



# Real business outcomes

Looking for Colour & then Online



Get rid of wastage now and look to the future

**“I was looking to move away from ‘black’ printing and onto colour, but I could also see that in two to three years we would be looking at online billing”**

***Kim Hawkins  
(Manager Billing Services, Yellow)***

<b>Business Need</b>	Establish their own billing system & processes			
<b>Resolution</b>	Provide a an Invoice that enhances the brand and provides individually targeted messages			
<b>Benefits</b>	<b>Enhancing customer experience</b>	<b>Overcoming inertia</b>	<b>Reinventing the way they do business</b>	
<b>The Answer</b>	Improve the look, feel and information customers get on invoices	Offer individually targeted offers to customers	Provide one pass colour invoice printing process	
<b>Allowing</b>	Increased brand preference	Growth	Reduced logistical and wastage costs	