Transformative Workflow Strategies for Print Applications

Description: 'Transformative Workflow Strategies for Print Applications' explores the unique characteristics of a transformative workflow developed in support of business objectives or practices or for a key print application.

The report includes application or market segment-specific workflow diagrams, drivers, barriers, and market receptivity, ROI analysis, and case studies. Segments included in the study are: publishing (magazines, books, newspapers, journals, manuals and other bound documents), promotional (direct mail & marketing collateral), VDP (transactional documents, direct mail/marketing materials), and cross-media campaign metrics and dashboards. The report also carries out case studies on key printers engaging in transformative workflow strategies.

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