# WhatTheyThnk

Technology Outlook Week LunchNLearn Webinar Series Software and Workflow

Pat McGrew **McGrew Group** 

May 19, 2020





## Get the most out of this webinar...

- SEND US YOUR QUESTIONS DURING THE WEBINAR
  - Question control is in the lower left corner
  - We may answer during the presentation
  - There is a Q&A at the end
- Video and audio archive will be uploaded later today along with PDF of slides



# Digitizing Your Color Communication Process

Do you have demanding print projects that require sharing ink drawdowns of your client's brand colors?

In this session, we'll show you a digital solution that converts your spectral color reference data into a precise, repeatable, digital drawdowns with just a few clicks.

Webinar attendees will receive a code for a special offer to get you started with digital drawdowns.

#### For more information:

https://www.colorcard.gmgcolor.com/





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Technology Outlook: Software & Workflow

The Workflow Conundrum: What Problem Are We Solving?

What's in Your Technology Toolbox?

What Should be in Your Technology Toolbox?

Announcements
You Should
Understand

Off the Beaten Path

Next Steps Here to Help!

### The Workflow Conundrum: What Problem Are We Solving?

# Your Manufacturing Infrastructure

#### Sales Sells

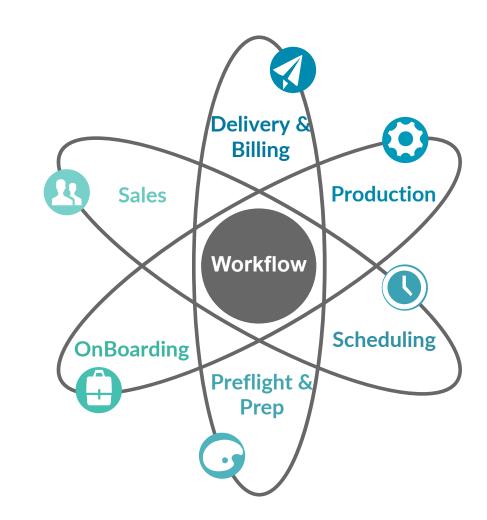
Selling, Quoting, Estimating should be based on known total costs of goods sold.

#### Jobs Onboarded

Should be as comprehensive as possible, capturing 100% of job criteria in a common format, verifying order information, and confirming inventory.

## Preflight and Prep

Verify files, confirm versions, ensure all assets are available, impose/gang/nest.



## Delivery & Billing

Closing the loop by taking finished goods and moving them to delivery and notifying the accounting team that it is time to invoice.

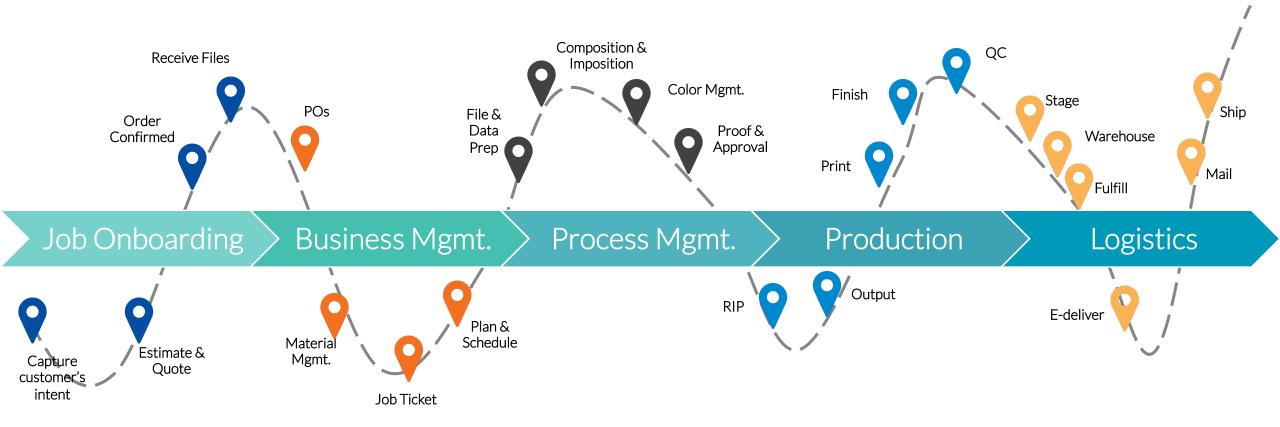
#### Production

Moving the job from Order to Cash via print and finishing.

