

# Getting personal with customers

HP Indigo press 5000 presents a user-friendly opportunity to diversify into photo book, personalised marketing and digital printing



Vision combines with HP Indigo's digital printing capabilities for this graphic design and advertising agency in Malaysia. Since starting out in 2001, the agency decides to introduce more creative one-to-one marketing options in late 2006. An investment in the easy-to-use HP Indigo press 5000 is all it takes for the agency to break into the digital printing market and introduce personalised printing solutions to its local, regional and global customers.

**HP customer case study:** Undeterred by its inexperience in commercial printing, Nexace Sdn Bhd is a graphic design and advertising agency that successfully launches new service lines in photo books, personalised marketing and collateral printing with the HP Indigo press 5000.

**Industry:** Graphic design and advertising

## Objective:

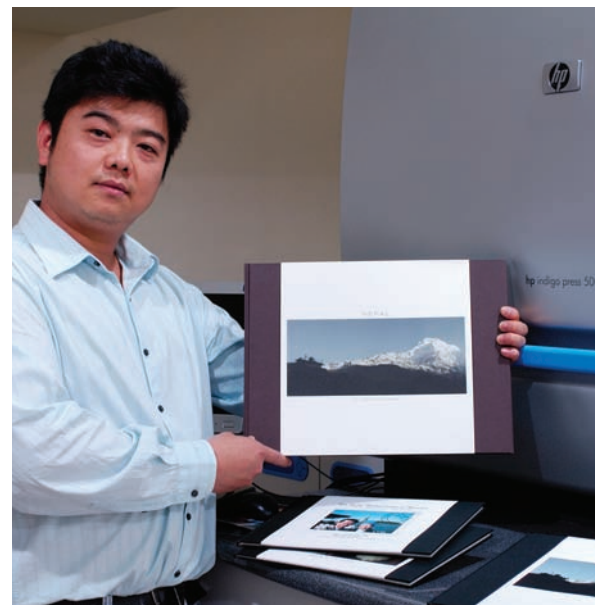
- Realise vision of addressing industry trend and providing customers with web-based one-to-one marketing options and personalised collaterals
- Introduce web-based photo book line to tap new local, regional and global customers

## Approach:

HP Indigo press 5000 – user-friendly, reliable and affordable digital press for collaterals on demand, personalised direct mail and photo-related applications

## Results:

- Shorter learning curve due to ease-of-use
- Expanded and more diversified customer base
- Ability to provide more services and fulfill more customer demands with same resource base
- Ability to deliver true-to-life colour outputs at fast turnaround times
- Target 1.5 years breakeven with added sales volumes



Nexace Sdn Bhd had been building its reputation as a graphic design and advertising agency in Shah Alam, Malaysia for five years. Since 2001, it had been delivering creative print and web-based solutions to its customers.

By 2006, its managing director Mark Koay formulated a new vision for the future. He realised that many web-based businesses were driven by customers' desire to do things themselves. At the same time, his team had developed the strength to design versatile templates for direct marketing, photo books, photo calendars and other materials that customers could simply exploit to create their own personalised collaterals.

## Vision to print

The idea was sparked off for Nexace to start new interactive websites with these ready templates that put the creative power in customers' hands. Even customers with no design capabilities would be able to use these templates to develop their very own print materials. The new websites would allow customers to upload their prints on-line. The process would be seamless and simple for customers.

However, at the back end, Nexace needed to fulfill and print out the web-based orders, ready to be sent to customers. Koay's initial idea was to acquire a non-HP brand of digital printer. However, after seeing the HP Indigo press 5000, there was no turning back.

---

*"The print quality on the HP Indigo press 5000 really says it all. Its output is really a lot nicer than what we can get on toner-based machines. For photo books, especially, realistic skin tones are very important. After seeing the prints on the HP Indigo press 5000, everything else became less important."*  
Mark Koay, Managing Director, Nexace Sdn Bhd

---

Using high-definition imaging, proprietary liquid HP ElectroInk and seven-colour printing, the HP Indigo press 5000 certainly delivers superior quality and true-to-life colour print-outs at 812 x 812 dpi resolution. And as business picks up, Nexace will benefit from the fast throughputs of 4,000 4-colour A4 images (two-up) each hour to meet customer demands.

#### **Click and print**

The other attractive feature about the HP Indigo press 5000 has been its user-friendliness. As Koay explains, he and his team had absolutely no experience in commercial printing. It is therefore important that the digital press is easy-to-learn and easy-to-handle for his team.

Indeed, the HP Indigo press 5000 has three pre-configured paper trays, ink tanks and press systems that ensure continuous operations with minimum human intervention. As Koay observes, it merely involves a "click and print". The learning curve is also reduced to just three months for the team to become experts at digital printing.

#### **Ready to take off**

As the learning curve comes to an end, Nexace has prepared its two websites [www.nexace.com](http://www.nexace.com) and [www.photobook.com.my](http://www.photobook.com.my) to launch its new business propositions to customers, supported by the HP Indigo press 5000. While its one-to-one marketing collateral and direct mail business will probably appeal to customers in Malaysia, the new photobook business is likely to reach a wider regional and global customer base. The plan is ready to become a reality for this company with only 10 staff.



---

*"We are just a small company with no experience in commercial printing. But despite our inexperience, the HP Indigo press 5000 has allowed us to start up exciting business applications in photo books, one-to-one marketing and digital printing very quickly. Its capability has combined with our vision to launch the company into the future."*

Mark Koay, Managing Director, Nexace Sdn Bhd

---

Seeing a huge market potential in digital printing, Koay is confident that the ready design templates found on both the company's websites will promise a seamless experience for customers to benefit from greater personalisation in their photo books and collaterals. The other part of the equation is the ability of the HP Indigo press 5000 to complete the orders quickly to reach customers. Against this backdrop, Koay expects Nexace to break even on its investment within one-and-a-half years.

---

*"We see a great improvement in the variety of customers we can now approach. With the same resources, we can expand our services and approach more customers. Our investment in the HP Indigo press 5000 has allowed us to deliver a commodity and not just design expertise for future growth. "*

Mark Koay, Managing Director, Nexace Sdn Bhd

---

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

© 2007 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.

200030244EEP, June 2007 (Rev 1)

