

# THE NEXT EVOLUTION OF PRINT IS PERSONAL

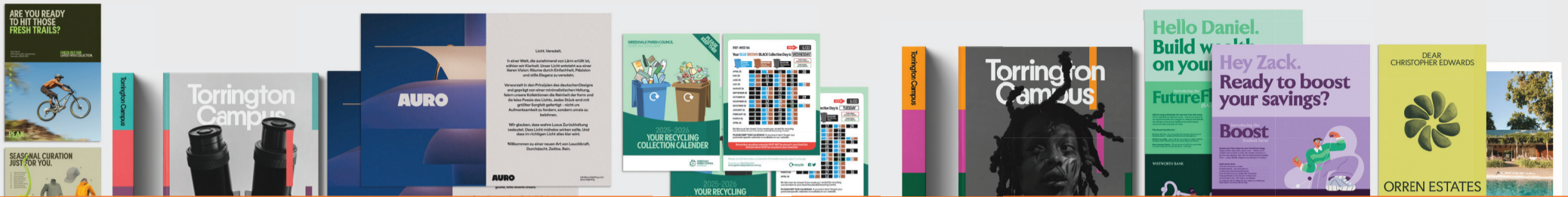
## WHY PRINT?

Tangibility and trust.  
Emotional impact.  
Less competition for attention.  
Credibility and brand authority.

# 90%

of marketers see better ROI from personalisation and believe it boosts profits.  
Source: McKinsey & Deloitte

Many brands perceive personalisation to be too complex, slow, and error-prone. With FusionPro, you can create powerful data driven print in a faster, smarter, more cost effective way. Print is Personal.



DATA INTEGRATION + INTELLIGENT TEMPLATES + AUTOMATED WORKFLOWS + DIGITAL PRINTING = DATA DRIVEN PRINT



FusionPro is a **SCALABLE, FLEXIBLE PLATFORM** for Variable Data Printing – supporting everything from simple desktop jobs to fully automated, high volume production. It can generate millions of records daily and efficiently produce print ready PDFs for direct print queue delivery.

With intelligent template-building tools and wizards, FusionPro enables the creation of design, business, and production rules **WITHOUT SCRIPTING OR SPECIALIST SKILLS** – making data driven print faster, smarter, and more cost effective.

### DATA INTEGRATION

FusionPro's intuitive functionality can handle the most sophisticated data requirements, pulling information from multiple sources to deliver truly targeted messaging for each recipient.

### AUTOMATED WORKFLOWS

Create a hands-free workflow from receipt of data to production without the need for manual intervention. Embed into existing workflows using a wide range of APIs, speeding up time to market.

### VARIABLES Examples

URL	Telephone	Country	Preferences	Offers	T&Cs
Names	Email	Language	Shopping history	Products	Contacts
Address	Gender	Age	Pricing	Images	Company

### INTELLIGENT TEMPLATES

Dynamically create on brand print as soon as data is received, using design and business rules to ensure accuracy. Built-in production features – like printer marks and impositions – help streamline and speed up the entire process.

### DIGITAL PRINTING

FusionPro is device agnostic – allowing you to seamlessly integrate your existing inkjet or toner production technology – or connect with Ricoh's own powerful output systems for outstanding results.

## APPLICATIONS

### ONE-TO-ONE MARKETING

Use customer insights to create targeted, relevant messaging for every recipient, boosting engagement and response rates. By harnessing data in multiple ways, you can deliver truly unique, personalised print experiences for individuals or specific groups.

### BUSINESS DOCUMENTATION

Automate the production of letters, invoices, and statements, with the ability to dynamically create tables, charts, and barcodes. Additionally include targeted white space marketing messages to enhance the value of the printed piece.

### VERSIONING & LOCALISATION

Streamline the management of multi-version brochures, spec sheets, reports, and forms. Use data driven updates to print the latest product labels and documents on demand, and simplify localisation of promotions, price labels, and retail POS for specific markets.

**"RICOH'S FUSIONPRO VARIABLE DATA PRINTING SUITE TRANSFORMED A COMPLEX AND LABOUR INTENSIVE PRODUCTION PROCESS INTO AN AUTOMATED LIGHTS OUT WORKFLOW."**

Production Director,  
Commercial printing company

## BENEFITS

71% of consumers prefer personalised shopping experiences. But it's not just about happy customers; personalisation also drives business growth. Nine out of 10 marketers see better ROI, and 90% believe it boosts profits.\*

\*Various sources including McKinsey & Deloitte.

### ONE-TO-ONE MARKETING

Research shows that younger Millennials and Gen Z often engage with direct mail more than digital ads because it feels novel, tangible, and **LESS SPAMMY.**

### BUSINESS & DOCUMENTATION

Innovations in industry-specific software platforms enable **SEAMLESS INTEGRATION** of variable data workflows, streamlining production, and reducing turnaround times.

Source: FastCart Insights

### VERSIONING & LOCALISATION

By 2027, over 45% of major retailers will apply **HYPER-LOCALISATION** for store-specific assortment planning, selection, and allocation.

Source: IDC

### DELIVER A CUSTOMER CENTRIC EXPERIENCE

Consumers prefer to engage with brands that treat them as individuals. A personal touch can make a huge difference.

### FASTER TIME TO MARKET

In rapidly shifting and fiercely competitive markets, the prizes go to the most agile and responsive. FusionPro can be your secret weapon.

### INCREASE BRAND LOYALTY AND RESPONSE RATES

Personalised messaging helps to create a long term and mutually rewarding relationship with your customers.

### REMOVE COMPLEXITY

Simplifying your process delivers real results – Marquis, a U.S. financial services company, saw FusionPro increase its output speed by 36x.



**FIND OUT MORE**  
Visit our website and get in touch.

