

# McCallum Print Group/DirectConnectGroup (DCG)

HP Indigo 7000 Digital Press advances migration from offset



“The HP Indigo 7000 Digital Press extends our ROI deeper into longer projects. For variable print jobs, it reduces the cost per unit through faster runs. For static work, it shifts the economic equation toward migrating from offset.”

—Brad Clarke, Vice President, McCallum/DCG, Seattle

**HP customer case study:** McCallum Print Group/DCG scales operations with HP Indigo 7000 Digital Press

**Industry:** Integrated marketed services/commercial printing

## Objective:

Scale digital printing capabilities to magnify variable-print capabilities and migrate more work from offset presses

## Approach:

Add HP Indigo 7000 Digital Press to stable of HP Indigo presses

## IT improvements:

- Cost-efficient static runs of up to 7,000
- Variable-print capabilities enable personalization
- Elimination of overruns cuts paper waste
- Digital workflows reduce operating costs

## Business benefits:

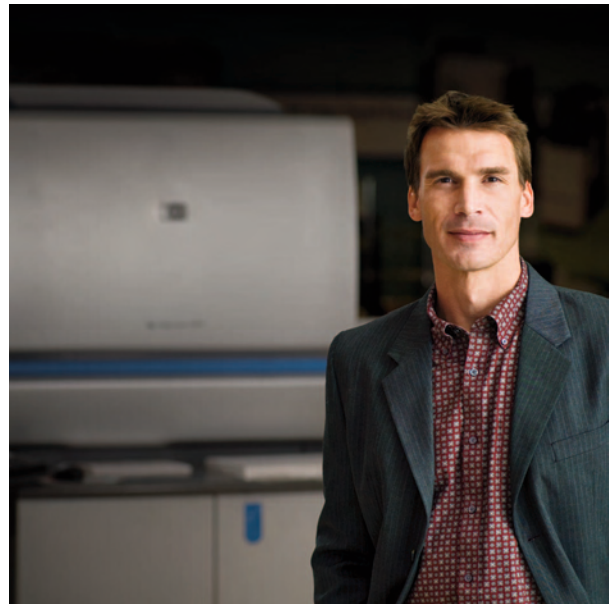
- Customers benefit from timely, relevant print collateral
- Digital workflows increase efficiencies and enhance scalability
- Print-on-demand personalization increases product impact
- Waste reduction supports environmental stewardship



An early adopter of strategic new technologies, McCallum Print Group/DCG purchased its first HP Indigo press in 2001. Then they bought another. And another. Each has delivered the advantages of digital printing—including simpler setup and entry into the strategic marketing arena of variable print. However, offset always took over as the more cost-efficient option for longer static runs. Until now. The HP Indigo 7000 Digital Press, says Brad Clarke, Vice President of McCallum/DCG, brings size and speed advancements that challenge offset printing on its home turf.

“We were an early adopter with the HP Indigo press. From a quality, consistency and technical standpoint, HP has always been the best match for us. What’s more, HP continually reinforces its leading position with advances in product power and efficiency.”

Brad Clarke, Vice President,  
McCallum/DCG, Seattle



“When we bought our first HP Indigo press back in 2001, frankly, it was a revolutionary device. The variable-print capabilities of digital—including personalization, multi-versioning and print-on-demand—are crucial to transforming data into a value-added marketing tool,” Clarke says. “However, digital has always had two limiting factors compared to offset: format size and speed. That is changing. The HP Indigo 7000 Digital Press brings greater size flexibility and order-of-magnitude improvements in speed. It’s closing the run-length efficiency gap between offset and digital.”

#### **The digital information value chain**

Seattle-based McCallum/DCG (DirectConnectGroup) is part of a national network of marketing execution providers offering a wide range of integrated marketing services, including commercial offset and digital printing, Internet-based solutions, lead acquisition strategy, data management, assembly and fulfillment, and mailing and distribution. For example, when an NBA-franchise client wanted to increase its season ticket renewal rate, McCallum/DCG devised a direct mail piece with individual subscribers’ names printed on images of team basketball jerseys. That took the variable print capabilities of the HP Indigo press.

“Our core competencies include data management and data engineering,” Clarke explains. “Print needs to be a viable competitor not only with other forms of print, but also with interactive media such as e-mail and search functions. The key is to provide relevance through information timeliness and personalization. The HP Indigo press goes beyond the limits of analog processes; it’s an integral part of the digital information value chain.”

