



# Trends In Commercial Printing

**The industry is evolving, not dying. Future success lies in the adaptation of change.**

All areas of your print organization – product, people and processes – have a measurable effect on the bottom line. Data-driven decision making, managing bottlenecks & innovation will cement a printer's ability to stay competitive & grow that profitability.

## Change drivers:

### #1. Data: critical decision making

If you can't measure it, you can't defend it. Accurate job costing, estimating and reporting efficiencies are the lifeline of your print business, yet 40% of printers do not have a robust MIS system. By investing in a modular business management solution, you can adapt to change through scalable growth, and manage your customer expectations with real-time tracking and reporting.

**"Your Print MIS should be your trusted system of record for your business; the estimating module is the most critical component of your Print MIS. When you implement estimating brilliantly, it provides you a healthy daily dose of ROI forever."**

*WhatTheyThink.com*

### #2. Automation: streamline your workflow

The lack of an automated workflow is hindering the profitability of your print business. Optimizing an end-to-end production workflow delivers the potential to reduce costs and eliminate processing errors, enabling improved quality and the ability to push through more jobs.

### #3. Embracing technology: expand your business reach

With intense pressure on margins - created by tight paper markets, tight labor markets, excess capacity and rising tariffs - new revenue streams require investment.

Changes in customer behaviors require the embracing of innovation and new technology including cloud offerings, campaign and personalization, W2P adoption, the adaptation of SaaS models and new segment solutions.



**47% of printers now describe themselves as a combination of company type with various offerings**

**"We can estimate client job costs more quickly, capture all billable tasks more efficiently, increase production efficiency with fewer manual interventions and touchpoints, and stream tasks from department to department."**

**Gary Robinette, Director of Communicorp Technology**



**"Everyone started to see the big picture. The first 3 months saved up to 8 hours/day on order input, tracking and managerial tasks."**

**Armando Pena, COO of Printing & Marketing Group Inc.**

## The market won't wait for you. Make sure you're keeping up.

Change is never easy. It requires buy-in, an actionable business plan, expectation setting and the training of product, people and processes to drive your future success. Learn how Avanti's methodology and team eases the customer into implementation and go-live success while minimizing disruption.

### You must have questions. We have answers.

Success requires a partnership, not a manual. Maximizing your investment requires goals, milestones and phases for a smooth transition.

**Avanti is committed to your success | contact us**  
[wehaveanswers@avantisystems.com](mailto:wehaveanswers@avantisystems.com)

### Need to learn more?

Print trends to look forward to in 2020

- <https://www.printaction.com/print-trends-to-look-for-in-2020/>

Do you know the print cost of every job?

- <http://whattheythink.com/articles/96916-do-you-know-print-cost-every-job-goes-out-door>

2020: It's time to embrace change

- <https://www.piworld.com/post/2020-its-time-to-embrace-change/>

**40% do not have a suitable MIS solution  
42% have to reduce manual processes  
36% are missing reporting and tracking tools**

**"Nothing sabotages a Print MIS installation faster than staff who find reasons to ignore it or ways to circumvent it. To be successful takes education and buy in."**

**PIWorld.com**



At Avanti, our goal is to help you deliver more jobs, in less time, with the confidence in knowing that every aspect of your shop is integrated into one powerful platform.

Award-winning, JDF-certified Avanti Slingshot® allows for the sophistication required by today's Print and Marketing Services Providers. The platform is able to manage multiple lines of business, handle large/grand format, digital and offset print, as well as mail and fulfillment workflows.

Connect islands of automation, eliminate breakpoints in your workflow, and get the information you want – when you want it, and where you want it – easily, with Avanti Slingshot®.

From order entry through to production and billing, Avanti Slingshot enables you to work more efficiently, control your costs and move more jobs through the shop with ease.



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Ricoh Commercial and Industrial Printing Solutions are transforming the way organizations work with their customers by delivering unique products and services that attract more audiences. Combining industry-leading products, intuitive software and customized services, these powerful solutions enable in-house print departments and print-for-pay businesses to face the future with confidence while also working smarter than ever before. Because our products last longer and are equipped with more features, operators can reduce outsourcing costs, gain more control, and diversify their offerings to a wider base of customers. With Ricoh, organizations can streamline workflows and generate more productivity, all while adapting to the new world of work.

In 2017, Ricoh acquired Avanti as part of a strategic expansion of solutions aimed at improving management efficiency and productivity in the production print market. Ricoh's broad portfolio of services and technologies extend beyond just print production services and are helping businesses around the world empower today's new workplace. These solutions include document management systems, IT services, production print solutions, visual communication systems, digital cameras, and industrial systems.

