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the Digital Printing Initiative

Best Practices in Digital Print

Sixth Edition Highlights

About This Report

Program Objectives

In August 2000, PODi published the first study of the digital print best practices, which included the largest collection ever assembled of case studies involving the use of personalized print. The four 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.

This edition of PODi's *Best Practices in Digital Print* is the most comprehensive report on digital print to date. Forty-six new case studies are presented that cover a wide gamut of applications. With the publication of this report, information and results about more than 265 case studies have been presented.

About PODi

PODi is an industry initiative with hundreds of member companies including executive board members EFI, HP, IBM, Kodak, Pitney Bowes, Quark, and Xerox. PODi leads the evolution of the digital printing infrastructure by promoting interoperability through standards and advances digital printing business opportunities through market development activities, including white papers, articles, independent reports, and industry speaking engagements.

The annual PODi Applications Forum provides participants with the opportunity to learn more about the rapidly changing world of digital print through informative sessions with a focus on business strategy, technology, and real-world results.

Each year, the PODi Best Practices in Digital Print 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 Sixth Edition are available in an online, searchable database accessible through PODi's Web site: <http://www.podi.org>.

PODi membership is open to most companies and organizations involved in digital printing. For additional information regarding PODi, please visit the PODi Web site or call 585-239-6063.



Introduction to the Sixth Edition

Digital technology continues to change the printing business and shape 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 as a way to help you stay up to date on the latest developments in the digital printing marketplace and help formulate your business and/or marketing communication strategies to make optimal use of this exciting technology.

This is the sixth edition of PODi's *Best Practices in Digital Print* report—the most comprehensive source of successful digital print case studies available. In this edition, detailed case studies are provided, as well as valuable information and analysis. With this edition, PODi's case study collection grows to more than 265 projects spanning many market segments and applications.

This edition of the report presents 46 successful projects, including:

- Twenty-seven new direct marketing case studies spanning 11 vertical markets.
- Twelve new digital collateral case studies in 7 vertical markets.
- Three new transactional case studies, each in a different vertical market.
- Four new case studies in specialty printing and publishing in three vertical markets.

Twelve vertical markets are tracked, as well as two main value propositions across all markets and applications. Each case study includes the following information.

- Business goals for the project
- The solution that was chosen to meet the business goals
- The results that caused the project to be deemed a success
- Hardware, software, and other production details

Each year new case studies are compared with the previous ones in order to compile the most up-to-date set of best practices for digital print projects. Two categories of best practices are presented—one for service providers and the other for marketing professionals. However, many of these practices are relevant to both groups, so readers are encouraged to examine all case studies.



As in past reports, an in-depth segmentation of the case studies is provided 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.

IN-DEPTH case study

This year, several in-depth case studies are provided. The longer case 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 excellent examples of successful digital print projects. The additional information, acquired through extensive interviews with all the parties involved in the projects, includes information about the sales process, job production, and the service provider's costs and pricing, when available.



Projects using Personalized Print Markup Language (PPML) as the print file format are indicated by the logo shown to the left. PPML 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 digital print applications by bestowing one or more Best Practices awards. The 2006 PODi Best Practices Awards were presented at PODi's Applications Forum held in Las Vegas, Nevada in February. The award winners are as follows and are marked in this report with the PODi gold star image shown to the left.

Category	PODi Best Practices Award Recipients
Collateral Management and Fulfillment	<ul style="list-style-type: none"> • Bowne Marketing & Business Communications • MFS Retirement Services
Direct Marketing	<ul style="list-style-type: none"> • Inter-State Studio and Publishing
Small Business	<ul style="list-style-type: none"> • One to One Gulfcoast • Out-of-Door Academy
Transactional	<ul style="list-style-type: none"> • Cathedral Corporation • UMassFive College Credit Union

In addition to each issue of PODi's *Best Practices in Digital Print* report, the complete collection of more than 265 case studies can be accessed via PODi's online, searchable case study database at www.podi.org. The case studies are free to PODi members and may be purchased by non-members for a nominal fee. This valuable, flexible tool allows you to locate and delve into the vertical markets, digital applications, or individual case studies.

Whether you are a service provider offering digital printing solutions or a marketer using them to communicate with your audience, we hope that the information presented in the sixth 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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