

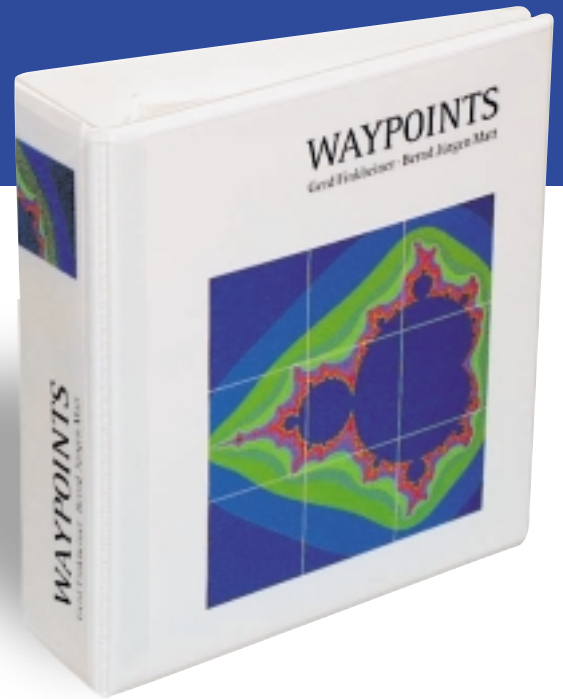
WAYPOINTS

*The Printing Industry's
Future Potential
Setting Standards.*

New:

Chapter 6 Computer Integrated Manufacturing

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Which forms of knowledge does the graphics industry need and how can this be provided? These are the questions addressed by "Waypoints" in its quest to provide guidance to medium-sized printing companies. This loose-leaf anthology has been compiled by the Stuttgart University of Printing & Media with the support of MAN Roland Druckmaschinen AG and is published by the International Senefelder Foundation.

The central theme of "Waypoints" is the "Positioning and Strategic Alignment of a Printing Company". This is precisely where uncertainty exists in many areas of the printing industry because of current developments in the media marketplace.

Waypoints deals with questions such as:

- Is it possible for a printing company to develop into a Media Provider and under which circumstances does this make sense?
- Which measures are necessary, which opportunities are there, what are the risks lying in wait on the path to the future?

Waypoints offers you the information you need to actively shape the future of your company.

The new Chapter 6 deals with the topic "Computer Integrated Manufacturing".

When does a networked printing plant make sense? Which conditions must be met for you to benefit from CIM?

Find out in the new Chapter 6 about Computer Integrated Manufacturing (CIM) applied to the printing industry.

Selected contents

Step one: Defining the position

In order to determine development options, a printing company must first establish where it is today i.e. define its position. Printing companies generally have a certain production focus. And in many cases this results in typical organizational and distribution characteristics.

As an aid for position definition, "Waypoints" has developed a matrix of types (see illustration). Here "Waypoints" defines three main types: Print Factory, Document Manager and Media Provider.

The Print Factory is a pure print services provider. The Document Manager represents small and medium-sized businesses, the type most commonly encountered. The Media Provider has an expanded prepress operation and

media-spanning data handling capabilities as well.

Step two: Business alignment

After defining the position, the next step the company must take is to think about its business alignment. This means establishing objectives based on a vision. These can for example be to concentrate more on improving profits in the present field of business or to add new services such as media-spanning data handling.

Step three: Measures

After defining the position and determining objectives, printing companies must adopt measures in order to ensure their continued development. The chapter dealing with this in "Waypoints" describes analysis and evaluation methods by means of which specific options can be derived for action. Finally, the various available alternatives are evaluated to provide a general recommendation for activity

Step four: Implementation

"Waypoints" uses three practical examples to illustrate how printing companies can develop. The first example deals with a small commercial printer of Type 6 (Document Manager). The initial objective is to safeguard the company's existence. After making a product and customer group analysis plus a competition analysis and drawing up performance statistics, measures can be taken that not only safeguard the company but, after a consolidation

	Agency services		Printing company services						
Main types	Conception	Media-spanning data handling	Repro	Prepress	Printing	Finishing	Enhancement	Distribution	
1				●	●				Print Factory
2				●	●	●			
3				●	●	●	●		
4				●	●	●	●	●	
5			●	●	●				Document Manager
6			●	●	●	●			
7			●	●	●	●	●		
8			●	●	●	●		●	
9			●	●	●	●	●	●	Media Provider
10		●	●	●	●				
11		●	●	●	●	●			
12		●	●	●	●	●	●		
13		●	●	●	●	●		●	
14		●	●	●	●	●	●	●	
Special types									
Ad agency	●								
Prepress studio		●	●						
Platemaker				●					
Bookbinder						●			
Converter							●		
Distributor								●	

Type matrix for
defining the
position

phase, permit investments to be made in a CtPlate system and general expansion. This development path is clearly explained and the relevant index figures are given.

