



# Innovate with Web-to-Print

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# What is Innovation?

**Innovation** is the development of new products (solutions) that solve unmet/unspoken needs in efficient and creative ways.



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## What's Required to Innovate?

- **Need:**
  - Substantiated market need
- **Process:**
  - Product development process, business model, integrated workflow
- **Resources:**
  - People, finances, and technology

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## Innovate with Web-to-Print

# NEED

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# Technology Triple-Play

1. Fast Processors



2. Inexpensive Mass Storage



3. Unlimited Bandwidth



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Chris Anderson – The Long Tail, Free

# Mass Global Digitization



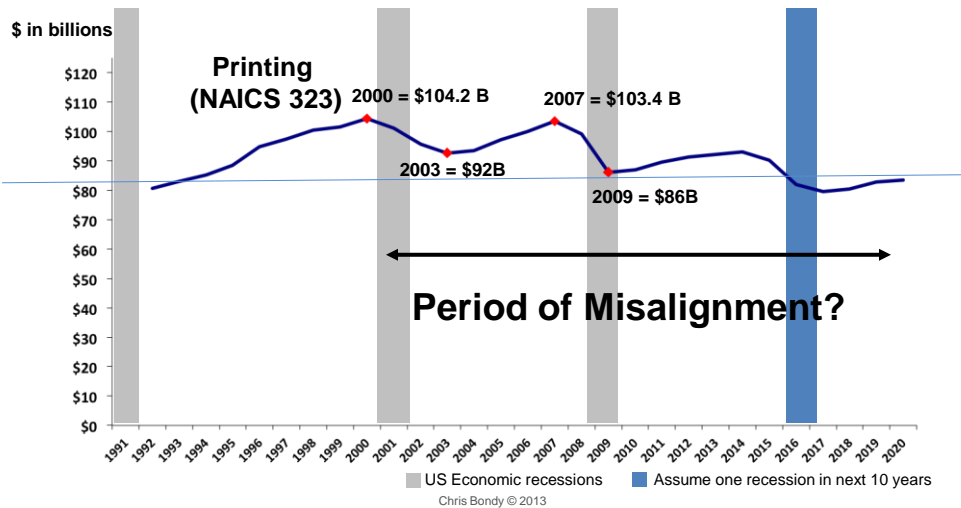
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## Cultural/Technological Migration



