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DMM, Inc. Experiences Increased Growth with Newly Acquired Technology from Canon Solutions America

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Direct mail leader invests in continuous feed print technology and accompanying workflow software

MELVILLE, N.Y. – Canon Solutions America, Inc., a wholly owned subsidiary of Canon U.S.A., Inc., today announced that DMM, Inc., a leading transactional print and direct mail solutions provider, has expanded its industry-leading document print production capabilities to support continued growth with the installation of two Océ VarioStream 8000 Twin continuous feed printers at its Scarborough, ME headquarters. The company's most recent investment increases DMM's data driven transactional print and direct mail production capabilities and capacity for its customers who utilize high volume, business-critical, and time-sensitive print and direct mail pieces.

DMM was founded over 30 years ago as a data solutions and direct marketing provider specializing in transactional printing, data driven digital print on demand, mission-critical document output, direct mail production, fulfillment distribution services, and much more. With a proven track record in data composition and direct mail production, DMM has received multiple industry awards and continues to bring innovative solutions and best-in-class technology to a number of Fortune 100 companies across the nation in the financial, insurance, and healthcare industries.

Over the course of the last five years, DMM experienced a notable spike in new business that compelled the direct mail leader to research newer forms of print technology. Providing extensive transactional print solutions for healthcare and financial services clients puts a significant emphasis on productivity and output management; with those factors firmly at the forefront of DMM's decisions, the company looked to Canon Solutions America to provide alternative options. After working with and reviewing the Océ VarioStream 8000, the Maine-based company recognized Canon Solutions America's dynamic portfolio of continuous feed technologies was the perfect fit to help grow and transform its business.

With the need to meet a higher volume of work, DMM turned to the VarioStream 8000 continuous feed printer for its high print quality options, wide media handling capability, and top-line configuration flexibility. Designed to provide maximum performance for every transactional application, the product seamlessly blended with DMM's existing fleet, and has since allowed the company to secure additional business with the ability to now process work at a much higher volume and at higher margins.

“Highly personalized business-critical print and mail, with confidential information delivered from our secure facility, gives our customers the confidence they need to know their communications are being delivered cost-effectively and in a timely manner,” said John Cloutier, president and CEO, DMM, Inc. “This technology allows us to produce more cost-effective business-critical documents at a higher level of productivity, providing a higher degree of flexibility and faster time to market.”

In addition to the increased production capacity, DMM has implemented the Océ PRISMA production software. “This software centralizes and accelerates print management, giving clients faster production times at lower operating costs,” reported Cloutier. This innovative software manages the platform of printers in order to improve cycle time, streamline digital workflow, and provide customer personalization and flexibility in document production. Additionally, the newly acquired software allows DMM to process virtually any input

standard print description language with a wide range of media, input types and protocols. The new workflow and output management system has vastly increased DMM's overall efficiency as it pertains to turnaround time and quality of work.

“Our journey with DMM has just begun,” added Francis A. McMahon, senior vice president, Marketing, Production Print Solutions, Canon Solutions America. “As we grow and expand our technologies, so too will DMM and its already impressive list of customers. What we value most with our customers is helping them expand to new markets, while creating beneficial business opportunities. DMM is undoubtedly prepared for that next level of expansion.”

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