



## SERVICES FOR XMPIE OWNERS TAILORED TO YOUR BUSINESS NEEDS

VDP Success helps XMPie users achieve self-sufficient, sustainable success with their VDP, Cross Media and W2P services through the right combination of knowledge transfer, strategic planning and production services.

Our mutual interest is that your business strategies are sound and that your team has the necessary skills to support them. Your company's unique blend of goals, employees, technologies and clients are considered in determining the approach and scope for each project.

### KNOWLEDGE TRANSFER

XMPie is a complex process which involves multiple disciplines, affects many steps in the design-to-production process, and is challenging at first. The learn-by-doing approach works best. Each targeted example and assignment is provided just when it is needed for the next step in the project. Team members will be pushed to apply their evolving skills to real-world opportunities, so that the knowledge sticks.

### BUSINESS DEVELOPMENT

- Identifying key applications
- Defining the offering
- Messaging for your markets
- Structuring pricing
- Selecting your cross-functional teams
- Defining roles and responsibilities

### SALES SUPPORT

- Orienting your sales team
- Prospecting
- Selling to existing clients
- Presentations and demos
- Spotting lucrative opportunities
- Cost justification models
- Proposal structure
- On-call subject matter expert

### XMPIE PRODUCTION TRAINING

- Hands-on development training
- Using project management tools
- Defining workflows and processes
- Planning for expansion and repeatability
- Using VDP to streamline pre-press tasks
- Supplementary technical support

### FREELANCE PRODUCTION

VDP Success can function as a remote member of your XMPie production team and support staff on an ongoing or as-needed basis.

- Build your campaigns as you build your staff
- Build, add and update templates and products to storefronts
- Pick up the overflow when the workload is heavy, during technology transitions and upgrades, and when you are short on staff
- Supply the XMPie skills you don't use often (ulmage, XLIM, uEdit, XM)

Don't know where to start? Let's talk about where you are and where you want to go.  
**Claim your Free 1-hour needs assessment today!**