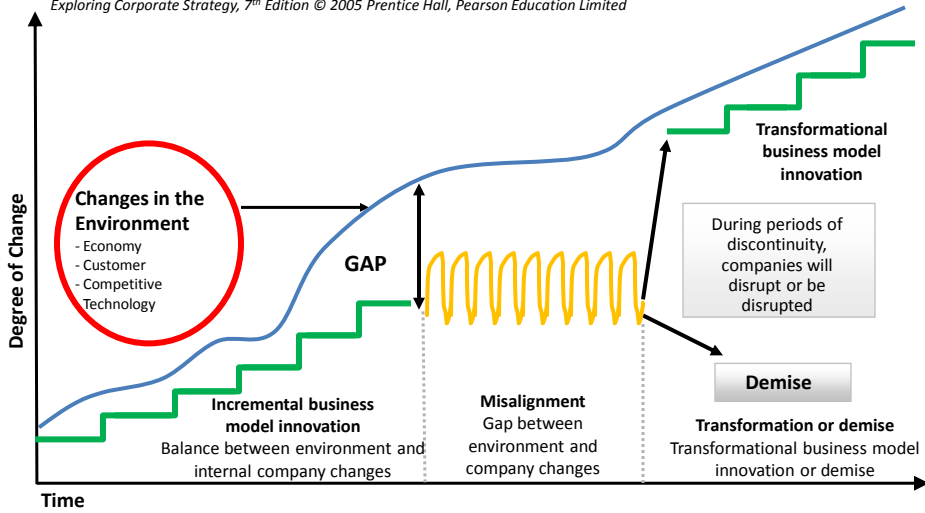
## Economy – History Repeats Itself

Source: US Government: M3 Print Shipments up to 2010. 2011 -2020 are estimates

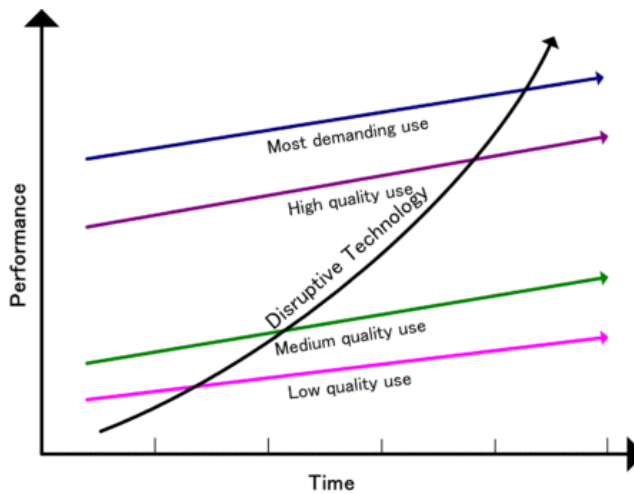


## External Factors Drive Pace of Transformation

Source: IBM Business Model Transformation, adapted from Gerry Johnson, Kevin Scholes, Richard Whittington, Exploring Corporate Strategy, 7th Edition © 2005 Prentice Hall, Pearson Education Limited



### The Innovator's Dilemma (1997) Clayton M. Christensen



## iPOD vs. MP3 Player

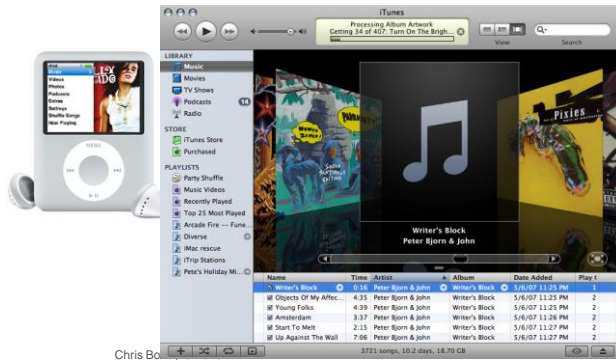
### *Synthesizing unmet needs & wants into an integrated solution*

- Steven Jobs immersed himself in the personal music ecosystem and refined the experience using similar technology with a more complete execution – e.g. Web-to-print.

#### Generic MP3 Solutions



#### Holistic Solution – new Ecosystem



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## Managing Collections: DAM



- iTunes Store catalogs over 26 million songs, over 700,000 apps, over 190,000 TV episodes and over 45,000 movies
  - iTunes customers purchased and downloaded more than 5 billion songs
  - iTunes Store is now renting over 50,000 movies daily,



- YouTube exceeds 4 billion views per day
  - More video is uploaded to YouTube in 60 days than all three major U.S. networks created in 60 years
  - One hour of video is uploaded every second



## Optimization Mandate

- Consumers and Knowledge Workers are impatient – we need **time-saving solutions** – Time is the most valuable resource
- We want an **intuitive, efficient, and trusted experience** – the first time or they are gone
- Most **efficient workflows will prevail** in times of tough market conditions

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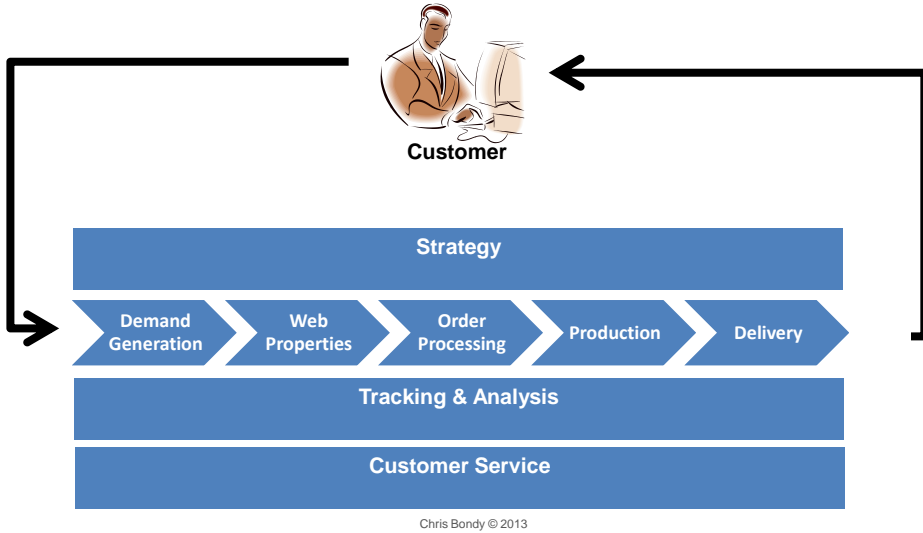


