

Production Workflow & Customized Communications Consulting Service



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Production Workflow & Customized Communications Service (PWCCS)

InfoTrends' Production Workflow & Customized Communications Service (PWCCS) tracks the global print production software markets and technologies used to support service providers and enterprises as they deploy super-efficient workflows and value-added services. In-scope software solutions include:

- **Production-Class Creative Applications**
- **Graphic Arts Variable Data**
- **Transaction/TransPromo Variable Data**
- **Print e-Business**
- **Multi-Channel Communications**
- **Production Workflow Management (Offset, Digital, and Hybrid)**
- **Print Controllers and RIPs**
- **Print-specific MIS**
- **Datastream Transformation**
- **Mail Preparation**
- **Prepress Point**

The Value of Working with InfoTrends

InfoTrends is the leading worldwide market research and strategic consulting firm for the document solutions industry. Clients of PWCCS have access to timely, relevant information on an ongoing basis, as well as direct access to industry analysts who are available to answer specific questions on an ongoing basis.

Benefits to Service Providers

- Tracking of latest tools and technologies
- Comprehensive buyer's guides
- Details and requirements for effective implementation
- Implementation scenarios and case histories

Benefits to Vendors

- Competitive analysis
- Market sizing and forecast
- Tools for supporting business strategy
- Tracking of latest tools and technologies
- Details and requirements for effective implementation
- Implementation scenarios and case histories

Custom Consulting Days

Clients of PWCCS will receive an established number of custom consulting days to support customer-facing initiatives, such as Webinars and speaking engagements.

Deliverables

U.S. and Western European Market Sizing and Forecast

A quantitative view of where growth and activity will occur in the Production Workflow & Customized Communications industry.

Services Road Maps

A forward-looking view of trends and expected developments related to the industry.

Technology Trends

An overview of innovative software products and vendors that will impact companies investing in the Production Workflow & Customized Communications space.

Primary Research Reports

An original study and analysis of users, channels, or others, utilizing methodologies such as telephone interviews and Internet questionnaires.

Strategic Assessments

A perspective on markets, segments, or broad issues affecting strategic directions and opportunities. An in-depth analysis of a selected channel, market, or industry is also available. Topics will include an overview of the key players and how they compare, the implications of new market activities, and emerging opportunities.



Analysis

An ongoing series of executive reports and analytical pieces discussing critical issues and implications of important industry developments, including significant product and service introductions, summaries of major vertical and horizontal marketing events, and analysis of current topics of interest.

Webcasts and Podcasts

An alternate form of content delivery conducted by InfoTrends for key topics and industry event briefings.



Case Histories

A description of the approaches used by others in the marketplace. While understanding the concepts surrounding a solid strategic marketing plan is critical, a great deal can be learned from the successes and failures of others in the market.

Client-Driven Inquiry

A consultation provided by our staff of experts that will answer inquiries, interpret research, and provide insight on the competitive landscape.

News

Daily summaries of the most important technology and market developments.

Pricing

\$29,000: Includes one year of access to the service.

One focused segment of PWCCS can also be acquired for \$9,900. Further details regarding focused segment deliverables are available from your InfoTrends sales executive.

Meet the Team

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Getting Started

To learn more about the

Production Workflow &

Customized Communications

Service, please call Jennifer

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e-Learning

In response to the growing need to cost-effectively educate across an organization, InfoTrends has developed an interactive, engaging, Web-based learning environment and training program with courses focused on important industry topics. The InfoTrends e-Learning portal provides a convenient environment for managers, technical staff, sales, and marketing professionals to learn at their own pace. InfoTrends provides Digital Color, Customized Communications, and TransPromo-specific e-Learning certificate programs, which are available for print/marketing service providers as well as the sales and technical staff of technology providers. Please contact InfoTrends for details and custom pricing options.



Product Life Cycle Market Research & Consulting

In addition to regular service deliverables, InfoTrends offers customized market research and consulting solutions targeting every phase of the product life cycle.

