

Madison Advisors 2016 Research Overview



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MARKET OVERVIEWS

Service Provider Market Overview, 2nd Edition

The Service Provider Market Overview will be an update of the 2011 Service Provider Multi-Channel Market Study. This research will be an analysis of information collected through onsite visit interviews, and questionnaires with print service providers, providing a deep insight into current service offerings available to transactional print customers. Analysis will include new players, segmentation by services/solution type, market size and forecast, and opportunities for print service providers.

Service Provider Market Pricing Study, 5th Edition

As a continuation of the 2014 Service Provider Market Pricing Study, 4th Edition, Madison Advisors' analysts will conduct a thorough analysis of the data collected from leading print service providers to identify the cost trends and pricing models that are shaping today's print and mail service provider market. Analysis will include historical market trends, pricing, participant overviews, and recommendations/ & forecasts. Topics will include print production, design services, multi-channel delivery, and insertion and finishing services. The results of the analysis will be published in Madison Advisors' Service Provider Market Pricing Study, 5th Edition.

CCM Hosted Managed Services Provider Overview, 1st Edition

Madison Advisors' 2015 Hosted Managed Services: Changing the Paradigm in Customer Communications Management study opened up incredible opportunities for this new market segment, creating an increased interest and awareness for enterprises to explore options outside of buying licensed CCM software. As a continuation of this study, Madison Advisors will take a deeper dive into how software and service providers are changing their approach to solving common CCM problems, and adjusting their solutions accordingly.

FOCUSED RESEARCH

Enterprise and Print Service Providers Best Practices Overview

The Enterprise and Print Service Providers Best Practices Overview will be a collection of enterprise in-plant and print service provider insight collected by Madison Advisors throughout our client engagements. The overview will discuss best practices for print production and finishing workflows for in-house and commercial print facilities. The research will be based on Madison Advisors' existing Best Practices Assessment program.

Customer Communications Management Market Software Overview

Customer Communications Management (CCM) solutions have evolved rapidly and continue to further develop features and functions relevant to market changes. These expanded features blur the lines between different software products, which makes it challenging to understand specifically who offers what. This market overview will provide a structure for the current CCM software and solutions market, highlighting leading players and where their solution fit in the overall communications workflow.

Impact of Color on Customer Communications

The Impact of Color on Customer Communications will examine trends that drive the development of a business case to invest in color in transactional print applications. The question of whether or not the migration to color output is justified comes up frequently as enterprises and print service providers look to justify their investment with a clear Return on Investment and influence on customer experience and engagement. This research analysis will cover an overview of the current state of color including percentage of statements printed in color and best practices for the use of color within different communications. It will also look at gathering a customer experience perspective to find out whether or not color really makes a bigger impact than black and white.

Maximizing ROI and Production Efficiencies with Color Inkjet Printers

A follow-up to the Madison Advisors ADF technology brief, this study will provide an update on the current state of ADF and whitepaper factory adoption. This analysis will include the expansion of whitepaper workflow models to include finishing workflows in addition to print and will also include implementation adoption rates of services providers and in-plants. Research will be conducted through both print service providers and enterprise in-plant interviews.

EMERGING TRENDS SURVEYS

Cloud: Are we ready?

This brief survey will gather an update from enterprises on their understanding of cloud based solutions, including terminology and willingness to adopt.

Print Service Provider Survey: eAdoption Trends

In this study, Madison Advisors takes a fresh look at the current offerings, business drivers, trends, adoption rate for multi-channel delivery and print suppression services offered by print service providers.

Enterprise: Preference Management and Customer Experience

Preference management continues to be one of the biggest challenges when it comes to enterprise multi-channel communications strategies. This brief survey will gather insight into current preference management adoption and multi-channel delivery options by enterprises and how this has evolved based on customer experience feedback and demands.

Enterprise and Print Service Providers: 2017 Investment Plans

This survey will be the first of many annual studies tracking investment plans of both enterprises and print service providers when it comes to CCM and print management, both hardware and software. Madison Advisors will seek to understand where key challenges or gaps exist within these environments as well as future initiatives that are guiding these investment plans, or perhaps require some assistance from vendors or industry consultants to help determine the right solution.