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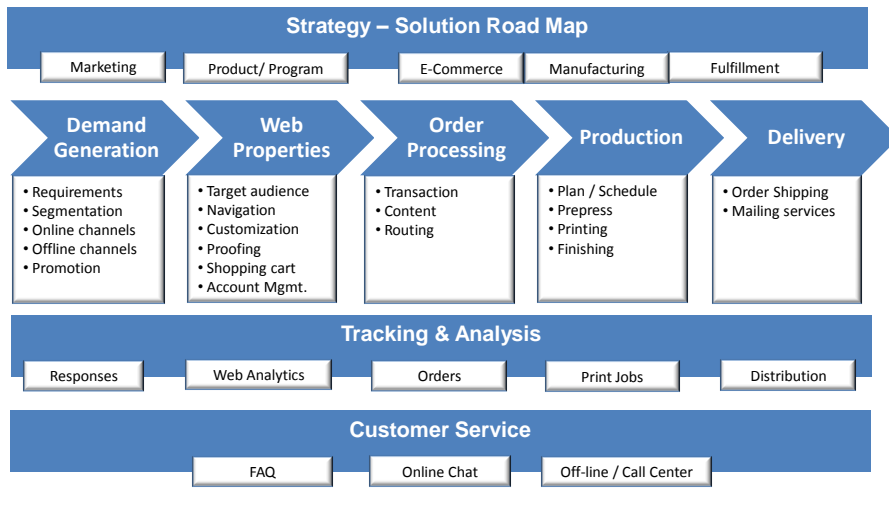
# Process

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### Web-to-Print Workflow

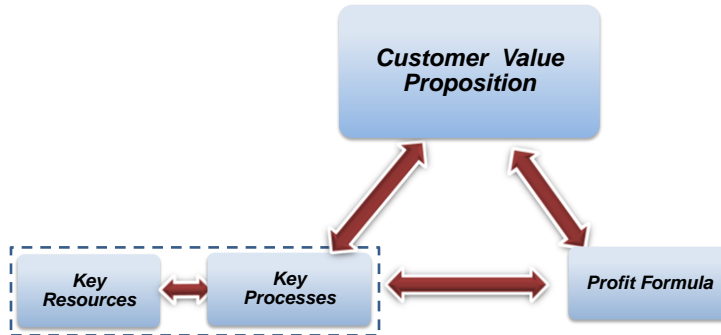


### Expanded Web-to-Print Workflow Model





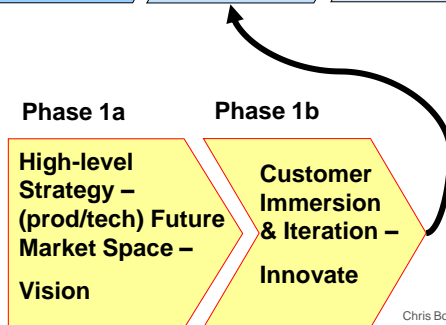
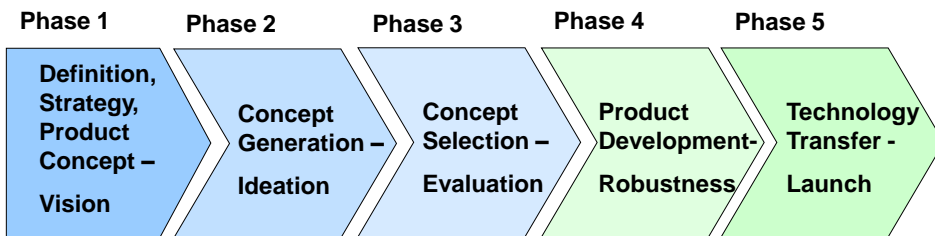
## Same Business Model formula for everyone – *Most Optimized workflow wins!*



Source: Seizing The White Space, Business Model Innovation for Growth & Renewal, Mark W. Johnson

