

Interactive Personalized Video Market Study, 1st Edition

July 2021

Invitation to Participate for Technology Providers

INTRODUCTION

STUDY OBJECTIVES

- To provide an objective assessment of the components within each IPV provider's solution
- To provide enterprises and print service providers with an overview of trends in the CCM industry and how each solution is positioned in the market to meet the CX requirements of enterprises and print service providers
- To identify differentiators for each solution with respect to the enterprise and print service provider markets served, pricing models and implementation method
- To identify how IPV providers facilitate implementation for enterprise and print service provider clients, including the consultative services offered
- To highlight best practices for deployment and implementation

Organizations have decades of experience communicating with customers via printed documents. More recently customer experience (CX) strategies have expanded to include social media and other digital communications. However, most organizations have little to no experience creating video communications for customers.

Madison Advisors' ***Interactive Personalized Video Market Study*** will highlight new trends in CX and how IPV providers have positioned their solutions in light of the increased focus on customer experience. Our study will present our analysis of the IPV market and recent developments that position video as a viable component of an enterprise and print service provider CX strategy.

Finally, an in-depth overview of each participant's capabilities will be provided as well as strategic direction, roadmap and differentiators that enable enterprises and print service providers to enhance customer experience and increase customer engagement. The study is designed to provide the large enterprise and print service provider community with an understanding of the benefits of video-based customer communications.

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

By participating, your organization will benefit from the opportunity to communicate your strategies, services, and product offering to position your organization as a leader in this evolving market. Full Participation Benefits are described on page 3.

CONTACT

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Joan Wilson, Director of Business Operations

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RESEARCH STUDY INVITEES

Madison Advisors has an open invitation for all providers of Interactive Personalized Video to participate in this Study. A sample list of invitees and participants from our previous research efforts is listed below. If your organization would like to be included in this study, please contact Madison Advisors.

- Blue Rush
- Doxee
- Media Wide
- O'Neil Digital Solutions
- OpenText
- Personicom
- Pirsonel
- Precisely
- SundaySky

PARTICIPATION FEE

Participation in this study is \$5,000. 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' *Interactive Personalized Video Market Study* is now underway and will be published in the fall of 2021.

Methodology

Madison Advisors will engage each participant in a combination of questionnaires and a solution demonstration including in-depth interviews with key subject-matter experts. Our standard process ensures that consistent information is collected and accurately represented. After the research efforts are complete, Madison advisors will conduct an analysis of the findings and publish the results in our *Interactive Personalized Video Market Study*.

SCHEDULE

Participation is open and available to all technology providers who wish to be a part of this research. Contact Madison Advisors now for inclusion in the study.

July 14 – July 30	Study Registration
August 2 – August 13	Research Phase
August 9 – September 7	Analysis & Production
September 8 – September 15	Participant Preview
September 2021	Publication of Study

BENEFITS OF PARTICIPATION

Participants benefit from the industry expertise and perspective provided by Madison Advisors' analyst team throughout the study. For example, during the survey and interview phase of the study, your organization will benefit from Madison Advisors' candid feedback on your strategies, services, and offerings; insight into industry trends; and one-on-one Q&A.

You will receive the following participation benefits:

- **Market Exposure:** Participation in the study will highlight the capabilities of your organization in the Interactive Personalized Video market and provide exposure of your solution offering to large enterprise companies and print service providers. Upon publication, Madison Advisors issues a press release to our prospects and customers, and posts to social media sites.
- **Candid Feedback:** Madison Advisors will provide the key strengths and potential challenges of your solution to your organization. Specifically, we will brief your leadership team on the trends and opportunities presented by the study and provide insight into how the industry as a whole is progressing toward customer experience management.
- **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.
- **Press Releases by Participants and Madison Advisors' Analyst Quotes for Press Releases:** Madison Advisors reserves the right to review and approve and/or provide language changes to press releases by participants. 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 that has been approved by Madison Advisors to be released in parallel with the publication of the study. Madison Advisors also reserves the right to approve the usage of a 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 Website:** Your organization can also utilize the above-referenced quote on your website. We request that this quote crosslink to our website.
- **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 and to clients and prospects. Please note that usage rights do not extend to suppliers and partners. **This report cannot be posted to your website for sale or for free reading/download.** Madison Advisors will have this report for sale on our website and you may provide a link from your website, social media, etc., if you wish.

PARTICIPATION REQUIREMENTS

Madison Advisors developed the following requirements to ensure that we assess all industry data consistently. Please adhere to these requirements to optimize your organization's study participation.

- **Complete and return the attached Participation Agreement** on page 7. Participants have two (2) weeks from receipt of this call for participation (CFP) to return the signed and dated Participation Agreement to secure your participation in the study.
- **Complete the study questionnaire.** Participants will have two (2) weeks from the date of receipt to complete the questionnaire. Madison Advisors asks that you adhere to this timeline so that our research can be published according to the schedule noted on page 2.
- **Provide three unique differentiators.** Madison Advisors is asking each participant to provide up to three unique differentiators of their solution and/or services which sets it apart from others in the industry.
- **Participate in a 30-60 minute interview.** In the weeks following your submission of the questionnaire, Madison Advisors will schedule a solution demonstration and interview with your organization to clarify any remaining questions on the information provided in the questionnaire and the onsite visit. During the interview, Madison Advisors will be requesting a quote from a thought leader in your organization to include in the research study.
- **Client Reference Interviews.** As part of the research we may ask you to receive authorization from one or two of your clients to allow us to interview them on how your solution has helped their organization.

ABOUT THE AUTHOR



Richard Huff
Principal Analyst

Richard Huff brings extensive experience managing market and product research with the goal of providing excellent advice on best practices and technology recommendations for printing/mailing operations. He conducted numerous research studies on print-related software, operational efficiency, and market pricing.

Prior to joining Madison Advisors, Richard was a senior analyst with Doculabs, where he was lead analyst for end-user and vendor consulting engagements. Huff also had eight years of experience at Uarco, Inc., a manufacturer of customized business forms and labels. While at Uarco, Richard was a member of the launch team for Uarco Impressions, one of the first distributed short-run color print operations. Impressions twelve print facilities leveraged high speed network communications to distribute and print personalized documents at the facility closest to the recipient.

Richard earned a B.S., Mechanical Engineering, University of Illinois at Champaign-Urbana

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.

PARTICIPATION AGREEMENT

Please email a completely filled out, signed and dated copy of this participation agreement to Madison Advisors:

PO Box 369, Colleyville, TX 76034

Tel: (817) 684-7545

richhuff@madison-advisors.com or joanwilson@madison-advisors.com

Contact Information	Organization	
Company name		
Street address		
City, State, Zip		
Contact name		
Contact phone		
Contact e-mail		
Payment Terms	<ul style="list-style-type: none"> • 100% of the fee due net 30 days upon receipt of the signed agreement to participate in the study. • Travel costs and out-of-pocket expenses are not included; any necessary and approved travel will be billed separately 	
Project Services	Check all that apply: <input type="checkbox"/> Interactive Personalized Video Market Study Participation	\$5,000
Estimated Travel Costs	Estimated travel expenses for any onsite visits. Only actuals with receipts will be billed in the event of an on-site visit.	\$2,500
Agreement	Client name and title Madison Advisors Officer Kemal Carr, President Client signature  Date: Date: 07/14/2021	