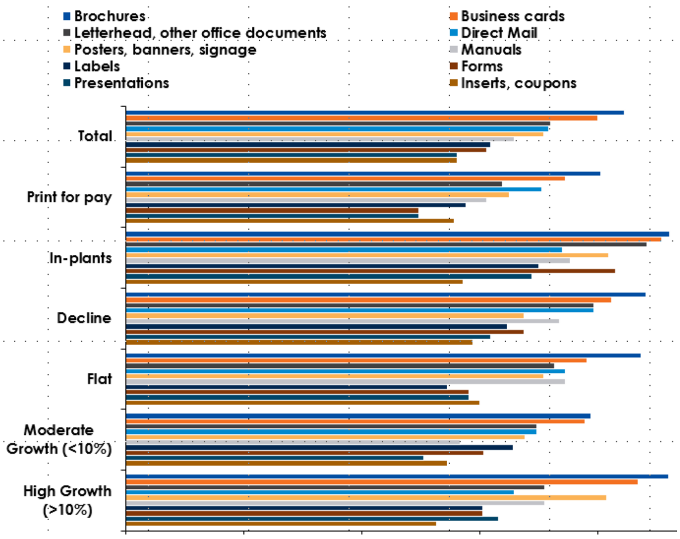
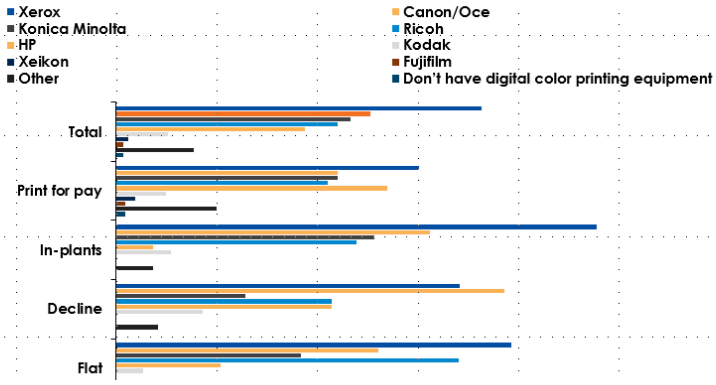
KEYPOINT INTELLIGENCE | InfoTrends

Winning in an Evolving Print Services Market

2018 Multi Client Study (US market)

2018 年、当社では米国の印刷事業社(PSP)226 件を対象としたウェブ調査を実施したしました。また 10 件の PSP 電話インタビューも含め市場分析を行った調査レポートです。
（149 Commercial/Print-for-Pay & 77 In-plant）





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調査目的：

The study's overall goal is to uncover the key actions that high-growth print for pay and in-plant printing operations are taking to grow, develop, improve, and market their businesses/operations. In addition, the study will report on current business/market conditions, emerging customer requirements, as well as staffing and training requirements. It will provide valuable insight relative to what printers and in-plants are trying to do strategically, where they have challenges, and the key support that is needed to be successful.

調査レポート（Data Charts） 目次

- In-plant Operation Type
- In-plant Reporting
- Primary Industry Served
- Additional Staffed Printing Locations in NA
- Number of Employees
- In-plant Annual Revenue/Budget
- Print for Pay Annual Revenue/Budget
- Print for Pay – Number of Employees
- In-plant – Number of Employees
- Print for Pay – Change in Revenue 2016 to 2017
- Print for Pay – Change in Revenue 2017 to 2018
- In-plant – Change in Revenue 2016 to 2017
- In-plant – Change in Revenue 2017 to 2018
- Applications Currently Printed (1)
- Applications Currently Printed (2)
- Applications Currently Printed (3)
- Future Applications (1)
- Future Applications (2)
- Future Applications (3)
- Job Categories
- First Refusal Right
- Insourcing
- Insourcing Revenue
- Digital Color Print Equipment Primary Vendor
- Digital Color Print Equipment Brands
- Vertical Market Focus
- Top 5 Vertical Industries
- Horizontal Market Focus
- Top 5 Horizontal Audiences
- Days of Operation
- Hours of Operation per Day
- Devices Usage Times (Means)
- Current Revenue from Services (Means)
- Anticipated Revenue from Services (Means)
- Print-related Value-Added Services Offered
- Print-related Value-Added Services Used for Marketing
- Marketing Services Offered
- Marketing Services Used for Marketing
- Digital Services Offered
- Digital Media Services Used for Marketing
- Print-Related Value-Added Services Profit Margin
- Marketing Services Profit Margin
- Digital Media Services Profit Margin
- Revenue Increase from Print-Related Value-Added Services
- Revenue Increase from Marketing-Related Services
- Revenue Increase from Digital Media-Related Services
- Print-Related Value-Added Services Challenges
- Digital Color Printing Volume: 4+ Colors

調査レポート（Analysis Rerport）目次

51 Growth PSPs have a higher % of volume through their web-to-print platform
52 The 3 most common reasons for offering web-to-print are automation, labor cost reduction, and becoming more embedded with customers
53 Reasons for Offering Web-to-Print by Company Growth
54 High growth PSPs are more focused on adding value via web-to-print than other PSPs
55 Tracking waste is not a regular practice throughout the industry
56 The majority of PSPs do not typically have an annual training budget
57 Among those with a training budget, high growth PSPs spend the most per employee and are more likely to increase budget
58 Growth PSPs place more emphasis on color management and sales process/strategies
59 High Growth PSPs place more emphasis on SEO/SEM than other PSPs
60 In-plants trail behind commercial/print-for-pay PSPs on all types of marketing aside from producing print samples
61 Direct mail campaigns and print sample sets are typically the most effective marketing activities
62 Trade publications, trade events, and one-on-one meetings are the top 3 preferred methods for PSPs to gather market information
63 Merger and acquisition activity is relatively high in today's market
64 Growth PSPs are more focused on differentiation while others are more focused on a combination of cost leadership and differentiation
65 Hiring sales staff, price competition, and hiring new production staff are the top 3 most significant business conditions
66 It is common for equipment and software bids to be awarded on cost and best fit
67 Overall, there was low incidence of PSPs reporting areas with major bottlenecks
68 Billing, RIPing, & archiving are the top areas to be automated for PSPs reporting problems
69 Growth PSPs have greater use of electronic job ticketing
70 High growth PSPs had greater use of electronic job scheduling
71 High growth PSPs had the highest usage of standalone imposition software
72 There is still a significant amount of jobs (42%) that are not print-ready and require additional set-up work

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