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## Product Development Process Incremental vs. Breakthrough



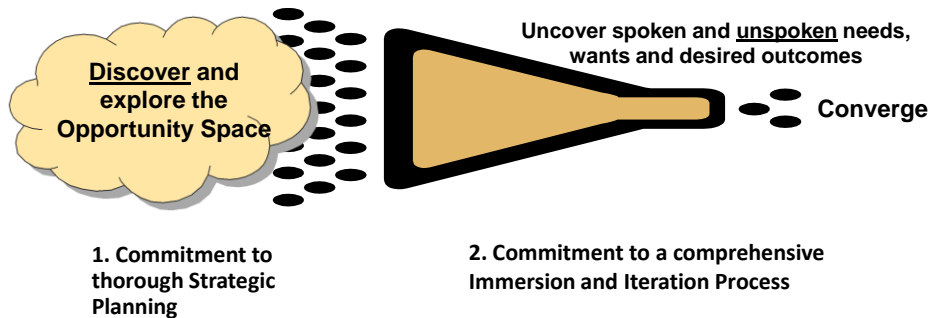
**Product Development Process with Immersion & Iteration for “Breakthrough” Innovative Products**

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## Developing successful breakthrough products come from two key commitments to the front-end process

(Industry experts; Cooper, Christensen, von Hippel, Ulwick and Secondary research; Hill-Rom, Pratt & Whitney, Apple, 3M)



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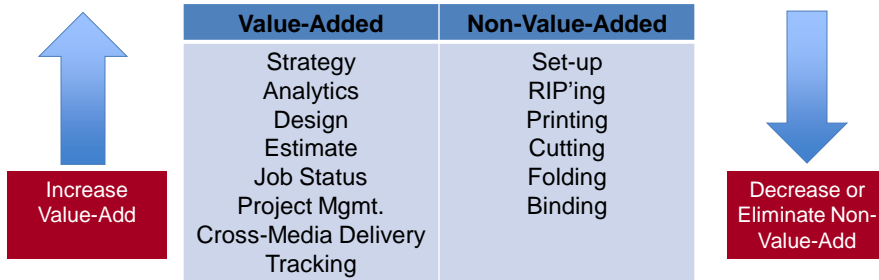
## Optimization – Strategic Planks

- **Lean Manufacturing**
  - Lean attacks inefficiencies – wastes caused by defects, non-value-add flow of information or materials, data storage, inventory, overproduction and extra processing
- **Forward Constraint Design**
  - Design the services offering around purposefully restricted capability to balance features and manufacturability

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## Lean Principles Justify Workflow Investment

Leverage value-added activities (that customer is paying for) and eliminate non-value-added activities (that customer is not paying for)

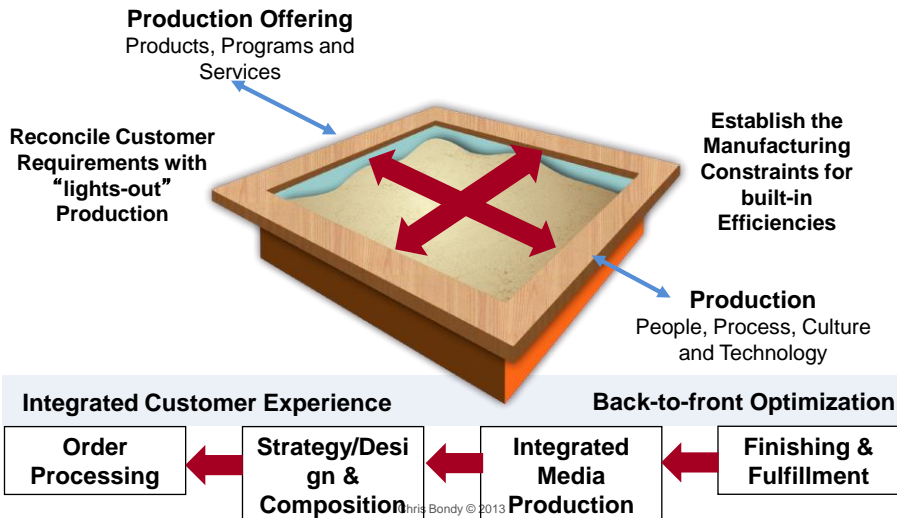


Source: PRIMIR 2011 study "Transformative Workflow Strategies for Print Applications" by InfoTrends.