## Scheduling

Part science and part art, scheduling takes into account delivery agreements / SLAs, machine capacity, and revenue priorities.

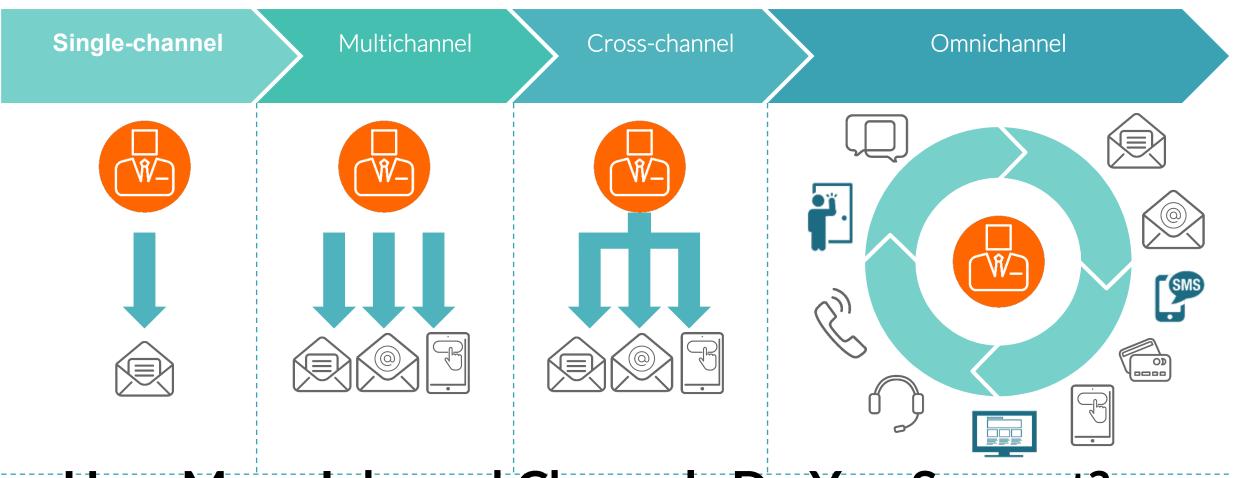
## How Many Touchpoints in Your Workflow?



Can you document the people and technology used for each process from job on-boarding to completion and delivery?



## How Many Outbound Channels Do You Support?



How Many Inbound Channels Do You Support?



## What's in Your Technology Toolbox?

# Saws, Ratchets & Sanders

#### Estimate & Onboard

Selling Templates
Digital Storefront /Ecommerce
Web-to-Workflow
Estimating & Quoting (Print MIS)
Inventory Management (Print MIS)
Pricing Engine
Project Portfolio Management
Job Ticketing
Manual Processes: Email, Phone, Text

#### Prep & Schedule

Design & Composition
Re-engineering
Mail Optimization
DAM/DRM/CMS/ECM/ECP
Orchestration
Preflight
Color Management
Imposition/Ganging
Approval Management
File Optimization



#### Deliver & Invoice

Mail Insertion
Shipping Tools
Connectivity to Accounting
for Invoicing

#### Print & Finish

Queue Management
Change Management
Profiles
DFE
Operator Controls
JDF/JMF Scripts



# **Automation & Dashboards**

#### Estimate & Onboard

Web-to-Workflow

Digital Storefront /Ecommerce
Integrated Estimating & Quoting (Print
MIS)
Integrated Inventory Management
(Print MIS)
Integrated Pricing Engine
Project Portfolio Management
Automated Job Ticketing

#### Prep & Schedule

Design & Composition
Re-engineering
Mail Optimization
DAM/DRM/CMS/ECM/ECP
Orchestration
Preflight
Color Management
Imposition/Ganging
Approval Management
File Optimization



#### Deliver & Invoice

Mail Insertion
Integrated Shipping Tools
Automated Connectivity to
Accounting for Invoicing

#### Print & Finish

Queue Management
Change Management
Profiles
DFE
Operator Controls
JDF/JMF Scripts







## **CHILI publisher Online**

The cloud solution for on-brand visual communication



## **Announcements You Should Understand**



## Preflight and Prep:

- > Enfocus PitStop Server / PitStop Pro: New version of this ubiquitous tool. Use the most current to get the most from it. Also look at the PDF Review module.
- > Solimar Systems ReadyPDF: NEW product that can be a game changer. Creates streamlined PDF that RIPs faster. Good for transaction, TransPromo, commercial, DM, and even Wide Format. Any place there is a RIP that is churning on PDF.

