

Premedia Workflow

QuadSystems: An External Perspective for Publishers

- 1. Industry Pressures**
- 2. Strategies and Options**
- 3. Popular Solutions**
- 4. The Next Wave**

Industry Pressures

- Reduce production costs
- Accelerate Turn Times
- Eliminate redundancy
- Enhance collaboration
- Streamline operations

Industry Strategies and Options

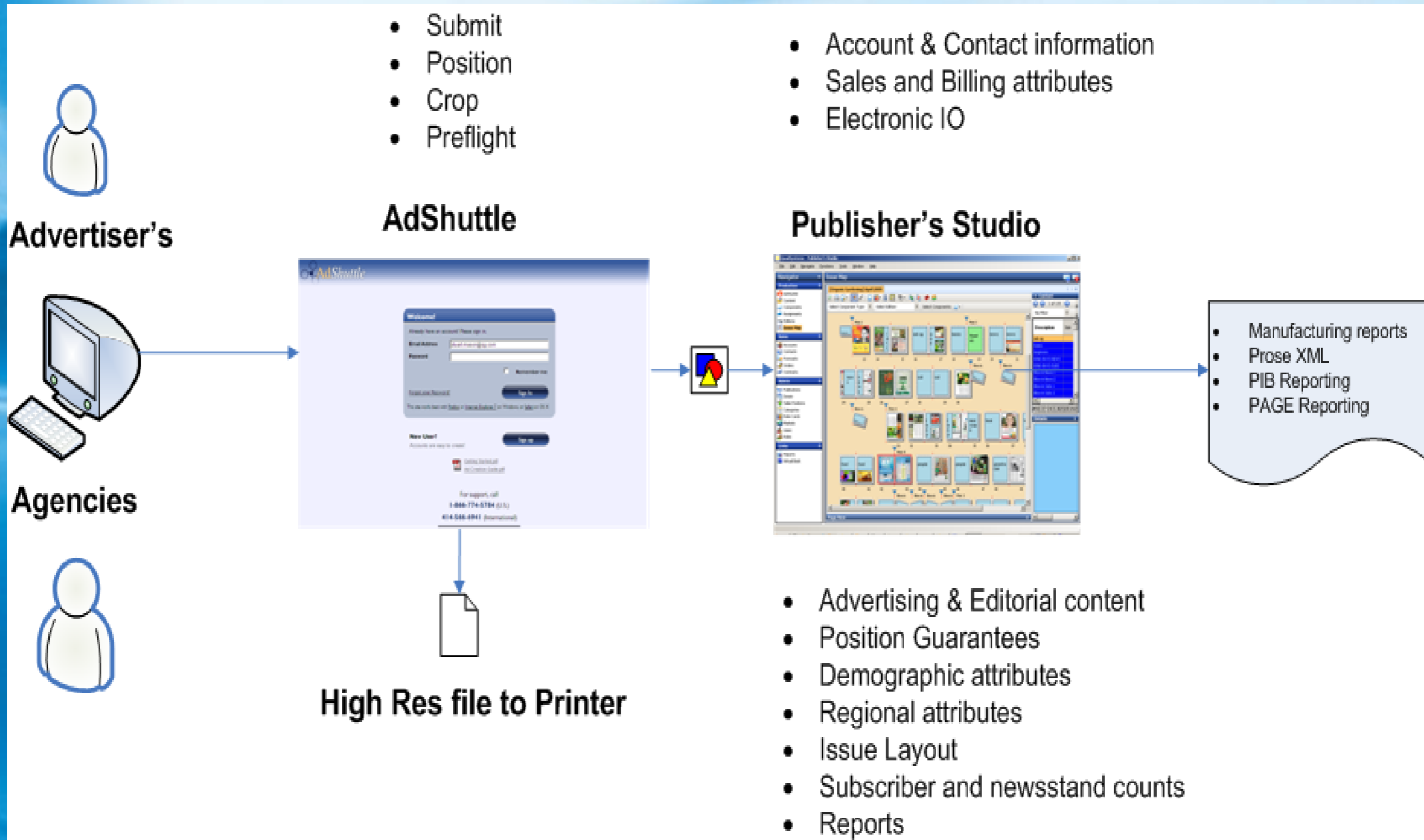
- Outsource where appropriate
- Apply automated workflows
 - Integrate systems
- Adapt formats and specifications

What's Popular?

Popular Solutions

- **Ad Portals:** automated ad preflight and delivery
- **Outsourcing Page Production:** overseas or offsite retouching and page assembly
- **Target Marketing:** creating more granular audience demographics
- **Open Architecture:** deploying systems that are out-of-the-box integration ready
- **SaaS:** software as a service
- **Digital Strategy:** delivering page specific instructions, print and postal instructions, magazine formats with embedded links, insertion orders and e-billing, repurposing content, etc.

For Instance...



The Next Wave

- Outsourced DAM
- Outsourced Circulation
- Digitally Printed SIPs & Custom Publications
 - More Target Marketing
 - Outsourced Operations