

The Transformation of the Print Industry

In his conference keynote, Charles Pesko warns that revolutionary changes are happening all around us and now is the time to take action.

By Kevin Craine – for the AIIM / ON DEMAND official conference newspaper

This year's ON DEMAND Conference should prove to be one of the best events yet with a new location, an exciting conference program, and a variety of anticipated announcements from exhibitors. According to the recently published *2003-2004 U.S. Production Copying and Printing Placements Report* from Infotrends/CAP Ventures, print-on-demand placements have increased 17%, with color solutions representing the biggest growth area. Clearly, trends in color and document production are driving the market to new heights.

We caught up with Charles Pesko, managing director of Infotrends/CAP Ventures and asked for his view on the current trends in the market, his take on the conference this year, and a preview of his Tuesday keynote address "*The Transformation of the Print Industry.*"

What can we look forward to at the conference this year?

ON DEMAND 2005 will feature more than 118 exhibitors and more than 60 sessions. Additional exhibitors representing the AIIM constituency will also be on the show floor. ON DEMAND is divided into two session tracks to provide the most pertinent information to conference attendees. These tracks focus on the areas of Print On Demand Technology and Print Service Providers. In addition to these targeted sessions the conference offers many interesting tutorials, keynotes and general sessions.

The conference this year will focus on special interest days hosted by industry notables. These include: "*Trends & Opportunities in Digital Pre-Press*" chaired by Frank Romano, "*The 1:1 Printing Opportunity, Market Reality and Future Possibilities*" chaired by Jeff Allen, "*Super-Efficient Workflow*" chaired by Peter Muir, "*Value-Added Services: Moving Beyond Print*" chaired by Cary Sherburne, "*Print Leadership Forum*" chaired by Roger Gimbel, "*The Dynamic Corporate Data Center/Transaction Market*" chaired by Andy Plata, and "*Document Process Outsourcing...Improving Enterprise Efficiency*" chaired by Holly Muscolino.

What are some of the key points from your keynote "*The Transformation of the Print Industry*" that you will present on Tuesday?

I will focus on how service providers in the printing industry are shifting from a manufacturing focus to a service focus. This transformation is creating a gap between those services providers that understand the changes and have taken steps to change their business model, and those that have not. The gap is widening, making it more difficult for those already lagging to catch up. I also will discuss the effects these changes will have on the market, the new requirements for success, and improved tactical best practices. Our message is that revolutionary changes are happening all around us, and now is the time to take action in order to be successful.

What are the key technologies and hot topics that conference attendees should be considering this year?

We are at a seminal time where digital processes are driving new levels of productivity and bringing business communication to new levels. Widespread adoption of open standards and the Internet has moved more control to the print buyer. One important area is in the growth of color. Universal copier-printers (UCPs), which are devices that cost effectively output color and black & white pages, have had a huge impact on the market over the past year or so. These devices are

going into office and production-oriented environments in large numbers. UCPs have replaced black & white devices in many offices. The increase in capability of this new class of device means that service provider customers have access to very capable high-speed output in house. As a result, this underlines the importance of providing services above and beyond the color or black & white output. Print service providers cannot afford to lose sight of this important trend and must focus on super-efficiency and value-added services in the future.

###