## Color Management:

> **Spot-Nordic:** NEW offering out of Iceland that offers an innovative approach to color management that is worth investigating.

## Imposition:

- Tilia Labs Phoenix: Automation-driven imposition for every environment.
- > ONYX TruFit: NEW shape-based nesting software
- > **Ultimate TechnoGraphics:** New Imposition Agent for Impostrip uses hot folders to manage imposition options by job. Al-driven to give you the best options. Also look at their Impostrip Configurator for Enfocus Switch.

## Job Scheduling:

> Timereaction: This tool has been in use for apparel manufacturing, but a closer look tells you that it can be a game changer for job scheduling and client notification across all print segments.

### In the Hardware:

Global Graphics suite: PrintFlat, DIRECT, and Fundamentals



## **Announcements You Should Understand**



## Organizations to Follow

- Ghent Workgroup
- IdeaAlliance (home of GRACoL/SWOP)
- PDF Association
- AFP Consortium
- CIP4

- Tharstern PrintMIS: DM Add-on tool & Mobile Inventory tool.
- CHILI publisher Online: SaaS Editing Solution for W2P
- EFI Updates: Faster estimating in the MidMarket Suite, mobile estimating in iQuote, more business intelligence in the Corrugated suite. Engagement-based campaign targeting in the MarketDirect Cross Media suite.
- Crawford Digital Transform Engine 4.0: Uses Containers for consistent deployment and enables CCPA compliance.
- Kodak Prinergy + Canon PRISMAsync: Integration
- Sai Sidekick: End to end job organization for sign and large format.
- GMG: ColorCard produces digital ink drawdown color cards that accurately represent the final color.



## Off the Beaten Path: Technologies to Watch



- Solutions that simplify installation: Containers and payloads
- Software that Learns: Machine learning and AI-based enhancements to process software. Tilia Labs,
   Perfect Pattern, Ultimate Technologies are some companies using these techniques.
- Smart File Analysis: Watch for solutions that interrogate files and provide analysis for color management and profiles based on the intended output engine.



# Your Next Steps!

# Assess Your Current State

New technology can improve your workflow, increase your margins, and increase capacity.

# Find a Path to Automation

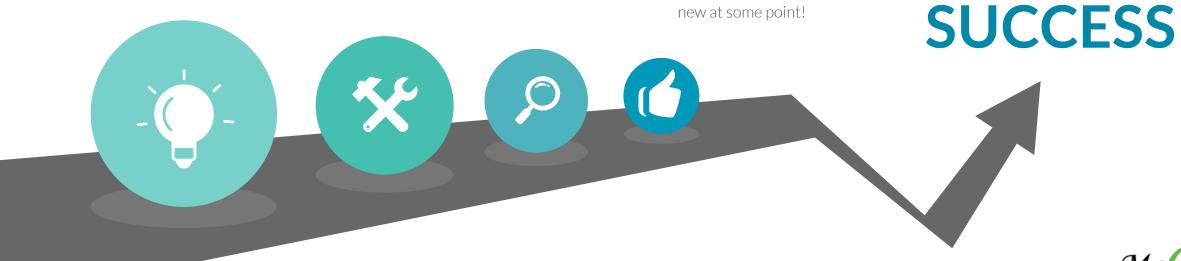
Talk to your current vendors, and also spread your wings!

# Get Buy-in From the Team

You will achieve faster success if the team is on board!