McCallum/DCG started with the HP Indigo press in 2001 because the press was the only thing like it on the market. The company stayed with HP for successive upgrades because the presses delivered outstanding image quality, reliable performance and continuous improvement. The HP Indigo 7000 Digital Press is an advanced sheet-fed solution targeted for volumes of more than 2 million color pages a month. It features fast production speed of 120 four-color letter size pages per minute and image size of 12.48 inch x 18.26 inch. The press is optimized to print large numbers of static jobs with run lengths ranging from one copy into the thousands, as well as variable-data work requiring “every page is different” capabilities. The company chose the six-color option and an additional stacking unit. It purchased the press along

with HP Care Pack Service, and sent operators to HP Certified Operator Training and HP Shared Maintenance Training. Employees also use HP information resources such as the My HP Indigo personalized website.

### **Better ROI for both variable and static jobs**

The variable-print jobs run on the press enable McCallum/DCG clients to harness the power of personalization. For example, a leading company that snaps photos at marathons sends the runners postcards with thumbnail photos of the runners crossing the finish line; the customer then can purchase the photos from the company's website. A major clothing distributor transforms current inventory and pricing data into updated catalogs sent to sales representatives on a weekly basis. And a national retailer continuously updates its signage to match the ever-changing mix of products at individual outlets. "Instead of the old pick, pack and mail approach, we have on-demand printing that increases relevance and therefore our customers' return on investment," Clarke says.

Those ROI gains also extend to static printing. The size and speed advancements of the HP Indigo 7000 Digital Press make it the cost-efficient choice for many runs of up to 7,000 8.5- x 11-inch sheets, Clarke says. "We're production agnostic. We can run a static job on either offset or digital. It's an economic determination based on cost and cycle time. We're finding that the HP Indigo 7000 Digital Press brings economies that let us scale more of our business into digital."

That means gaining the advantage of streamlined workflows. HP Indigo presses are designed to minimize operator involvement. On-press and off-press diagnostics and troubleshooting maximize uptime. On-the-fly ink replacement saves time and effort. An intuitive touch-screen interface simplifies operator-to-press commands. "Digital is so efficient," Clarke says. "There's either low setup or no setup. The workflow drives files all the way into the press. With offset, there's still the manual process of carrying plates to the device and all the inefficiencies associated with that."

---

*"Everything that is analog someday will be digital, or it will go away. The HP Indigo 7000 Press is a great leap forward toward that future."*

Brad Clarke, Vice President, McCallum/DCG, Seattle

---

A significant automation advancement is the HP SmartStream Production Pro Print Server, which provides a robust, scalable digital front end able to RIP large files quickly and manage the company's multiple HP Indigo presses. "This hub-and-spoke model enables us to easily scale the business with added presses, as well as reduce labor costs by having one senior operator oversee multiple jobs with the help of lower-overhead assistants," Clarke says.

Another huge advantage is environmental: no overruns. McCallum Print Group/DCG takes environmental stewardship seriously. However, no toxicity-reducing advances in the offset process

## Customer solution at a glance

### **Primary applications**

Variable-print, personalized and multi-versioned marketing material; static runs up to approximately 7,000

### **Primary hardware**

- HP Indigo 7000 Digital Press
- HP Indigo press 5000
- HP Indigo press 3050

### **Primary software**

- HP SmartStream Onboard Print Server
- HP SmartStream Production Pro Print Server

### **HP Services**

- HP Certified Operator Training
- HP Shared Maintenance Training
- HP Care Pack Service

eliminate a central drawback: paper waste. "In offset print, because setup is so time-consuming and costly, the rule has always been, 'Don't be short so you don't run out,'" Clarke explains. "That leads customers to order boxes of extras that sit on shelves to ultimately go out of date and get thrown away. That's not good for their balance sheets and it's not good for us to have taken part in that situation. With the HP Indigo press, however, you can print what you need, and can cost-efficiently print more later if you need to."

---

*"We're production agnostic. We can run a static job on either offset or digital. It's an economic determination based on cost and cycle time. We're finding that the HP Indigo 7000 Digital Press brings economies that let us scale more of our business into digital."*

Brad Clarke, Vice President, McCallum/DCG, Seattle

---

Working with HP through the years has built a strong strategic partnership, Clarke adds. "The entire HP team, from sales to account support and service technicians, has been outstanding. They're part of our



business," he says. "It's important for our customers to know that we work with a company that continuously advances its products—because those efficiencies ultimately support all of our business success."

---

To learn more, visit [www.hp.com](http://www.hp.com)

© 2008 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

This customer's results depended upon its unique business and IT environment, the way it used HP products and services and other factors. These results may not be typical; your results may vary.

4AA2-2851ENW, October 2008

