



Strategies for Digital Printing

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Tryckteknisk Forskning



KTH Computer Science
and Communication

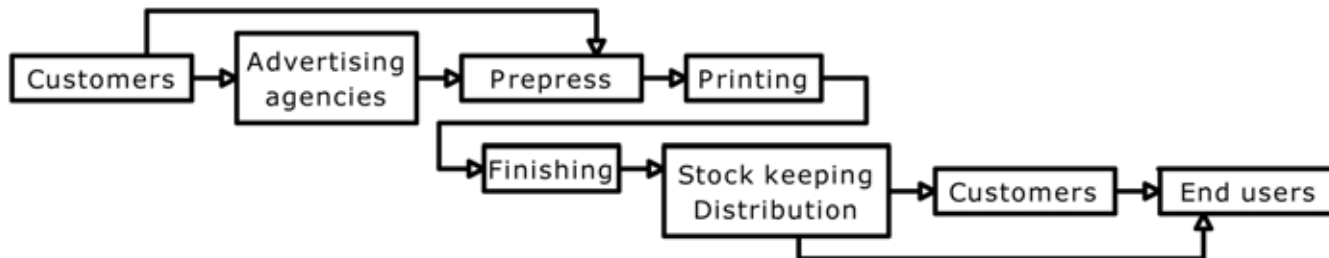


Research project

*Analysis and development of business and market models
in digital printing.*

Research

- Primary focus on actors in the value system of digital printing.
 - Strategies / Business models.
 - Customer value.
 - Differentiation.
 - Use of technology.
 - Competence / Education / Strategic network.

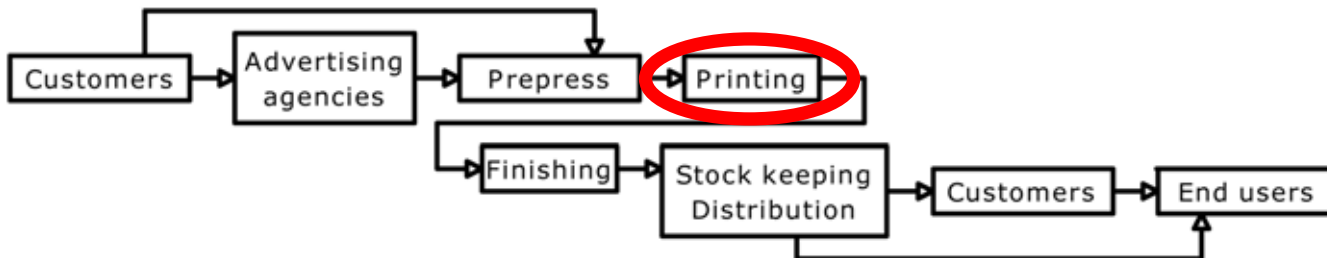


Current research activities

- A case study of the importance of a dynamic strategy in the relation between a customer and a printing house.
(Completed: spring 2006)
- A survey study of printing houses in Sweden.
(In co-operation with the Swedish Graphic Companies' Federation)
(Completed: fall 2006/spring 2007)
- A master thesis work in business administration involving the importance of strategic networks in digital printing.
(In co-operation with the Mid Sweden University and T2F)
(Completed: spring 2006)
- A master thesis work in media technology involving a study of manufacturers of digital printing presses.
(In co-operation with the Royal Institute of Technology (KTH) and T2F)
(Completed: spring 2006)
- A master thesis work in media technology involving the relation between print quality and customization.
(In co-operation with the Royal Institute of Technology (KTH) and T2F)
(Completed: spring 2006)

Published research activities

1. Digital Printing Houses.
"Strategies for Successful Digital Printing"
2. Customers in Digital Printing.
"Perceived Satisfaction by Customers in the Digital Printing Value System"





Objective

The objective of this paper is to study changes in corporate strategy brought about by the introduction of digital printing technology.

