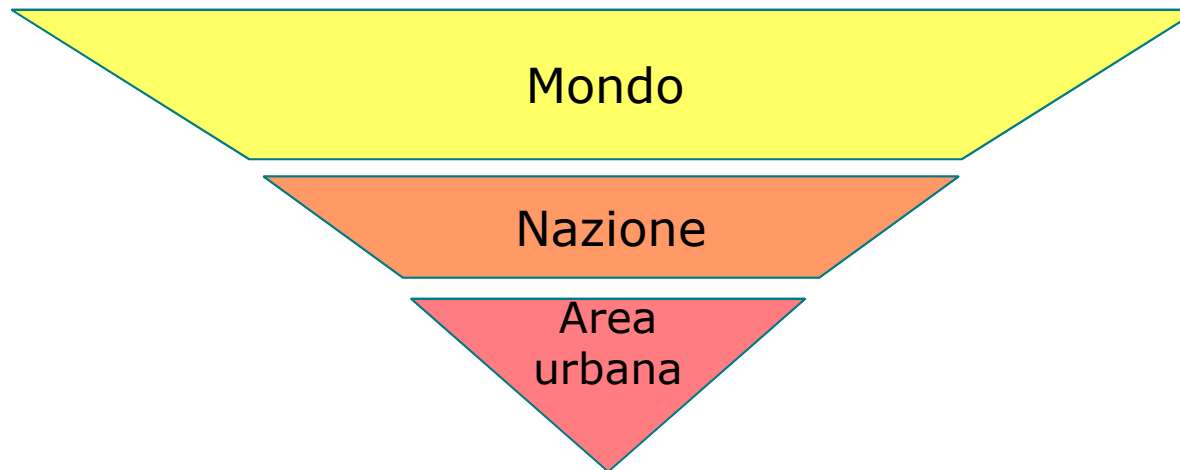


STAMPA DIGITALE

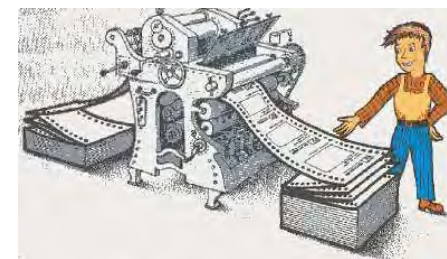
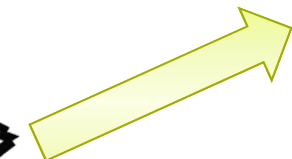
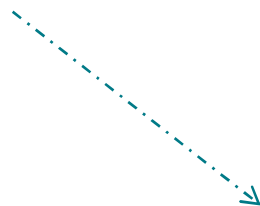


Trasformare il giornale in una reale opportunità di business curando il suo vero core, la notizia, attraverso investimenti di esterni

**Come un giornale attualmente cattura
l'attenzione del lettore**



La battaglia delle informazioni



STAMPATORE



LOGISTICA



La battaglia delle informazioni



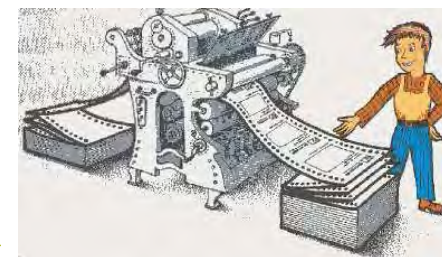
DISTRIBUISCE



LOGISTICA



FORNISCE LE INFORMAZIONI



STAMPATORE



FORNISCE LE INFORMAZIONI



Una soluzione alle vostre esigenze

RICOH
InfoPrint Solutions

AZIENDE



Vogliono catturare
l'attenzione del cliente



PRECISION
MARKETING &
TRANSPROMO

GIORNALE



Il cliente ha già scelto di dedicargli
attenzione grazie ai suoi contenuti. Il suo
compito è quello sfruttare al meglio
questa opportunità



Come funziona

- Design Template & Messaging
- Transaction Data
- Marketing Data

Data Data Data Data

- Aggregate & Order Data
- Mine Data
- Sort, Cleanse & De-dupe
- Formulate Data
- Compose Document



Track, Analyse & Report



TransPromo Documents



Print & Deliver



Web, text or email

Graphic Arts Monthly Gennaio 2010

Case Study



Perchè

Chi

Come

Tecnologia

Risultati

Obiettivi di Graphic Arts Magazine

- Trasmettere contenuti pertinenti agli interessi dell'abbonato al fine di incrementare il livello di fidelizzazione
- Aumento degli investimenti pubblicitari
- Dimostrare l'efficienza della tecnologia InfoPrint 5000 e l'approccio alla personalizzazione.