## Try, Buy, Review

Don't be afraid to test and trial! Everything was new at some point!





www.solimarsystems.com

Print Management

Visibility & Dashboard Display

Enhancement & Enrichment

Tracking & Reporting

Make Ready Archive, ePresentment & Portals

**BRINGING THE CHEMISTRY** 

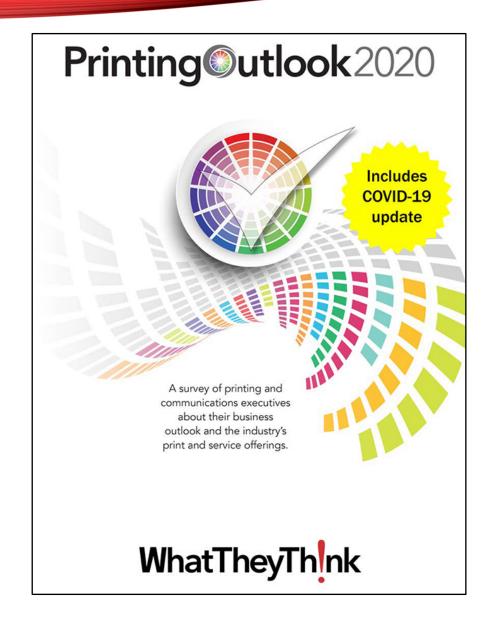
# Q&A

Send us your questions!

# Coming Up This Week!

- Technology Outlook Week—May 18–22
  - May 20—Labels & Packaging (Hosted by David Zwang)
  - May 21—Wide Format Signage and Apparel (Hosted by Richard Romano and Cary Sherburne)
  - May 22—Finishing (Hosted by Trish Witkowski)





# Printing Outlook 2020 Special Report

## Featuring:

- The results of our Fall 2019 Business Outlook Survey
- Industry and macroeconomics data
- Industry trends and forecast

Includes COVID-19 Update



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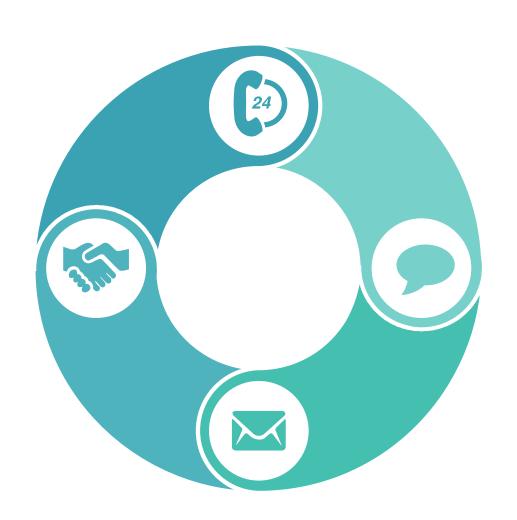


Thanks for joining us!



#### Best Practices for Your Business!

# Here to Help!





### @PatMcGrew

Reach out on Twitter or find me on LInkedIN



PCM@McGrewGroup.com or McGrewGroupProjects@gmail.com

Drop a note!



Set up a Meeting!

Happy to sign NDAs!



## Always Open!

We keep an eye on all communication channels!



# Best Practices for Your Business

With over three decades of experience in helping create engagements with impact, the make up of McGrewGroup is poised to help your business meet its growth and success metrics.



# When You Need Insight!

Rampant technological advancements and galloping changes in customer expectations are changing the way we do business. The tried and true products, sales methodologies, production workflows and business workflows aren't as effective as they have been in years past. With decades of experience as a software company president, production print industry analyst, business strategist, CCM Advisor, event manager, and prolific content producer, Pat McGrew is ready to help you grow, expand, optimize, and thrive.



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Pat McGrew helps companies perform better in the print hardware, software and printing services industries. Promoting Best Practices for your Business, Pat leverages years of working as an analyst, industry evangelist and in customer-touch positions to enable business transformation, workflow and bizflow effectiveness, and messaging for products, services and businesses. Her experience spans all customer communication channels and segments including transaction print, data-driven, packaging and label print, textiles, and production commercial print using offset, inkjet, and toner.

An experienced professional speaker and co-author of 8 industry books, editor of *A Guide to the Electronic Document Body of Knowledge*, and regular writer in the industry trade press, Pat was awarded the 2014 #GirlsWhoPrint Girlie Award for dedication to education and communication in the industry, and the 2016 Brian Platte Lifetime Achievement Award from Xplor International. She is certified as a Master Electronic Document Professional by Xplor International, with lifetime status.

Find Pat on Twitter as @PatMcGrew and on LinkedIn.

