

Color Migration and Digital Delivery: Trends in Transactional Communications

July 2018

Enterprises and Print Service Providers Invitation to Participate

INTRODUCTION

STUDY OBJECTIVES

- To identify the rate of migration from monochrome to color images for transactional communications produced by enterprise in-plants (or outsourced to a print service provider) and print service providers
- To understand color print usage by industry sector
- To confirm rate of adoption and challenges associated with omni-channel delivery
- To determine the strategy for color print and omni-channel delivery for transactional communications
- To understand challenges with preference management including collection of: storage, and management of customer preference data

CONTACT

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The introduction of color inkjet technology more than a decade ago has changed the world of print and offers boundless opportunities for the transactional print industry. The price point for a color image has decreased significantly making color more desirable for transactional communications; yet adoption has been slower than anticipated for a variety of reasons, which will be explored as part of this research.

Madison Advisors continues to track the rate of migration from monochrome to color for transactional print for both enterprise and print service providers. This year, we are expanding our research to include trends in omni-channel delivery and the role color print plays in an overall omni-channel strategy. Topics to be covered in our research will include the following:

- Barriers that prevent or inhibit migration from monochrome print to color for transactional communications
- The role of color print in an omni-channel communications strategy
- Adoption rates, trends, and available digital delivery channels for enterprises and offered by print service providers
- Preference management, including challenges associated with collection, ownership, and management of preference data to enable omni-channel delivery capabilities

We would like to extend an invitation to your organization to participate in the study.

PARTICIPATION FEE

Participation in this study is **complimentary**. If your organization elects to participate, you will be required to adhere to the requirements that have been outlined on page 4.

RESEARCH PROGRAM

Madison Advisors' Color Migration and Digital Delivery: Trends in Transactional Communications research is now seeking participants from enterprise in-plants (or outsourced to a print service provider) and print service providers. To ensure the research process tracks to the schedule below, the Call for Participation will end on August 31, 2018.

METHODOLOGY

For this study, Madison Advisors will collect image volume data categorized by monochrome vs. color, and by vertical from enterprise in-plants (or outsourced to a print service provider) and print service providers. We will also conduct research in the aforementioned topics on digital delivery and preference management.

In support of this study, Madison Advisors will request volume data from both enterprise in-plant (or outsourced to a print service provider) and print service providers through surveys (workbook and questionnaire), and we will also conduct interviews with key stakeholders and subject matter experts to fully understand the rate of color adoption, digital delivery, and challenges associated with preference management.

After the research efforts are complete, Madison Advisors will conduct a thorough analysis of the findings and publish the results in our *Color Migration and Digital Delivery: Trends in Transactional Communications* research report.

SCHEDULE

Madison Advisors would like to open this opportunity to all enterprise in-plants (or outsourced to a print service provider) and print service providers currently producing transactional communications. Contact Madison Advisors for inclusion in the study.

Aug 13 – Aug 31	Research Registration
Aug 31 – Sept 14	Research & Data Collection
Sept 17 – Oct 19	Analysis & Production
Oct /Nov 2018	Publication of Research

BENEFITS OF PARTICIPATION

Participants benefit from the industry expertise and perspective provided by Madison Advisors' analyst team throughout the study.

You will receive the following participation benefits:

- **Market Exposure:** Participation in the study will identify trends in the industry that your organization can use for benchmarking purposes.
- **Right to Re-purpose Excerpts from the Study:** Your organization can utilize study excerpts in presentations, sales documents, marketing collateral, etc., provided that Madison Advisors is clearly cited as the source of the information. Excerpts are limited to single graphics and paragraphs of content, as opposed to entire sections of the study. Please contact Madison Advisors for information/options regarding the reproduction of entire sections of the study.
- **Madison Advisors' Analyst Quotes for Press Releases:** If desired, Madison Advisors can provide your organization with a quote from the study prior to its publication. Your marketing / PR group can then utilize this quote within a press release to be released in parallel with the publication of the study. Madison Advisors reserves the right to review and approve the usage of the quote within the context of your final press release prior to its release to ensure the intended meaning of the quote has been preserved.
- **Madison Advisors Analyst Quotes for Your Web Site:** Your organization can also utilize the above referenced quote on your web site. We request that this quote crosslink to our web site.
- **Electronic Copy of the Study:** All participants will receive an electronic copy of the study with an enterprise license for internal usage across the organization. Please note that usage rights do not extend to your suppliers and partners.

PARTICIPATION REQUIREMENTS

To properly collect and assess the data necessary for this research, Madison Advisors recognizes that involvement from multiple subject matter experts at each participating organization may be necessary. We will work with each organization to ensure minimal interruption as much as possible. The following requirements have been outlined to optimize your participation:

- **Complete and return the attached Participation Agreement** on page 5 to secure your participation in this complimentary study. If you have any questions, please contact Gina Ferrara at (401) 529-6986 or ginaferrara@madison-advisors.com.
- **Sign and return Madison Advisors' Mutual Confidentiality Agreement.**
- **Complete the combined data collection workbook and questionnaire, and participate in an interview via conference call not to exceed 1 hour.** Please complete the data collection workbook and associated questionnaire by the **due date noted in the schedule on page 2**. Upon completion, Madison Advisors will coordinate a teleconference interview with the appropriate subject matter experts at your organization to further discuss your responses and answer any additional questions we may have.
- **Plan to be available for follow up Q&A.** In the weeks following your interview, Madison Advisors may need to contact you again for additional information, to clarify data, etc.

ABOUT THE AUTHOR



Gina Ferrara
Senior Analyst

Gina brings over 19 years of experience in the banking and financial service industry to Madison Advisors. She spent 11 years at Fleet Financial group where she worked as a financial and technology auditor before transitioning to bank operations as a senior project analyst focusing on projects in online banking and electronic bill payment. Her experience in customer communications specifically relates to project management consulting for print and mail operations, postal optimization and address quality, as well as multi-channel delivery.

As a senior analyst at Madison Advisors, she works with clients to develop a comprehensive CCM optimization strategy that positions organizations to meet strategic goals and objectives relative to revenue enhancement, cost and risk reduction, and customer experience and retention. In addition, her focus is on technology providers, including both software and hardware to stay abreast of the latest enhancements and capabilities in the industry.

Gina earned a B.S. in Accounting from Providence College and a Certificate in Financial Planning from Bryant University.

ABOUT MADISON ADVISORS

Madison Advisors exists to advance the print and electronic communications objectives of Fortune 1000 companies. Madison Advisors specializes in offering context-specific guidance for a range of content delivery strategies, particularly those addressing enterprise output technologies and customer communications.

Madison Advisors offers services and expertise primarily through short-term, high-impact consulting services. With no-nonsense, quick engagements, Madison Advisors directly helps our clients achieve very hard and specific return on investment (ROI) related to their print and electronic communications initiatives.

Madison Advisors' analysts are dedicated to technology and market research that is delivered through short-term project engagements as well as articles, publications, and presentations. We specialize in customer communication technologies including multi-channel delivery, enterprise output management, content management, CRM, e-billing, and infrastructure technology.

For more information about Madison Advisors, visit our web site:
www.Madison-Advisors.com.