Perchè

Chi

Come

Tecnologia

Risultati

Profilo

- Rivista statunitense dedicata al mondo delle arti grafiche, Graphic Arts Monthly fa parte del gruppo Reed Business
- 70,000 abbonati
- Stampa Trade Magazine
- Team:
 - Editore Graphic Arts
 - Graphics Arts IT
 - Team InfoPrint
 - Data analytics
 - Document Comp
 - InfoPrint 5000





Graphic Arts Monthly



70,000 abbonati
Focus su stampa
Commerciale

- Interessi sconosciuti dell'abbonato
- Non sono mai stati effettuati sondaggi
- Dati generali demografici
- Ampia gamma di lettori

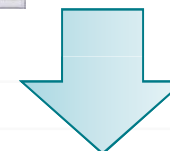


Approccio alla personalizzazione

Sondaggio Online



- Data Analytics
- Tre gruppi di copertura
- 4000 risposte al sondaggio
- Editors Choice (1/2)
- Controllo (1/2)



Produzione

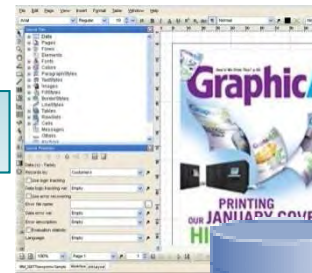
InfoPrint 5000



- BIC production
- 70,000 PDFs
- Dye ink
- Finch paper
- Laminated & Bound offsite



Document Composition Consulting



- Database: risultati e dati demografici
- C++ scripting
- GMC PrintNet T per layout
- Personalizzazione al100%



Graphic Arts Monthly



70,000 abbonati

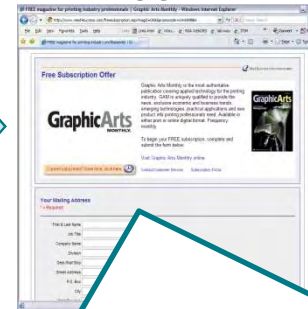
Focus su stampa Commerciale

- Interessi sconosciuti dell'abbonato
- Non sono mai stati effettuati sondaggi
- Dati generali demografici
- Ampia gamma di lettori



Approccio alla personalizzazione

Sondaggio Online



- Data Analytics
- Tre gruppi di copertura
 - 4000 risposte al sondaggio
 - Editors Choice (1/2)
 - Controllo (1/2)

The following is a list of articles in the January 2010 issue of Graphic Arts Monthly. Please tell us which are of most interest to you.

Most interested in: (select ONE below)

Select One

Also interested in: (select ONE below)

Flexo first down: Overprinting Flexo Inks with Offset

ing





Graphic Arts Monthly



- Interessi sconosciuti dell'abbonato
- Non sono mai stati

Approccio alla personalizzazione

Sondaggio Online



- Data Analytics
- Tre gruppi di copertura



Inkjet



Finance



Label



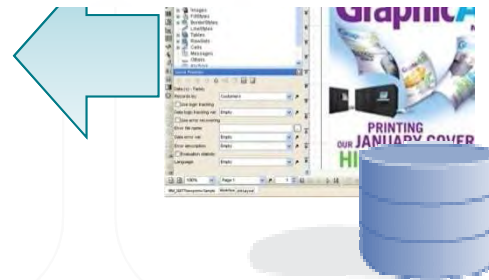
Flexo



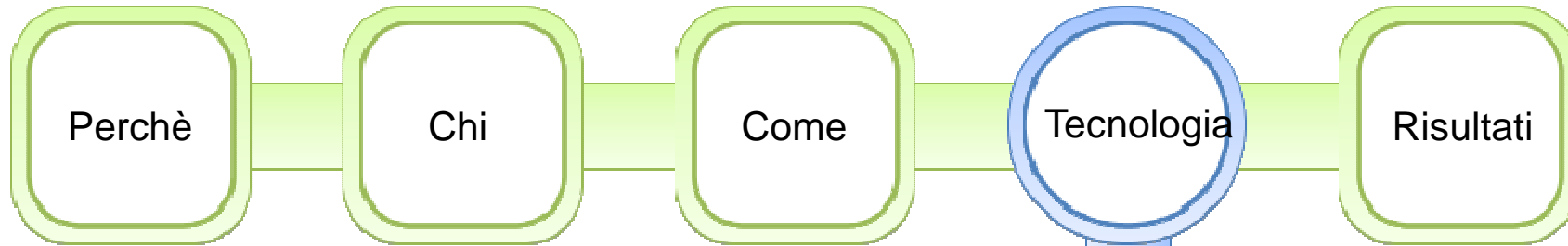
Multi-Channel



- 70,000 PDFs
- Dye ink
- Finch paper
- Laminated & Bound offsite



- Demographic
- C++ scripting
- GMC PrintNet T per layout
- Personalizzazione al100%