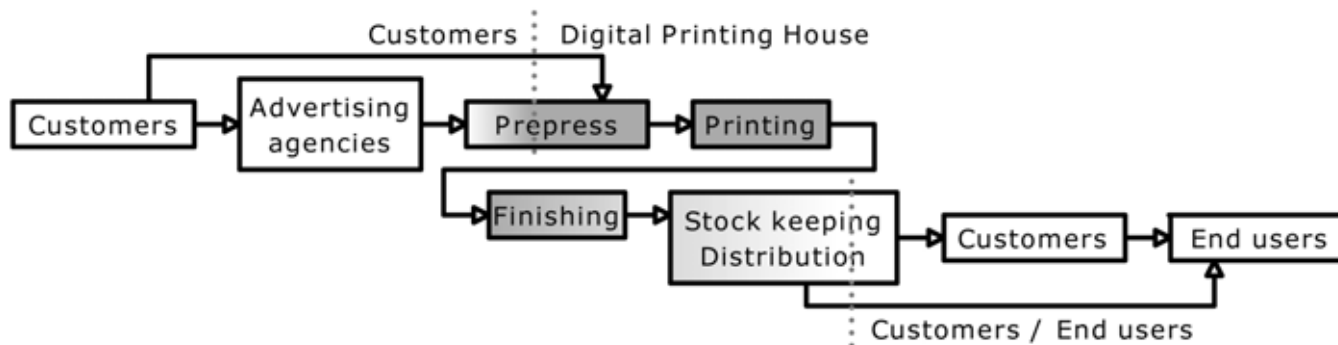
The study

- A qualitative case study of digital printing houses.
 - Only digital printing technology.
 - Digital + traditional printing technology.
 - Only digital printing + earlier experience of traditional printing technology.



Vertical integration

- Increasing the share of direct customers.
 - Educate the customers to take advantage of the uniqueness of digital printing.
 - Delivery service.
- » Profit from the new value system and the new profit pools.



Vertical integration

Vertical integration for two basic needs.

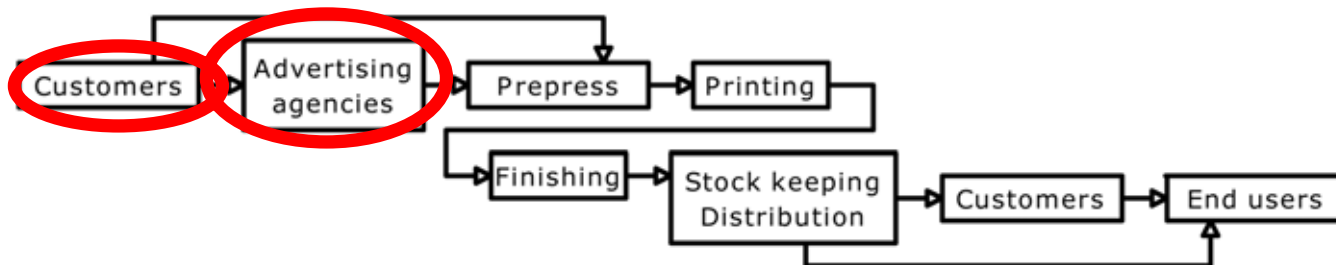
- Ensure appropriate supply.
- Take care of output.

"The need of ensuring input and fast handling of output has led the companies to make strategic decisions to vertically integrate additional SBU. This has been both backwards to get customer contact and forward to for example take care of finishing in-house."



Published research activities

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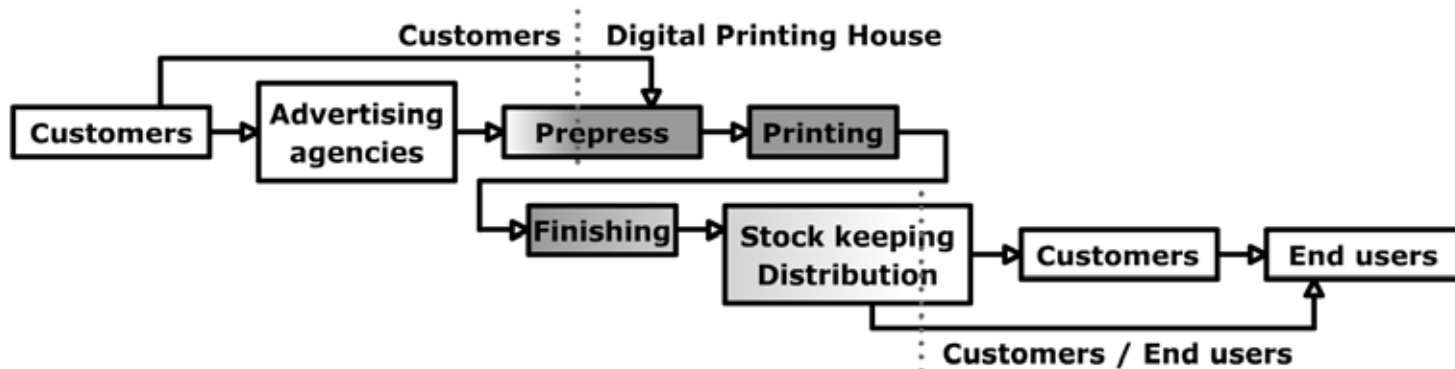


Objective

How do customers in the digital printing value system experience the value received from digital printing?

