Transformative Workflow Strategies for Print Applications (Executive Summary)

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.

* Please note this is an executive summary only. The full and original report can be purchased by following the link below.

Contents:

- Objectives & Methodologies
- Transformation: It’s Time!
- Era of Interactivity: Media Convergence
- Business Model Transformation: Going Beyond Print
- Transforming Content, Data, and Production Workflow
- Transformation Best Practices
- Transformation Challenges
- Industry Transformation: Perception & Readiness
- Conclusions
- Implications & Recommendations

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/2602513/](http://www.researchandmarkets.com/reports/2602513/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Transformative Workflow Strategies for Print Applications (Executive Summary)
Web Address: http://www.researchandmarkets.com/reports/2602513/
Office Code: SCDK97IE

Product Formats
Please select the product formats and quantity you require:

Quantity
Hard Copy: [ ] USD 746 + USD 58 Shipping/Handling
Electronic (PDF) - Single User: [ ] USD 746

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: __________________________ Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account number</td>
<td>833 130 83</td>
</tr>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World