

## CDS Global offers one-of-a-kind Cross-Media Communications

**D**igital marketing might be growing with a vengeance, but print collateral still holds its own in an effective integrated marketing mix. In today's marketplace, there is an advantage to embracing a multichannel approach as businesses and consumers increasingly use more than one information source when making purchasing decisions. Print has been the world's No. 1 communication method for so long – to overlook its impact now would be foolish. With over 35 years of experience in the print industry, and as president of Gimbel & Associates, I can tell you first-hand that print should remain a critical element in any company's marketing strategy.

Gimbel & Associates has long helped companies with the strategy and execution of digital print campaigns designed to achieve growth and efficiency targets, and maximize return on investment. In 2010, our portfolio already boasted some of the most recognizable brands in the world including Xerox Corporation and American Honda Motor Corporation, so we were excited to begin an engagement with CDS Global, a wholly owned subsidiary of Hearst Corporation.

When I first met CDS Global, I'll admit that I knew very little about them – except the fact that their parent, Hearst Corporation, is one of the largest diversified communications companies in the world. Quickly, I learned that CDS Global is a leader in outsourced business solutions and has been delivering order management, fulfillment, eCommerce, payment processing and marketing solutions to the world's most well-known magazine publishers and organizations in other targeted areas for almost 40 years. I was actually a bit surprised to see just how wide a range of digital print capabilities exists – impressive machinery, unique client solutions and an extensive inventory of software applications. Several elements are particularly noteworthy, including their ability to handle complex, database-driven niche jobs, their security certifications,

and their turnkey mail and distribution services. CDS Global is managing a magazine subscriber database approaching 150 million names, can fulfill work that requires the highest degree of security – including HIPAA, SAS 70 Type II, PCI and SOX compliance – and can manage the distribution of materials through state-of-the-art mailing facilities.

These are capabilities you don't find in your typical print vendor.

I also learned that all of CDS Global's differentiating Cross-Media Communications capabilities are already in play, helping several top U.S. financial services companies communicate with 401(k) participants. Each respective company needs to maintain their own brand image and message consistency while customizing every 401(k) participant's retirement projection. CDS Global's Cross-Media Communications deliver individual retirement assessments and reports containing highly confidential variable data elements such as the participant's age, current salary and investment growth rate. These variable elements are then merged with standard 401(k) information via a complex, cover-driven workflow process and output as perfect bound books that are securely shipped worldwide.

Similarly, I was shown how one of the leading online sources for health and medical news and information is also using CDS Global's Cross-Media Communications to handle some of their most sensitive, personalized communications. CDS Global captures and analyzes variable data from individual health surveys to create, print and mail custom books with each participant's



*Roger Gimbel, EDP  
President, Gimbel & Associates*

overall health assessment, including personalized information on cholesterol levels, blood pressure and weight.

So, with all of the capabilities and existing clients noted above, why did CDS Global engage Gimbel & Associates? Simple. They recognized the value of variable digital print as an ongoing element of Cross-Media Communications and realized that adopting best practices, processes and packaged solutions would help them establish CDS Global as a differentiated leader in the industry. My work was relatively straightforward, and I began by digging in and learning about CDS Global's depth of capabilities. It seemed that the biggest gap was really that they had not proactively assembled all of these key elements together in a way that allowed them to optimize their offerings to the market.

The project came to fruition at an amazingly quick speed. We assembled a 90-day product development game plan as well as a cross-functional team that would be responsible for making this new vision happen. By the end of three months we had compiled an inventory of capabilities; identified processes, systems and personnel gaps; specified solutions; rebranded the offerings; created a product roadmap; revamped pricing; met with clients and prospects; and most importantly, received unanimous buy-in at all levels of the company. Backed by Hearst, this commitment allows CDS Global to move forward and continue to invest in and grow their Cross-Media Communications as a fundamental part of their core business.

From my vantage point, I know that a lot of companies have the printers and the people, but they don't necessarily have the complete package. CDS Global now has a best-in-class solution suite for Cross-Media Communications comprised of capabilities including lettershops with state-of-the-art mailing and distribution systems, Sustainable Forestry Initiative (SFI) and Forest Stewardship Council (FSC) certifications, an array of variable digital print and workflow tools running Xerox iGens, and a small army of people dedicated to serving clients. Just as importantly, they have a wealth of business process outsourcing knowledge and experience gleaned from decades supporting Hearst Corporation and a variety of other household brands such as Businessweek, Forbes and The Salvation Army. On top of all, that they now have best-in-breed, productized solutions and roadmaps for continued Cross-Media Communications investment and development.

Moving into 2011, you'll see some compelling news coming from CDS Global detailing their comprehensive suite of products and discussing their plans for the rest of the year. They're a real player in the Cross-Media Communications arena, and they've upped the ante of what is and should be expected in a digital print vendor. With Hearst Corporation standing behind them, they are a true testament to the relevance of digital print in modern marketing.

— Roger Gimbel, EDP  
President, Gimbel & Associates

### **About CDS Global**

*CDS Global is a leading provider of outsourced business solutions to multiple industries, delivering an array of innovative and flexible eCommerce, order management, fulfillment, payment processing and marketing services. By maximizing the value of data, CDS Global effectively manages its clients' interactions with their customers and creates a positive impact on the bottom line of its clients.*

*CDS Global is headquartered in Des Moines, Iowa, with offices across Iowa and in Arizona, New York, Pennsylvania, Texas, Australia, Canada and the United Kingdom.*

*Learn more about Cross-Media Communications from CDS Global at [www.cds-global.com/solutions/cross-media\\_communications](http://www.cds-global.com/solutions/cross-media_communications).*

### **About Gimbel & Associates**

*Gimbel & Associates is an international management consulting firm working to ignite business growth through digital technologies. With cutting-edge solutions using the latest industry offerings, the company provides specialized sales and marketing support, strategic planning and operational analysis for growth and efficiency in digital print and marketing communications.*

*Gimbel & Associates offers expertise with an extensive background in offset, print production, digital, marketing communications, database management, training and direct marketing.*

*Visit [www.rogergimbel.com](http://www.rogergimbel.com).*