Perchè

Chi

Come

Tecnologia

Risultati

Next steps

- Invio dei sondaggi agli abbonati
 - Più di 600 risposte ad oggi
- Risultati preliminari
 - Risposta positiva alla personalizzazione
 - Maggiore probabilità di lettura dell'articolo



TransPromo in UK: M & G Investments

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M&G Global Basics Fund

Investment update 29 June to 31 December 2007 Page 10

Graham French Overall Morningstar rating ★★★★★ S&P Fund Management rating AA

Equity

Performance

	last 6 months	last 5 years
M&G Global Basics Fund	4.3%	231.8%
FTSE Global Basics Composite Index*	6.5%	122.3%

Single year performance (5 years ending December)

	2012.06	30.12.05	31.12.04	31.12.03	31.12.02
From	29.12.06	30.12.05	31.12.04	31.12.03	31.12.02
To	31.12.07	29.12.06	30.12.05	31.12.04	31.12.03
	21.0%	15.1%	40.5%	24.6%	36.1%

Distribution dates

Payment type	XD date	Payment date
Final	01.09.08	31.10.08

Important
Prices may fluctuate and you may not get back your original investment. Past performance is no guarantee of future performance. Overseas shares are affected by currency exchange rates.

Global equities may have fallen sharply in the second half of 2007 but that did not stop fast-growing economies like China and India from needing basic materials, such as coal, metal and food. Coal producers Centennial Coal and Peabody Energy were among the biggest beneficiaries of this voracious appetite for raw materials and both firms saw their earnings rise steadily as a result. In a similar way, PZ Cussons, synonymous with the hugely successful Imperial Leather soaps and shower gels, is taking advantage of the greater spending power that people in places like Africa and South East Asia are starting to enjoy.

There was no shortage of suitors for several of the fund's holdings: satellite navigation database provider Tele Atlas, oilfield services firm Sondex and Australian equipment company Coates Hire all received takeover bids. Such interest in these businesses is great proof of the value in the fund's investments.

Admittedly, the fund gave up some of its strong performance from earlier in the year during the latter half due mainly to stock-related issues. Shares in Australian mining firm Iluka Resources were punished after the business revealed production problems, while confidence in US chicken producer Pilgrim's Pride was bruised by Russia's clampdown on US meat imports. Graham said: "Despite the challenges Iluka Resources and Pilgrim's Pride have faced recently, I believe that both firms offer good growth prospects. Iluka Resources boasts an attractive range of products, while Pilgrim's Pride is a well run company that is on course to deliver excellent returns over the long term."

We believe that Graham's ability to spot companies that are successfully tapping into the rapid growth of developing economies will deliver good returns for investors in the fund over the long term.

Maxi ISA transactions

Sterling Class A Income Shares / Your M&G client reference: 0360923918

Value on 31 December 2007

Number of shares	Share price	Amount invested	Discount (if applicable)	Number of shares
589,477	565.29p	£3,332.25		
			562.10p	587,984
				1,493

Total shares carried forward

TransPromo in UK: M & G Investments

RICOH
InfoPrint Solutions

How to contact us

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An investment classic for over 38 years

The M&G Recovery Fund

To find out more visit www.mandg.co.uk/info or call us on **0800 389 8600** quoting T89.

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An investment classic for over 38 years

The M&G Recovery Fund

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Best Western International Pilot

Prima del TransPromo

GOLD CROWN CLUB INTERNATIONAL
For Reservations call: 1-800-782-9422
Redeem your Gold Crown Club points for awards online at: goldcrownclub.com
or call our Customer Care Center at: 1-800-237-8483

Your Statement

statement date ▶ 08/20/2008
Balance as of ▶ 01/29/2008
member number ▶ 6006630123456789
PIN number ▶ 0000
current elite level ▶
ytd number of nights ▶ 0
nights needed to reach ▶
next elite level ▶ 25

B.R. Guest
123 Main Street
Anytown CA 99999-9999

beginning balance	points earned	bonus points earned	points deducted	ending balance
0	0	0	0	0

date	description	check-in	check-out	nights	points	bonus points	total
	Beginning Balance						0 pts
	Point Balance:						0 pts

Stay 6 nights and receive a \$50 Best Western Camp Rock Travel Card.
See insert for details.

PLEASE NOTE: The activity reflected on this statement is as of 5/28/08. For up to date details on all your account activity, please visit bestwestern.com, log-in and select 'View Detailed Activity'.

For official terms and conditions, please visit goldcrownclub.com

Estratto conto TransPromo

GOLD CROWN CLUB INTERNATIONAL **20** REWARDING YEAR
Reservations: 1-800-782-9422
Customer Care: 1-800-444-7646

B.R. - Your Statement

Statement Date 08/22/2008 Member Number 6006630123456789 PIN Number 0000

B.R. Guest
123 Main Street
Anytown, CA 99999-9999

More rewards, faster.