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## Forward Constraint Design

*Managing the Sandbox*



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## Forward Constraint Design

- Refine the choices to only those that can be delivered in a productive manner
- Streamline offering, inventory, variables, and options for better efficiency
- Simplify the process and make it easy-to-use



**Web2Print is an example of Forward Constraint**

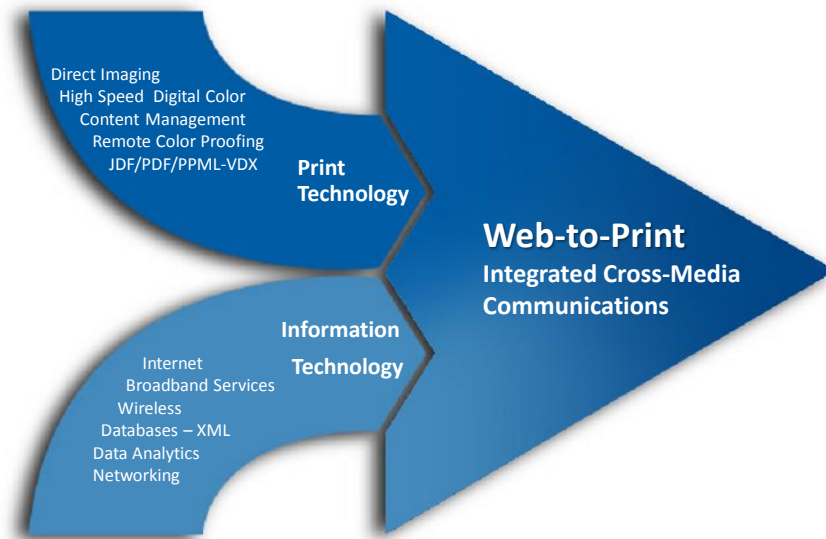
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Innovate with Web-to-Print

# Resources

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## Transformation of Print



## Web-to-Print Value Proposition

**Optimization:** Allows you to standardize job submission, automate your workflow and capture more print work.

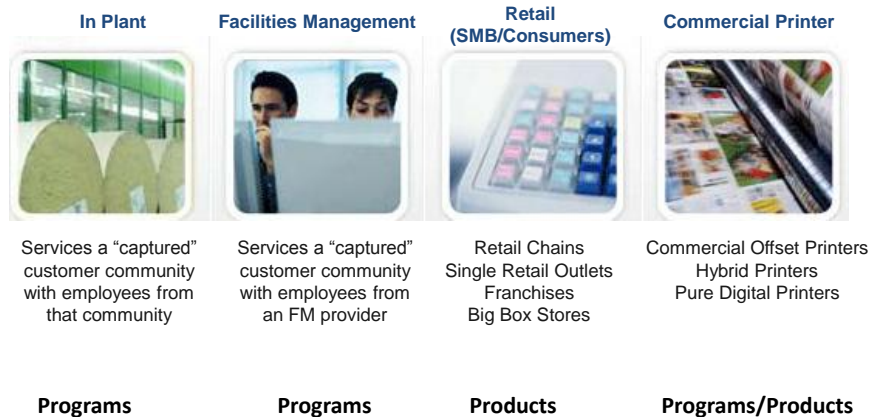
**Revenue Growth:** Allows you to expand your business into customized print, wide format printing and more, when you are ready.

**Extend Your Reach:** Allows you to create an unlimited number of unique, branded Store Fronts for high-profile customers as well as generic online traffic, including demo sites for generating new business.

**Extensible:** Modular approach with Cloud-Based (Hosted) and Customer-Hosted deployment options makes Digital Store Front's a fit for print organizations of all sizes – with excellent growth potential.



