



KONICA MINOLTA

ASSESSMENT GUIDE INLINE FINISHING



1234

DIGITAL III

enabling your business

STRATEGY

Print Providers leveraging Konica Minolta's business development program Digital1234 can walk through this "Assessment Guide". This is a business based questionnaire covering a range of crucial business topics. Using a simple and visual traffic light system, each question can have three results:

Green – No or little experience, with a lot of opportunities for growth

Yellow – Some experience, but still room for improvement

Red – Good experience, and well underway to attain the business benefits in this area.

This assessment will allow you to quickly identify areas of your business that could benefit from change by exploring each particular business opportunity. Konica Minolta could partner with you to successfully implement this new exciting opportunity.



ABOUT THE AUTHOR

Neil has over 30 years' experience in the printing industry – across production, management and consulting. He understands how the industry works and, crucially, what makes printers tick. As a consultant, he has led market studies, international due diligence projects and business improvement programmes.

As an international strategy consultant for Pira, Neil has worked with all the major suppliers and manufacturers, guiding his clients through the current market trends.

In 2011 alone, Neil worked on five continents, so his global perspective on different operating regions, combined with practical knowledge and experience allow him to provide value for both suppliers and printers.

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1. Administration

In the administration of a job

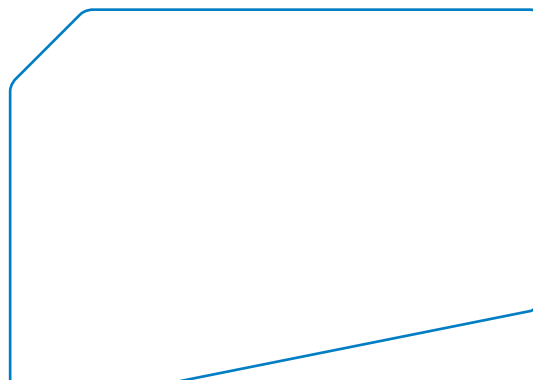
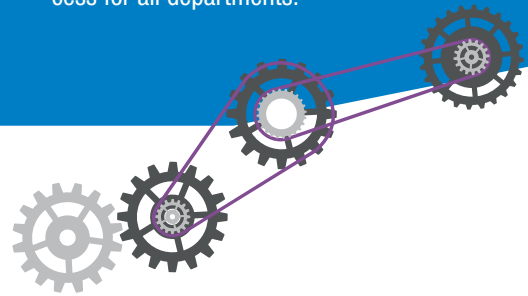
- Do you have to schedule your print and finishing separately?
- Are you spending too much time and resource on double handling information for print and finishing?
- We have got an integrated MIS with shop floor data capture to integrate print and finishing?

Specification and estimating jobs

- We think we can improve our lead times and reduce waste but not sure how with current equipment and processes.
- We have to allow set up times for each piece of printing and finishing equipment which is very inefficient.
- We are efficient and our lead times less than 24 hours on all digital jobs.

Scheduling

- Inefficient but not sure where.
- We think we are efficient but struggle to schedule work accurately and meet deadlines with the growing number of shorter run jobs.
- We have an automated electronic scheduling process for all departments.



2. Production

Where are your production bottlenecks?

- We have dedicated near line finishing for digital jobs and can print and finish all jobs within 24 hours.
- We have the same finishing for offset and digital jobs and meet our deadlines.
- We struggle to cope with the finishing of a high number of short run digital jobs.

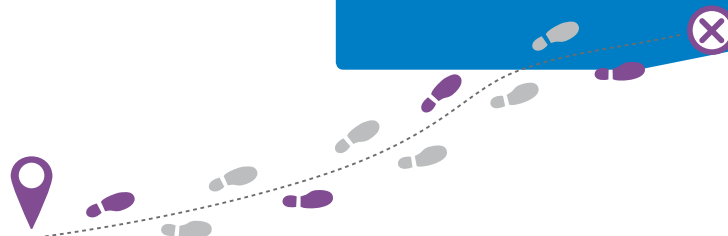


Quality

- We often have quality problems when finishing digital jobs i.e. marking and cracking.
- We never have any quality issues.
- We get problems with collating and finishing of high pagination low volume digital products with offline finishing.

Prepress

- Our electronic job ticket has all the information for both printing and finishing.
- We have to supply finishing information for impositions, cutting and collating etc manually with job bags.
- We have an automated electronic system that uses JDF for job information for machine set ups.



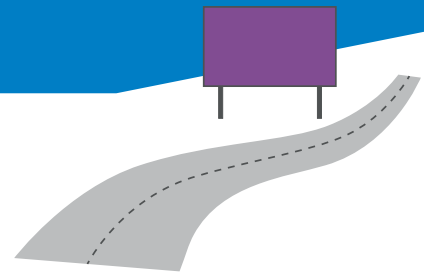
3. Sales and marketing

What competitive advantages can your current finishing provide?

- Attract additional work by reducing the cost of standard products like booklets, by more efficient set up time and production costs.
- Reduce lead-time only on digital print jobs to provide a competitive advantage.
- We always seem to be competing on price without being able to reduce our costs.

How easy is it to market product differentiation to your customers?

- We just market standard products with standard lead times to our customers.
- We offer our client saddle stitched and perfect bound digital products inhouse on request.
- We market to our customers with a range of different folding, inserting and finishing options all for next day delivery?



4. Investment criteria

What is your primary reason for investing in inline finishing equipment?

- We think it might be a good idea but are concerned about using it for digital only and are not sure about the roi.
- Finishing has become a bottleneck and is impacting lead time for deliveries.
- We have an increasing number of short run low value digital jobs and therefore need to automate the entire end to end digital printing and finishing process.

What type of finishing are you looking for?

- Near line.
- Offline.
- Inline.
- Not sure which is best for my business.

What are you looking for inline finishing equipment to achieve?

- Reduction in costs and increased productivity.
- Reduce cost and be more competitive.
- Reduction in job lead times and improved job scheduling.

What are you looking for the finishing equipment to do?

- Do folding and hole punching etc on random jobs.
- Collate and stitch loose sheets.
- Make Booklets and insert covers with folding, saddle stitching and perfect binding.



5. Planning the right finishing option for your business?

Finishing Standard Products

- We are just looking to collate and staple our digital document printing.
- We are just looking to print low run products and finish them offline.
- We are looking to add new on demand products to our range such as booklets and perfect bound products.

Do you know how to determine which are the best finishing options for your needs?

- Yes, we know exactly what we want
- We don't want to duplicate existing offline finishing equipment
- We're not sure if inline finishing is right for our products

What business objectives are you looking to achieve?

- Looking to reduce costs and increase business opportunities.
- Haven't focused on any specific business objectives.
- Just want more finishing capacity.

Are you aware of the mistake of not purchasing a colour digital press with inline finishing included

- We think offline finishing is the answer not sure why this is a mistake.
- We are focused on the digital print engine, and have not really thought about inline finishing.
- We are convinced inline finishing is the right option with a new digital machine.

When planning for new finishing equipment

- It makes sense to have inline finishing and bundle it in with the purchase of a machine.
- I want to look at it separately at a later date.
- I'm not sure what the best thing to do is?

Where are you in the decision making and investment process?

- We are committed to buying a press only.
- We are going to consider some inline finishing options.
- We are going to include all inline finishing options available.
- Not sure what is the best thing to do.



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