B.R.,

Stay with us any 2 or more qualified nights this fall and receive Triple Points or Miles.* See below for offer details.

For reservations (U.S. and Canada)
Call: 1-800-782-9422
or
Book online:
www.bestwestern.com/elitefall

B.R. - Your level at a glance

Current Elite Level ▶ Diamond
YTD number of nights ▶ 0

Beginning Balance	Points Earned	Bonus Points Earned	Points Deducted	Ending Balance
0	0	0	0	0

Your transaction details as of 08/22/2008

Date	Description	Check-in	Check-out	Nights	Points	Bonus points	Total
	Beginning Balance						0 pts

More Rewards, Faster

Stay any two qualified* nights between September 14 and November 21, 2008. Get triple points or miles toward free nights, gas cards, airline miles and more. For more details and to register visit bestwestern.com/elitefall or call 1.800.782.9422

Earn Points faster with your Best Western MasterCard®. Thank you for being a loyal Gold Crown Club® International member. Use your Best Western MasterCard to pay for your stays and earn an additional 10 Points for every \$3 you spend.**

Learn more at www.bestwestern.com

Altamente personalizzato

Best Western GOLD CROWN CLUB INTERNATIONAL **20** REWARDING YEAR

Grace - Your Statement

Statement Date 08/22/2008 Member Number 60066390543 PIN Number 0808

Introduzione personalizzata

Colore

Promozione personalizzata

More rewards, faster.

Grace,

Stay with us any 2 or more qualified nights this fall and receive Double Points or Miles when paying with a MasterCard® card*. See below for offer details.

For reservations (U.S. and Canada)
Call: 1-800-782-9422
or
Book online:
www.bestwestern.com/fall

Beginning Balance	Points Earned	Bonus Points Earned	Points Deducted	Ending Balance				
29,500	+	0	+	4,500	-	0	=	34,000

Your transaction details as of 08/22/2008

Date	Description	Check-in	Check-out	Nights	Points	Bonus points	Total
05/29/2008	Beginning Balance						29,500 pts
08/17/2008	Front Desk	08/17/2008	08/17/2008	0	0 pts	250 pts	250 pts
08/16/2008	Front Desk	08/16/2008	08/16/2008	0	0 pts	250 pts	250 pts
08/13/2008	Front Desk	08/13/2008	08/13/2008	0	0 pts	250 pts	250 pts
08/10/2008	Front Desk Tier 1 Bonus	08/10/2008	08/10/2008	0	0 pts	250 pts	250 pts

Promozione personalizzata

More Rewards, faster.

Stay any two qualified nights between September 14 and November 21, 2008. Get double points or miles toward free nights, gas cards, airline miles and more.

For more details and to register visit bestwestern.com/fall or call 1.800.782.9422

Earn Points faster with your Best Western MasterCard®.

Apply for a Best Western MasterCard with 0% Introductory APR on balance transfers and earn 10,000 Points on your first purchase and 8,000 Points for balance transfers.**



Apply now at www.bestwestern.com

Dear Grace,

Formazione

Purchase points for award redemption (1,000 points)

Get the latest news and special offers from Best Western.

Make sure your email address is up-to-date to keep receiving news from us.

Go to bestwestern.com to update your information.

Your transaction details continued

Date	Description	Check-in	Check-out	Nights	Points	Bonus points	Total
08/10/2008	Front Desk	08/10/2008	08/10/2008	0	0 pts	250 pts	250 pts
08/09/2008	Front Desk	08/09/2008	08/09/2008	0	0 pts	250 pts	250 pts
08/02/2008	Front Desk	08/02/2008	08/02/2008	0	0 pts	250 pts	250 pts
08/01/2008	Front Desk	08/01/2008	08/01/2008	0	0 pts	250 pts	250 pts
07/18/2008	Gcci Partner Program Sign-Up Bonus	07/18/2008	07/18/2008	0	0 pts	250 pts	250 pts
07/02/2008	Front Desk	07/02/2008	07/02/2008	0	0 pts	250 pts	250 pts
06/26/2008	Front Desk	06/26/2008	06/26/2008	0	0 pts	250 pts	250 pts
06/25/2008	Front Desk	06/25/2008	06/25/2008	0	0 pts	250 pts	250 pts
06/17/2008	Front Desk	06/17/2008	06/17/2008	0	0 pts	250 pts	250 pts
06/16/2008	Front Desk Tier 1 Bonus	06/16/2008	06/16/2008	0	0 pts	250 pts	250 pts
06/16/2008	Front Desk	06/16/2008	06/16/2008	0	0 pts	250 pts	250 pts
06/15/2008	Front Desk	06/15/2008	06/15/2008	0	0 pts	250 pts	250 pts
06/05/2008	Front Desk	06/05/2008	06/05/2008	0	0 pts	250 pts	250 pts

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