The study

- A qualitative case study of customers to digital printing houses.
 - Direct customers.
 - Advertising agencies.

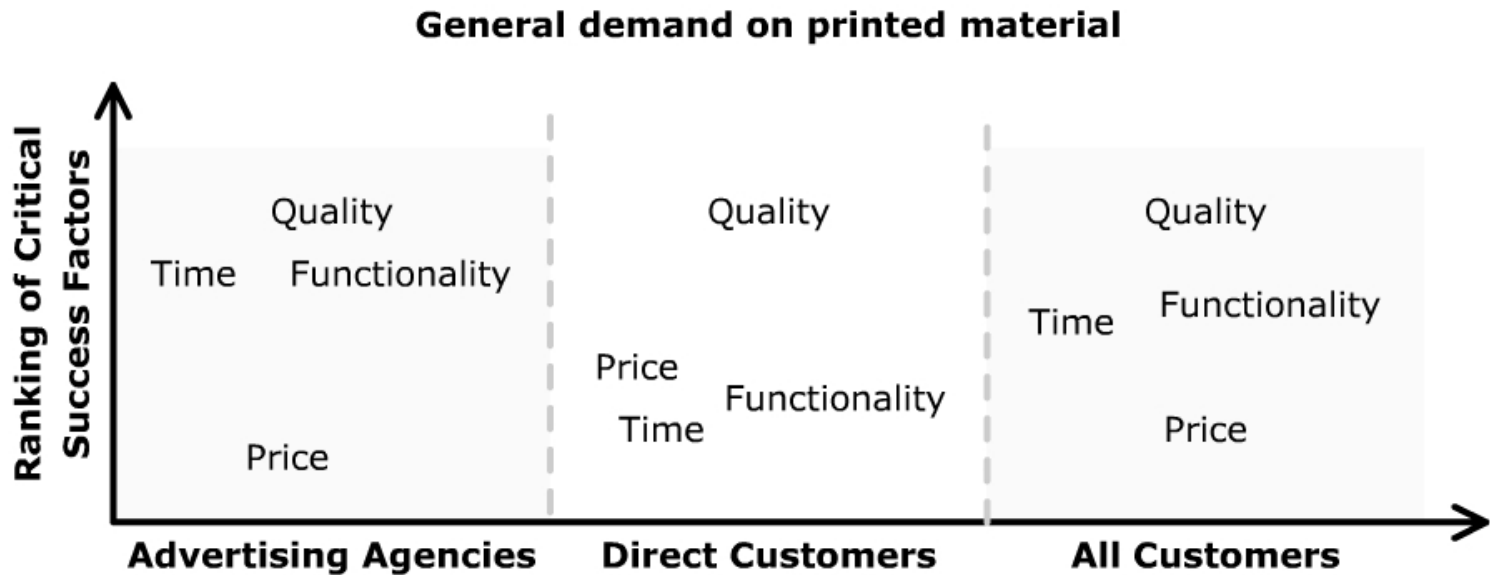


Critical success factors

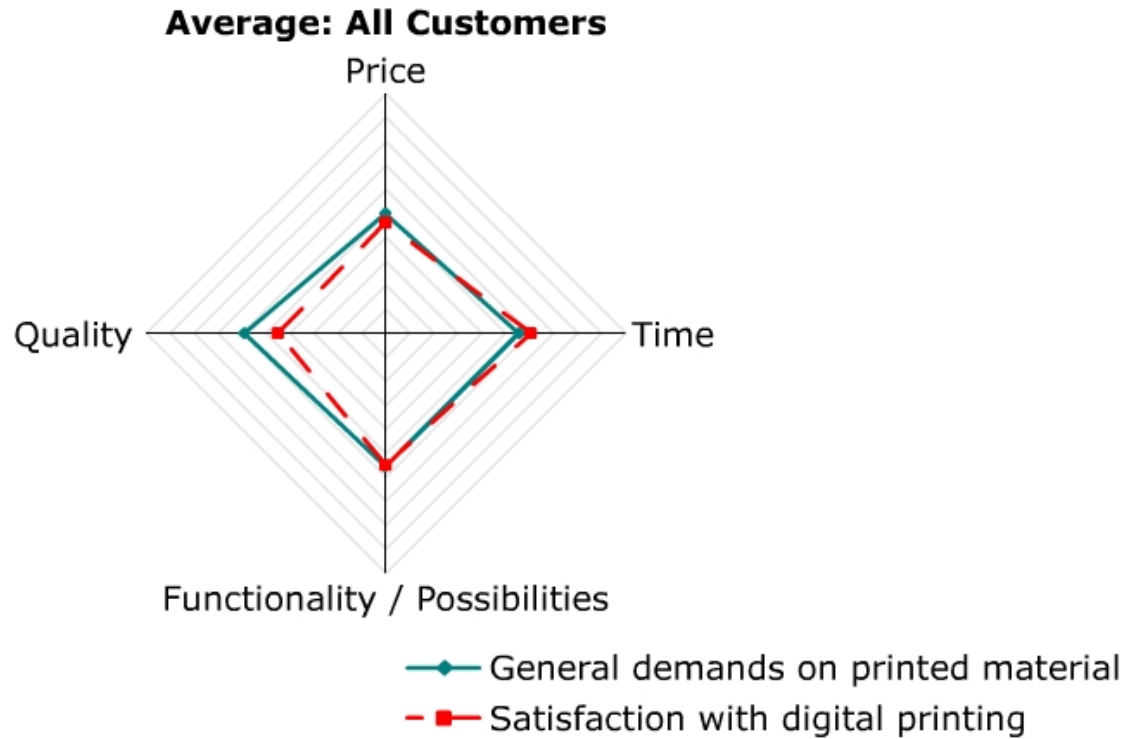
- Price.
 - Time.
 - Functionality/Possibilities.
 - Quality.
-
- Customer graded 1-10 their demand on printed matters and satisfaction of digital printing.



