



Headline: CoakleyTech acquires new software and services solution to provide personalized digital print and cross media services for clients who are focused in improving their “go to market” strategies and communications.

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CoakleyTech will implement dynamic publishing software from XMPie, a standalone business unit of Xerox. The software and services solution will allow CoakleyTech to offer its customer base the ability to create custom digital printing, from personalized letters, postcards and brochures to complete marketing campaigns.

In the first partnership of its kind in Wisconsin, CoakleyTech purchased the full suite of products from XMPie including XMPie Personal Effect, XMPie uStore, XMPie uImage, XMPie uCreate.

XMPie software is used for variable data printing (VDP) a technology that enables elements such as text, graphics, and images to be automatically tailored to individual client preferences on each page. With XMPie. Effective personalized communication becomes a high response, low cost business return on investment.

Clients can take advantage of the cross media channels suite of print, web, email to more effectively and more consistently deliver targeted communications to their customer base.

For more information on the product go to www.xmpie.com or call Chris Illman at 414-902-2622