The second example deals with a medium-sized commercial printing plant that expands its product portfolio by adding digital printing.

The third example describes a Media Provider. This rather large business wants to expand its media depth by adding Database Publishing to offer its publishing customers a more extensive range of media forms.

The next step: The networked printing plant

Now the new Chapter 6 takes a close look at what Computer Integrated Manufacturing, originally developed as a production streamlining system for heavy industry, can offer the printing industry.

Testimonials

Druckerei Thieme, General Manager Ulrich Thieme, Meißen, Germany

We're in the middle of a restructuring phase. It would be ideal if we could spend more time on aligning and reorganizing the company but we have to consider our manpower resources. I would have preferred to implement some measures much sooner. Having studied quite a number of management books, I must say that Waypoints provides sound, matter-of-fact guidance.

I find Waypoints logical and practicable. The illustrations at the start of each chapter also appeal to me. I'm pleased that I saw the article in the 'Deutscher Drucker' magazine and I've recommended Waypoints to some of my colleagues.

Druckerei G. Wollenhaupt GmbH, General Manager Ralf Wollenhaupt, Großalmerode, Germany

I find it very interesting although we haven't yet had the time to go through it thoroughly. I can't yet judge what conclusions we will come to but Waypoints is definitely a good publication. It provides lots of good ideas and courses of action that apply to our small printshop even when, because of the pressures of our day-to-day business, we haven't yet had the time to implement many of them. We found the balance sheet information helpful even though we obtain similar publications from our regional printing industry association.

Waypoints is well worth reading and we'll continue using it.

DMC Druck & Mail Center AG, General Manager Hanspeter Diem, St. Gallen, Switzerland

We are a multi-stage operation with 12 employees and four core business areas and we offer our customers much more than just printed matter. Our philosophy is to keep on the move and in today's marketplace this means react fast.

I keep Waypoints on my desk at work and use it to refresh my knowledge and look up details. I often take it home as well to study it in peace and quiet and find that certain topics give me ideas that I wouldn't otherwise have time to develop during the daily routine at work.

Setting up our new venture Webdesign/electronic services demanded a great deal of fundamental structuring: determining work center costs, working processes, developing a cost accounting basis, and so on. The basic information Waypoints provides helped me a lot with this. Compared to other manuals, Waypoints not only covers the technicalities of prepress and press. Topics like business strategy, business administration, financing, etc. are well explained in an easily understandable manner which is really useful. I am most impressed by Waypoints, it is a valuable book and recommendable.

Karl Rädisch GmbH & Co.KG
Offsetdruck, General Manager
Thomas Feuerlein, Fürth,
Germany

*I find Waypoints very good
because it examines all relevant
questions and explains which
direction one should take.
Even though we can only use the
information applicable to us as a
packaging printing plant, I still
find the contents very good. It's
extremely important for us to
know the direction developments
are taking, especially when we
are faced with investment deci-
sions. As an example, the trend
towards shorter runs. Despite the*

*fact that I know quite a bit about
analysis instruments, I found some
new ideas and food for thought in
Waypoints that we will definitely
be taking a close look at.*

vier C digitalprint, General Manager
André Lesching, Berlin, Germany

*I attended a speech about
Waypoints and immediately gave
the notes I made to our manage-
ment team. I find that Waypoints
is very clearly structured and that
the contents stimulate thought
processes. The topic "Networked
printing plant" is particularly
interesting for us because we*

*don't want to keep on increasing
our administration ad infinitum.*

Printor, General Manager Antoon
de Clercq, Zottegem, Belgium


*I learned about Waypoints from
our trade magazine "Grafisch
Nieuws" where a management
consultant published an article
about it.*

*Waypoints is very suitable for
defining the position of a printing
company and aligning the busi-
ness. This is a very good and
topical publication and I like it
a lot.*

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Senefelder-Stiftung

We wish to order WAYPOINTS. The loose-leaf anthology in DIN A5 format contains around 300 pages (June 2001) and costs 153 euro for either English or German versions in a specially-designed hardback ring binder. Later supplements cost 36 euros. If we don't like WAYPOINTS we will send the received copy back to the publisher within 14 days without any further obligation.

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