Ranking

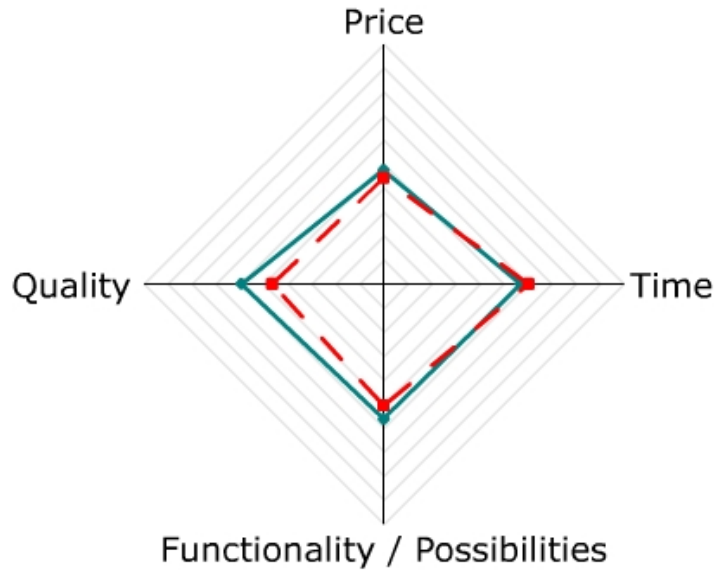


Demand vs. Satisfaction

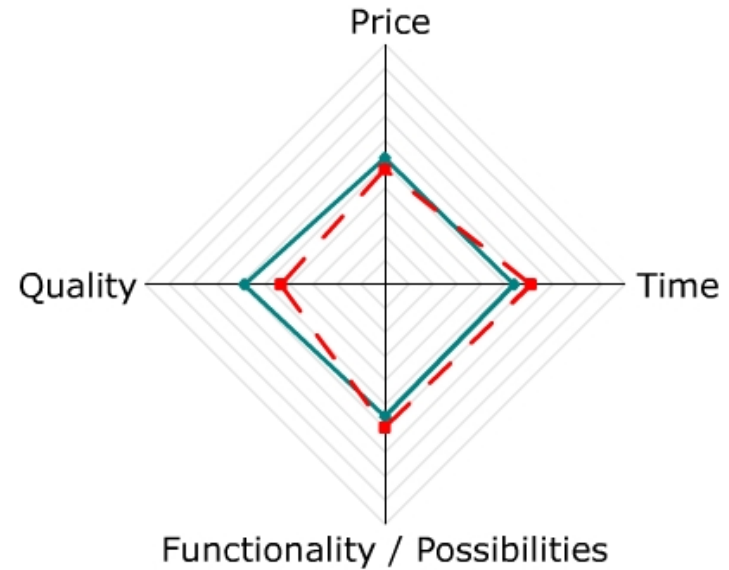


Demand vs. Satisfaction

Average: Advertising Agencies



Average: Direct Customers



- ◆— General demands on printed material
- Satisfaction with digital printing

Conclusions

- There are still print quality issues to overcome.
- Short lead-times greatest perceived customer value.
- Future potential of variable data printing.



Summary of research project

- 2 finished publications and conference papers.
- 2 finished supervised master theses.

- 3 ongoing master theses.
- 2 ongoing research activities.

- Licentiate thesis in fall 2006.
- PhD thesis in 2008.





Thank you for your Attention

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