

# DOC-VALUE MANAGEMENT

## TECHNICAL DOCUMENTATION

Today's competitive, high-tech marketplace demands accurate forecasting of new releases for effective inventory management, as well as firm control of expenditures. That's why future-focused companies are now turning to Webcom's Digital Print Technologies for *Doc-Value Management*. Recent advances in print technology have made *Doc-Value Management* possible. By combining Webcom's Digital Print and Offset Technologies, it minimizes documentation costs over the lifecycle of the manual. At different times throughout the lifecycle of a manual, different quantities are required. Webcom can respond with a comprehensive production plan to help manage fluctuating demands. Whether you are planning to release a new software edition or looking for innovative ways to support documentation demand for older releases, Webcom has the tools and expertise to help you increase revenues and cut costs.

### TAKE ADVANTAGE OF NEW MARKETING OPPORTUNITIES

With Webcom's *Doc-Value Management* you can:

- Supply advance copies of a manual to incorporate last-minute edits before its main printing
- Reduce the risk of new releases, thereby expanding your potential products
- Extend the life of older versions by cost effectively producing small quantities of manuals whose diminished demand does not warrant a full printing
- Bridge inventory gaps between software releases
- Improve quality of products by incorporating feedback from advance copies
- Be first to market by using digital printing for super fast turn-arounds
- Provide (near) offset-quality in text and four-color covers to complement the value of your Enterprise Products

### REALIZE SIGNIFICANT FINANCIAL BENEFITS

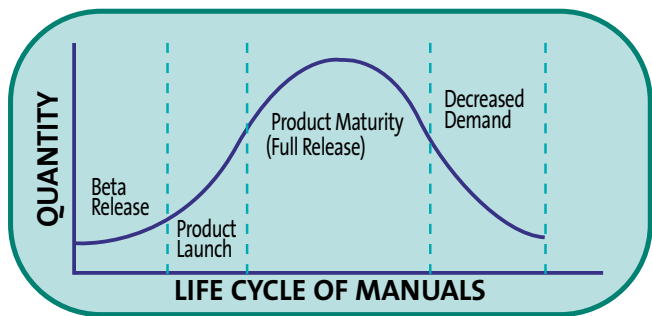
Webcom's *Doc-Value Management* delivers just-in-time production so you can reduce your inventory costs and improve your bottom line. You'll be able to:

- Minimize risk through more accurate estimates of demand
- Save on inventory costs by buying and storing only what you need
- Eliminate obsolescence costs
- Reduce waste inherent in producing too many books (excess printing, inventory carrying, shipping, returns, and disposal costs)
- Improve cash flow with just-in-time production
- Free up capital for more profitable investments
- Save on warehouse and distribution costs
- Save administration time and costs with a single Webcom point of contact, online web-based ordering, and improved access to your products' order history
- Extend revenues by keeping manuals in print while demand exists

## REDUCE YOUR ADMINISTRATIVE EFFORTS AND COSTS

In addition to reducing the forecasting burden, Webcom's *Doc-Value Management* offers other key purchasing advantages:

- Both small and larger orders can be placed through one supplier – a supplier who understands your production needs and has the best technology to meet them
- Orders can be placed online using our web-based ordering system – reducing administration and providing automatic order history reports



*At different times throughout the life cycle of any manual, you require different print quantities. Webcom responds with a comprehensive production plan, combining advanced digital print and offset technologies to cover fluctuating demands.*

## BUILD CUSTOMER LOYALTY

Use *Doc-Value Management* to meet the needs of your customers and gain a competitive edge:

- Shorten software delivery times
- Create excitement with innovative products
- Provide updates and revisions at minimal costs

**Start maximizing revenue, minimizing costs and enhancing marketing opportunities throughout the entire life cycle of all your products. For digital print solutions that make sense for your projects, contact your Webcom Technical Documentation representative. Call 1-800-665-9322 today!**

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