

April 2, 2008

Abstract

e-Enablement of the Printing Process: Why Graphic Communications Service Providers Should Take Note

Report Fast Facts

Published: March 2008

Pages: 10

Tables & Figures: 1

Price: \$595

Order Information

To place your order today, contact Jennifer Skerrett at 781.616.2100 or via e-mail

Jennifer_skerrett@infotrends.com

About InfoTrends

InfoTrends, a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industries. We provide research, analysis, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. To learn more about our company, visit www.infotrends.com.

Abstract

In February of 2008, InfoTrends completed a research report entitled, *e-Enablement: The Future of Graphic Communications*. This white paper is a summary of results from that research that are of most interest to graphic communications service providers seeking ways to enhance business volume and profitability.

© 2008 InfoTrends, Inc.
www.infotrends.com

Headquarters:
97 Libbey Industrial Parkway
Suite 300
Weymouth, MA 02189
United States
+1 781 616 2100
info@infotrends.com

Europe:
3rd Floor, Sceptre House
7-9 Castle Street
Luton, Bedfordshire
United Kingdom, LU1 3AJ
+44 1582 400120
euro.info@infotrends.com

Asia:
Hiroo Office Building
1-3-18 Hiroo, Shibuya-ku
Tokyo 150-0012
Japan
+81 3 5475 2663
info@infotrends.co.jp

Table of Contents

Introduction	2
Print e-Business Solutions Defined	3
Market Forecast.....	4
Corporate Print Buyers: e-Enabling the Enterprise.....	5
e-Business Capabilities	5
Print Applications.....	6
Benefits of e-Business.....	6
e-Business Solutions: The Competition.....	7
The Value Proposition of e-Business Solutions	9
Conclusions and Recommendations.....	10

Introduction

The electronic (“e”) enablement of business processes related to the marketing, selling, buying, and production of printed products has already changed the long-established order of the graphic communications value chain. There are many exciting proof points for e-business automation in procuring print applications such as business cards, stationery, sales collateral, direct mailers, and books. Buyers are directly accessing print catalogues, customizing print requests, proofing jobs, and completing purchasing and financial processes using online, integrated systems. The question is, how common are these e-business systems when measured against the totality of the U.S. printing market? How far have we come? How fast do we expect adoption of these systems to continue? How important is it for graphic communications service providers to incorporate Web-based solutions into their offerings?

This white paper offers insight into the impact that print e-business systems are having today and the effects that they will have in the future. It provides context and direction for graphic communications service providers as they explore the value of e-enabling their offerings.

While Web-to-print applications are a critical cornerstone of e-enablement, other aspects of e-enablement are rapidly becoming mainstream. InfoTrends’ research demonstrates that beyond Web-to-print, support for multi-channel communications and data management services is crucial to business success. In addition, buyers and sellers of print are using these systems to increase automation, improve operational efficiency, decrease costs, and enhance the quality and currency of printed materials. Therefore, print e-business services have expanded beyond Web-to-print to a broader multi-channel Web services paradigm, and they are being leveraged by enterprises using internal and external service providers.

To remain competitive in today’s fast-paced environment, graphic communications service providers must enhance their offerings with e-enabled value-added services. Doing this will improve operational efficiencies and create deeper customer relationships that keep the competition out.

Benefits of e-Business

It is important for graphic communications service providers to understand the advantages that buyers perceive can accrue from the e-enablement of print and related services so that they can communicate those benefits in the selling process and deliver them to customers by incorporating e-business solutions into their offerings.

The majority of enterprise respondents reported a common understanding of the benefits of e-business. They believe that print e-business solutions can reduce printing costs and shorten turnaround times, and they appreciate the fact that these solutions provide them with the ability to better track activities and spending, eliminate unnecessary printing, and reduce errors. In-plant operations also cited improvements in customer service, as well as better management of corporate brand, as key benefits. On average, enterprise respondents report a mean cost savings of 14% attributable to print e-business solutions.

Common reasons for not using print e-business solutions included respondents' preference to talk to and/or work with people and the belief that e-mail and/or FTP is adequate to meet their needs.

This material is prepared specifically for clients of InfoTrends, Inc. The opinions expressed represent our interpretation and analysis of information generally available to the public or released by responsible individuals in the subject companies. We believe that the sources of information on which our material is based are reliable and we have applied our best professional judgment to the data obtained.