

## ***Current State - Desired State of Inkjet Printing Solutions***

*The Solution described in this note is designed to address your key business challenges and goals, as identified.*

**Revenue Growth:** Due to industry overcapacity and external economic challenges, has been experiencing flat to declining revenue for the last few years. You as a customer would like to have the ability to bring new product and service offerings to market that can be deployed to existing and new customers to drive revenue growth.

**Margin Improvement:** You as a customer are experiencing extreme margin compression due to overcapacity and the commoditization of the market. You as a customer would like to achieve better margins by shifting its product mix to include more profitable services and products.

**Adding New Customers:** You as a customer are not adding enough new customers to its base of business. You as a customer would like to add new customers on a frequent and profitable basis for existing products and services as well as newly developed products and services.

**Retaining and Growing Existing Customers:** You as a customer experiencing loss of customers due to extreme competitive pressures. You would like to retain existing customers, increase revenue within the existing customer base, and expand its customer base.

**Competitive Differentiation:** You as a customer are forced to sell on price. This is driven by customer demands, pressure from competitors, and the lack of a meaningfully differentiated market position. You wants to deliver a set of services and products to its customers that are consistently differentiated and valued.

**Reduce Cost of Operations:** You experiencing pressure to reduce its cost of operation in response to the commoditization of the market and overcapacity as well as changing customer demands as to job length and turnaround time. You would like to fully utilize automated workflow solutions to deploy projects to the most effective and efficient equipment in its shop.

**Building Your Digital Business:** You wants to thrive, not just survive, in the world of printing. You as a supplier would like the support of specialists to assess the current state of its business and to make recommendations about how to introduce operational and workflow efficiencies and realize new revenue streams.

**Right People, Right Skills, And Right Motivations:** You are concerned that its staff may not be ready for the challenges of today's business environment. And you would like to have sales people who are effective in selling digital - and pre-press and press operators who can be leveraged across multiple functions.