## Who's Buying Web-to-Print?



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## Web-to-Print Deployment Options (rent, buy, build)

### ASP (rent, cloud-based)

- Low Start-up cost
- Less IT skill req'd.
- Higher long-term costs
- More generic

### Licensed (own IT infrastructure)

- More initial start-up cost
- More IT skill required
- Lower long-term costs
- More customized

### Home Grown (internal development)

- Much More initial start-up cost
- Much More IT skill required
- Much Lower long-term costs
- Customized to Specs



## Product Showcase: EFI Digital StoreFront®



### Key Features:

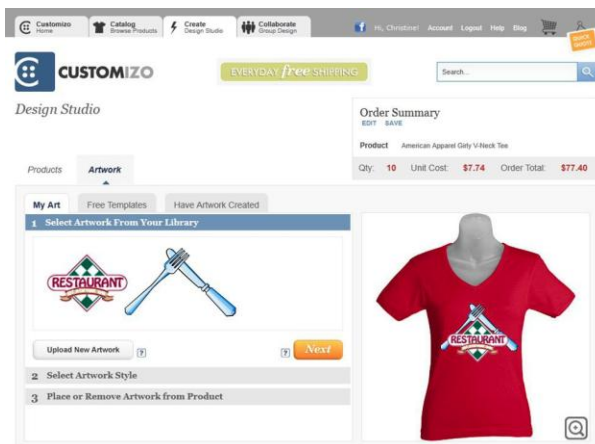
- Online Job Submission Workflow
- Dual-purpose web application with a print-centric online shopping experience to customers
- Seamless on-ramp to their production workflow.
- Process Automation with Fiery's Integrated Digital Print/Finishing Workflow
- Integrated template creation with DSFdesign Studio™

### **Best Down-stream Integration**

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## Product Showcase: Adobe Scene7®



### Key features

- Publish dynamic media/Manage creative content
- Author data-driven URLs for dynamic imaging, eCatalogs, dynamic templates, eVideos
- Use any of the 100+ configurable viewers
- Customize highly differentiated, branded experiences
- Preview rich media and schedule publishing
- Integrate with Adobe Creative Suite and Adobe Digital Marketing Suite for optimized workflows

### **Best Up-stream Integration**

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## Investing in Web-to-Print

Beyond software, successful Web-to-Print deployment requires consideration of infrastructure, including:

- Marketing your new services
- Internet connectivity and bandwidth
- Servers and disk storage
- Backup and redundancy
- IT, Web Development, and Design skills
- Training requirements
- Production impact of Web-to-print on workflow



### Cross-Media Communication Skill-set by Phase

Capabilities	Phase 1 – Traditional	Phase 2 - Transitioning	Phase 3 - Advanced
Design/Creative/Photography	✓	✓	✓
Digital Print	✓	✓	✓
Fulfillment (Print/Mail)	✓	✓	✓
e-Mail Marketing	✓	✓	✓
Data Hygiene/Optimization		✓	✓
Personalization		✓	✓
Postal Logistics		✓	✓
Project Management		✓	✓
Strategy/Planning			✓
Website Creation			✓
Mobile Marketing			✓
Data Management			✓
Data Mining/Analytics			✓
Media Buys			✓
Public Relations			✓
Ad Agency			✓





## Innovate with Web-to-Print

# Results

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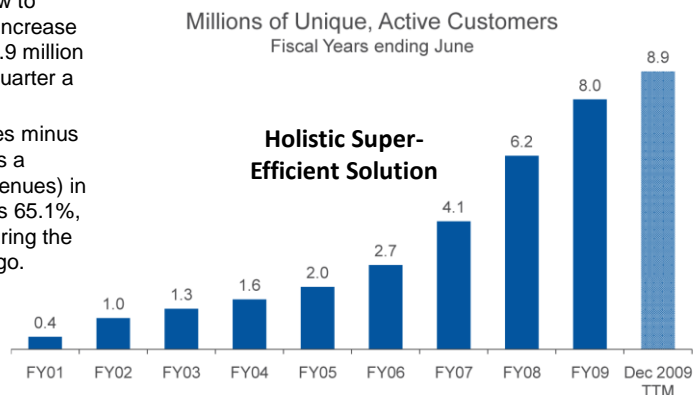


## Product Focus: Vistaprint Business Cards

*Change the Game – Synthesizing unmet needs and wants into an integrated and streamlined solution*

### Vistaprint's earnings reported January 28, 2010

- Revenues for the second quarter of fiscal year 2010 grew to \$194.6 million, a 40% increase over revenues of \$138.9 million reported in the same quarter a year ago.
- Gross margin (revenues minus the cost of revenues as a percentage of total revenues) in the second quarter was 65.1%, compared to 63.5% during the same quarter a year ago.



