

# Best Practices in Digital Print

FIFTH EDITION



*the Digital Printing Initiative*

## HIGHLIGHTS

[www.podi.org](http://www.podi.org)



## ABOUT THIS REPORT

### PROGRAM OBJECTIVES

In August 2000 PODi published the first study of the digital print best practices. That report included the largest collection ever assembled of case studies involving the use of personalized print. The three reports that followed expanded upon the format and information base presented in the first edition. In addition, the scope of the project was widened to include case studies involving short run digital printing as well as the use of various kinds of data for personalization.

The Fifth Edition is PODi's most comprehensive report on digital print to-date. We present more than 45 case studies that cover a wide gamut of applications. With the publication of this report, we now have presented information and results about more than 220 case studies.

### ABOUT PODi

PODi is an industry initiative with hundreds of members, including Executive Board members EFI, Hewlett-Packard, IBM, NexPress, Pitney Bowes, Quark, and Xerox. PODi supports the evolution of digital print technology and business practices through the publication of its research results and support of standards.

The annual PODi Applications Forum provides participants with the opportunity to learn more about the rapidly changing world of digital print. Each year, the PODi Best Practices Report presents informative details and results of successful digital print projects. All of the case studies from previous editions of the report and those contained within the Fifth Edition are available in an online, searchable database accessible through PODi's Web site:

<http://www.podi.org>

Membership in PODi is open to leading vendors, developers, and service providers' involved with or interested in digital printing. For additional information regarding PODi, please visit our Web site or call 585-239-6063.

## INTRODUCTION TO THE FIFTH EDITION

Digital technology continues to change the business of printing, shaping it in many ways – some expected and some unexpected. Keeping up with the changes is difficult, especially for a company working alone in a very competitive market. PODi offers this report to help you stay up to date and knowledgeable about the latest developments in the digital printing marketplace. We also hope that it will help you formulate your business and/or marketing communication strategies to make optimal use of this exciting technology.

This is the fifth edition of PODi's *Best Practices in Digital Print* report—the most comprehensive source of successful digital print case studies available. In this edition, we bring you cases, information and analysis that you won't find anywhere else. With this edition, PODi's case study collection grows to over 220 projects spanning many market segments and applications.

This edition reports on 47 successful projects, including


- 20 new direct marketing cases spanning 8 vertical markets
- 16 new digital collateral case studies in 8 vertical markets
- 4 new transactional cases each in a different vertical market
- 7 new cases in specialty printing and publishing in 5 vertical markets

We track 13 vertical markets in all, as well as two main value propositions across all markets and applications. Each case study includes information about the business goals of the project, the solution that was chosen to meet those goals, and the results that caused the project to be deemed a success. Hardware, software, and other production details are reported as well.

Each year we compare the new cases with the old in order to compile the most up-to-date set of best practices for digital print projects. We present two categories of best practices—one for the service provider and the other for the marketing professional. However, many of these practices are relevant to both groups, so readers are encouraged to peruse them all.

As in past reports, we present an in-depth segmentation of the case studies along three axes: vertical market, business application, and value proposition. This analysis illustrates which types of companies are making use of digital print, in what ways they are using it, and what pressing business needs it meets.

This year we present several in-depth case studies. The longer studies are marked with the **In-depth Case Study** image shown on the left. These case studies were selected for additional coverage because they are especially good examples of successful digital print projects. The



additional information, acquired through extensive interviews with all the parties involved in the projects, includes details about the sales process, job production, and the service provider's costs and pricing when available.



Projects using **PPML** as the print file format are called out with the logo shown here. PPML, the Personalized Print Markup Language, is an industry-standard language for digital print. Developed by PODi, PPML is completely vendor-neutral and royalty-free, so it is available for use in a wide range of digital print systems across a broad range of applications.



Each year PODi honors innovative applications by bestowing one or more Best Practices awards. We presented the **2005 PODi Best Practices Awards** at PODi's Applications Forum held in Las Vegas, Nevada. Walt Disney Parks and Resorts won in the Direct Marketing category, and the Washington State Department of Printing won in the Collateral Management and Fulfillment category

In addition to publication in the Reports, the complete collection of more than 220 case studies is also presented **PODi's online, searchable case study database** at [www.podi.org](http://www.podi.org). This valuable, flexible tool allows you to quickly delve into the vertical markets, digital applications, or individual case studies that you are interested in.

Whether you are a service provider offering digital printing solutions, or a marketer utilizing them to communicate with your audience, we hope that the information presented in the fifth edition of the *PODi's Best Practices in Digital Print* report will help you improve the productivity and profitability of your company.

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