

## When a global leader in *printing* wanted to go *electronic*, they selected solutions from eMaximation.

"The key decision point for us was 'will this initiative add value to our strategies for growing store units'. Clearly, the eMax system has impacted the identification of our best prospects."

Keith Gerson  
VP Global Development  
AlphaGraphics

### Company Facts

**alphaGraphics®**

Printshops Of The Future

**Headquarters:**

Salt Lake City, UT

**Core business:**

Offering design, copy, and offset color printing services in digital, online, or large format across all media.

**Business need:**

Effectively expand market presence through the addition of new retail stores.

**Applied eMax Solutions:**

eMax v. 2.25

**Results:**

eMax solutions went live in 20 days and enabled AlphaGraphics to qualify **10.85%** of Internet leads at an average of **\$21.74** per qualification.

**AlphaGraphics, Inc., a global leader in the printing industry, adopts Sales Campaign Automation, and generates remarkable ROI.**

The year 2000 marked the 30-year anniversary of the AlphaGraphics network, the world's leading print franchise business.

As a pioneer in digital publishing technology, AlphaGraphics' mission is to enable its customers to communicate easily and effectively in any publishing medium, anywhere in the world, integrating the strength and global presence of over 300 physical printshops located in 15 countries. This strategic blending capitalizes on strong, relationship-driven partnerships with business clients, and allows e-commerce to play an increasingly vital role in its future.

Through a technology-driven infrastructure and worldwide vendor alliances, AlphaGraphics is able to offer an expanded portfolio of products and services well beyond that of the competition.

When it sought to leverage technology to increase the number of franchise units, AlphaGraphics selected Sales Campaign Automation solutions from eMaximation.

*An interview with  
AlphaGraphic's Keith Gerson,  
on the **eMax** experience.*

### **On Getting Started**

The implementation process began on December 10, 2001, and the system was deployed only twenty days later.

"One of the benefits of the eMax model is the combination of ASP software and managed services for content and support. Once we said 'go', the process was very turnkey...something we didn't find in the other providers we looked at."

### **On Leveraging Assets**

eMax worked with AlphaGraphics on content for the program.

"It was critical to be able to leverage our investment in the marketing assets we created for broadcast media and other advertising initiatives we were running. eMax worked with us to re-purpose our media, and produced the campaign content that we didn't have."

### **On Performance**

"The key decision point for us was 'will this initiative add value to our strategies for growing store units'. Clearly, the eMax system has impacted our qualification process. Most surprisingly, however, was the system's impact on our selling processes...it has enabled us to save money though some efficiencies we had not expected."



### **On ROI**

"Everyone is *talking* about ROI these days, but it's nice when it's actually *delivered*. Since going live on the eMax system, **our marketing cost to generate a qualified lead has dropped by about 75%, delivering 100% ROI in less than 90 days.** Also we have attributed a **207% increase in the conversion rate** of Internet leads, and a **50% reduction in the timeframe** to identify qualified prospects."

**eMaximation** 

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