

On Demand Printing & Publishing Consulting Service

Meet the Team

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Print on demand has changed the traditional graphic arts paradigm by delivering documents when, where, and in the quality and quantity required by the customer. This technology has penetrated all segments of the printing and publishing industry and has changed the landscape of competitors and customers, products and services, work processes, skill sets, and business assumptions. These changes have created new business opportunities for companies that grasp the underlying economics, processes, and requirements for key industry segments and printed products.

To help you prosper in this environment, InfoTrends offers two consulting services that span nearly three quarters of the world on demand printing market:

On Demand Printing & Publishing – U.S. and On Demand Printing & Publishing – Europe.

These personal consulting services offer executives, senior managers, and product and marketing managers the information and advice they need to outpace the competition and thrive in this dynamic marketplace. They provide:

- Year-round support for your marketing, product planning, product development, and strategic development decisions
- Continuous information flow with daily, weekly, monthly, quarterly, and annual deliverables
- Unlimited inquiry access to experienced staff
- Online access to published deliverables 24 hours a day
- Regularly scheduled Webcasts that discuss industry trends and developments

The **On Demand Printing & Publishing Consulting Service** supplies clients with a hierarchy of powerful knowledge tools, from syndicated market information to customized, proprietary consulting. Our consultants help you grow your business by providing you with insights that are geared to your specific challenges and goals.

Deliverable Topics Include:

- 2007-2012 U.S. On Demand Printing Forecast
- 2007-2012 Western European On Demand Printing Forecast
- Country Forecast Analysis Reports 2007-2012
- 2007 U.S. Printing & Publishing Market Size
- Print On Demand Global Forecast
- The Evolution of the Web-to-Print Market
- W.E. Critical Industry Trends by Andy Tribute

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The On Demand Group recognizes that every company has different needs and budgets as a result of the strategic issues that are involved with the on demand printing marketplace. We offer different solutions to fit every company's specific needs. Examples of the ways in which the On Demand Group can help include:

Custom Consulting: You have unique issues and opportunities that require customized, in-depth research, analysis, and advice. Engage InfoTrends' team to help define your issues, design and implement an effective research process, and provide objective analysis and recommendations in a timely manner.

Multi-Client Studies: InfoTrends conducts comprehensive primary research studies on major industry trends and topics. Multiple companies fund, influence, and receive the research results, enabling them to obtain business critical information at a reduced price. Recent studies include:

- *The Future of Commercial Printing in the United States: Digital Technology Driving Change*
- *The Chinese Printing Market: The Next Big Opportunity for Digital Printing & Workflow?*
- *The Future of Direct Mail, Transaction, and "Transpromotional" Documents*
- *The Future of Black & White Production Digital Printing*
- *Print On Demand Quarterly Tracking Program*
- *The Evolving European Digital Colour Printing Opportunity- A Production Print Perspective*
- *The Evolving U.S. Digital Color On Demand Printing Opportunity*

Advisory Services: InfoTrends provides ongoing advisory programs that foster industry growth, optimize business processes, improve market and product positioning, and help increase profitability. These services can be highly customized to meet our clients' business needs. Services focused on the digital printing industry include:

- On Demand Printing & Publishing Consulting Service U.S.
- On Demand Printing & Publishing Consulting Service Europe

Reports: Choose from a wide selection of forecasts, research reports, strategic analysis, and news on key industry trends and developments. Recent reports include:

- *U.S. & Western European Print On Demand Market Forecasts*
- *Transactional Colour Printing: Growth through "TransPromo" Documents*
- *Digital Printing in China*
- *Future of Commercial Printing in the U.S.*

Getting Started: Work with an InfoTrends representative to define your requirements and develop a program that addresses your specific business issues. Contact a representative today.



InfoTrends, a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. Additional information about InfoTrends is available on the Web at www.infotrends.com.