

Meet the Team

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Getting Started

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Profit Needs a Plan: InfoTrends BDS Service Relationship

A seemingly unending range of photo products—photo cards, photo books, specialty photo prints, photo-embellished calendars, T-shirts, blankets, totes, puzzles—produced on digital printing devices offer a growing revenue stream. There is a tremendous opportunity for all industry participants to capture a piece of this pie. However, getting into the business from scratch or adapting an existing photofinishing business to fit a new business model is a big challenge. InfoTrends has the tools available TODAY to help your customers attain profitable success in the photo market.

InfoTrends' BDS Photo annual service relationship provides photo print service providers, photo retailers, and pro labs with practical advice and tools for marketing and selling specialty photo products in consumer, B2B, and professional photo services spaces. The Photo BDS service is designed to provide "how to" guidance for new service providers that want to effectively go after the photo products and photo publishing opportunity, and to arm existing providers with tools they need to enhance their businesses. The service provides business resources to develop digital business strategies, winning applications, and workflow and technology direction. InfoTrends' BDS Photo service also assists your direct and dealer sales teams in working with clients to drive new print and non-print revenue streams.

Power Your Business Development Services with Content and Education from InfoTrends

BDS Photo Annual Service Relationship includes:

- 6 custom events developed for your organization. Choose any combination of custom Webinars, written papers, and case histories.
- Written strategic analysis pieces to drive business and operations success that are supported by scripted PowerPoint presentations for use as "ready-to-go talk tracks"
- Full content distribution rights for customers and sales staff
- Dedicated Account Manager to coordinate and manage deliverables, customize content, and assist with content delivery and use.

Add On Services

- Speaking Engagements
- Videos
- Customer Road Show Seminars
- Custom Consulting
- Training
- e-Learning



Why Work with InfoTrends?

- Business development initiatives that work
- Trusted, third-party source of information
- Customized offering
- Fast, easy, leading-edge, cost-effective content and tools for your customers and staff
- Access to seasoned analysts and consultants with broad expertise

Compelling, Relevant, "How-To" Topics to Power Success

InfoTrends possesses a large library of content, which it continues to expand and update, backed by solid market research and intelligence. Core content covers a broad spectrum of leading edge trends, tried-and-true marketing strategy tactics, real world "how-to" examples, market and technology analysis, and more. Content is developed with the audience in mind, and is served up in comprehensive, crisp, concise, and easy-to-grasp formats.

Recently Completed Deliverables

2012 Road Map: Production Group Webinar (PowerPoint)

Understanding the Photo Merchandise Customer

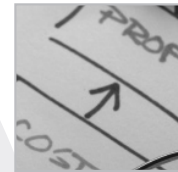
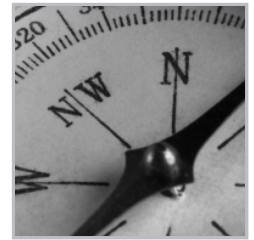
Entering the Photo Marketplace: Providing a Customer-facing Solution

Finishing Solutions for Photo Merchandise

Media Matters: Substrate Opportunities in Photo

Photo Applications: The Real Estate Market

Elements of Target Marketing for Photo



InfoTrends 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.