## Personal Publishing

The screenshot shows the frecklebox website with a navigation menu (Catalog, Books, Party, School, Décor, Activities, What's New) and a sidebar listing products like Clipboards, Coloring Books, and Stickers. The main content area features a banner for personalized books with the text "You can see it in their eyes! Kids adore reading personalized books." Below this are sections for best-selling personalized books (e.g., Mike, Thomas, Alexis) and popular personalized party favors and gifts (e.g., Placemats). A "Join Email List" button is also visible.

## Personalized Children's Books

The diagram shows the workflow for creating a personalized children's book. It starts with a customization interface where users select gender, name, and appearance (hair, skin, eye color). The resulting personalized book cover is shown, titled "My LODDY Book: A Birthday Gift for Dylan". The book's content is then displayed, featuring personalized text and images. Callouts highlight: "Your child's name" (Dylan), "Your child in the picture" (the boy in the car), and "Your child's name in the story" (Nobby).

Source: Penwizard

## Event Books: The Obama Time Capsule

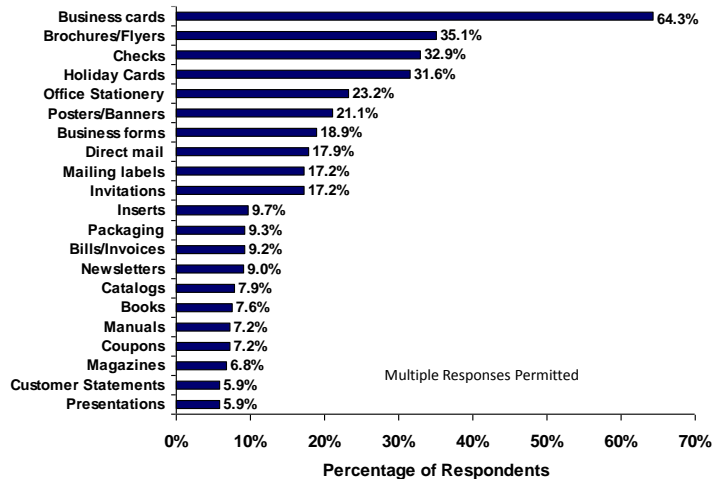


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Source: RPI

## Potential Print Applications for Web-to-Print

Which of the following print applications has your company ordered over the Internet?



N = 920 small/medium businesses that have ordered print online in the last 12 months  
 Source: InfoTrends Capturing the SMB Business Communications Services Opportunity, 2009

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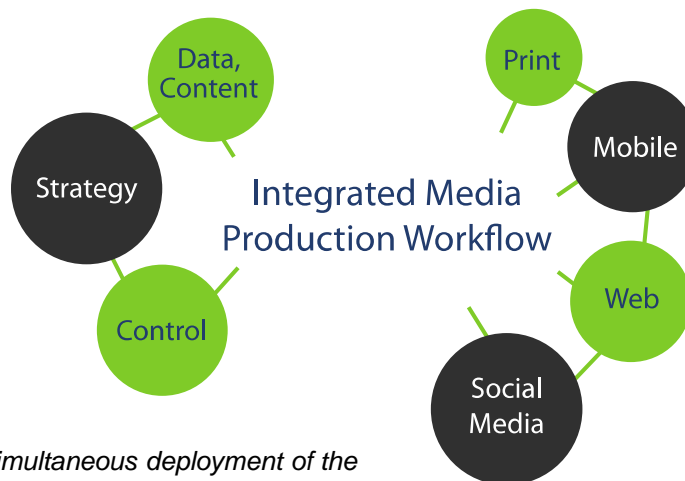


## Extending Web-to-Print

- **Corporate Print Portals**
  - Branded portal offering range of services
- **Strategic Document Management & Facilities Management Services**
  - Strategic sourcing and procurement services
  - Logistics and Fulfillment
  - Utilize Web-to-print tools to manage document intensive business processes



## Integrated-Media: “Print-Plus” Value Chain



*Simultaneous deployment of the right media at the right time in the right form to the right person!*



## Innovate with Web-to-Print

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*Thank You!*  
*Q&A*

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