



# PREPARING FOR YOUR **INDUSTRIAL PRINT JOURNEY**



## Preparing For Your Industrial Print Opportunity

Embracing new technology is a daunting task for any organization. When that technology represents a quantum leap forward from the status quo, the associated risk factor can be significant... and this creates an uncomfortable situation. But, how do you stay relevant to your customers without keeping pace with change?

## The Creation of New Value

The Graphic Communication marketplace is evolving as traditional offset transitions to digital print. Although the overall volume of printed material slowly declines, the shift to digitally produced output is not only growing, but is capturing an extraordinary percentage of the profit. Digital Industrial Print systems are revolutionizing the delivery of shorter-run, personalized and high-impact printed material. The creation of new value and creativity using large format inkjet, spot varnish and foil embellishment, personalized labels and printed packaging is revitalizing how marketing and advertising is used to reach customers with new and innovative offerings.



## Your Industrial Print Journey

A new business venture is often a journey along a bumpy path. By setting our expectations together, the path will be smoother and you will be better prepared to achieve success sooner. Your many milestones include business planning, financing, acquisition, delivery, installation, operation and marketing & sales. This path will lead to increased revenue and profit, but only if you are prepared each step of the way.

## Business Planning

Every company, regardless of size, must start with a self-assessment to determine if their goods and services truly satisfy their customers' needs. Evaluating core strengths and weaknesses, and addressing their impact on the ability to deliver new, value-added goods and services must be well understood. It usually involves leaving the past behind with a new strategy, different tools and revitalized processes. Take our **Business Transformation Analysis**<sup>1</sup> as a first step in this diagnostic process.

<sup>1</sup>*Unsquaring the Wheel*, Chris Bondy, Wayne Peterson, Joe Web

Luck is where opportunity  
meets preparation.  
– Seneca



Once your company is ready to make a technology acquisition, you need to calculate the return on investment (ROI) by comparing the expected benefits with the costs. Analyzing ROI isn't always simple because true ROI analysis has to convert revenue to profit, and profit to cash. Maintaining adequate cash flow is your primary objective: profit is not the same thing as cash. Ask for our ROI Calculator to help you build a comprehensive business plan.

While a sound investment strategy is obvious, of equal importance is an assessment of intangible assets, like the people and the company with whom you plan to enter into a long-term partnership. A business relationship in Industrial Print is a lengthy journey with few, if any, off ramps. Konica Minolta is both dedicated to this market and supportive of our customers.

For the past two decades, Konica Minolta's investment in R&D, acquisitions and alliances has provided progressive digital advancements to the industrial print market. Enjoying a five-fold increase in business in recent years, this is a strategic growth driver for our future. With further expansion anticipated in short-run digital embellishment in finishing and packaging, Konica Minolta acquired interest in MGI Digital Technology, a leader in specialty print. This will further strengthen our position in the industrial printing marketplace.





**If you want to go fast, go alone.  
If you want to go far, go together.**  
– African Proverb

## Financing

While an Industrial Printer is a great investment, it can also be expensive. Fortunately, Konica Minolta is here to help to keep financing reasonable and affordable. With **Konica Minolta Premier Finance (KMPF)** we help our clients turn their vision into reality with the financial tools necessary to budget for such a major expenditure. At KMPF, we are experienced to discuss and implement progressive financing suited to your needs.

Regardless of the financing vehicle you choose, you will require:

- A completed credit application
- Two years of accountant prepared financial statements
- Detailed list of all items related to the acquisition

KMPF will assist you for all your financing needs. In most cases, our Industrial Print financing terms include a 90 day deferred payment option. This provides an adequate period to cover delivery and installation. Ask to speak to our financing specialist to leverage years of knowledge and sound advice.

## Delivery & Installation

Industrial Print products are often built to order; this means your lead time can be several months before a system can be delivered. During this time, site selection and preparation is crucial for a successful installation. Konica Minolta's logistics and technical service teams will be engaged during this period to ensure you are prepared to receive and unpack oversized crates, inspect the workspace for flooring, electrical and ventilation requirements, as well as IT networking needs. Konica Minolta's IT Services offer in-depth IT infrastructure reviews to ensure you are prepared to handle the exchange of large files sizes in a safe and secure environment.



Depending upon the Industrial Print model, physical installation may take days, weeks or even months before the device is ready for optimal operation. After this time, our technical trainers will engage with your key operators for a week or more. This initial training is just a warm-up to familiarize you with the basic functionality of the device, including best practices across a variety of scenarios. The real creativity occurs when your staff can visualize the possibilities and engage your customers in inspiring conversations.

During this time you will also become familiar with your technical obligations, as well as service repair expectations. Industrial Print products require considerable more time to diagnose and repair, even for regular scheduled maintenance. A typical Industrial Print model will yield 80% uptime, require 4-5 days for critical parts replacement, and involve your staff to preform regular maintenance and service.

Many consumable items have special handling requirements and should be safely inventoried. Some items have a defined shelf life and expiry date, so best-practice is to maintain a three month inventory turn and vary quantities in accordance to your anticipated production requirements. Just-in-time delivery is often not an option for special inks, varnish or even foil and some substrates. It is important to know how to plan and schedule your customer deliverables around these expectations.



## Operations

Avoid disappointment by planning the delivery of your first customer job well after you have mastered your new equipment. After your initial product training, applying your prepress skills to create stunning output requires an artisan's touch. This requires skilled and creative staff to really maximize your final deliverables. Your customers will most likely not provide you with files that are ready for embellished print or finishing. This requires the artful skill of a graphic communication specialist and it also requires practice. For this reason, all our Industrial Print customers are welcomed to **PROKOM**, a Konica Minolta exclusive user community. This online user exchange allows you to connect, learn and grow with other similar organizations. Konica Minolta also offers on-site analysts who provide a personalized learning experience for your new or tenured staff assigned to your new business venture.

**The best preparation for tomorrow  
is doing your best today.**

– H. Jackson Brown Jr.



## Marketing and Sales

Now we enter into the most exciting part of the journey where you are able to demonstrate new value to your customers and prospects. Our experience has shown that while most printers are tenured experts in operational efficiency, craftsmanship and exceptional customer satisfaction, they are not prepared to tackle the huge investment in time and effort that is needed to get the message out. Konica Minolta offers our Industrial Print customers a vital program called **PowerUp Business Builder**.

PowerUp allows you to maximize your technology investment by leveraging our proven framework for the delivery of a practical marketing strategy. By applying proven marketing services, we fast-track your sales efforts by preparing a personalized mix of customer-facing and internal programs that accelerate and complement your go-to-market strategy. Starting well before the delivery for your new equipment and continuing on long after installation, we stay close to you with an unprecedented level of support that is only available from Konica Minolta.

Designed to help you fast-track volume growth on your new system, the program delivers an integrated and fully-managed campaign that includes:

- **Public Relations**
- **Advertising**
- **Multi-Channel Lead Generation**

PowerUp offers support by engaging in activities to promote new service offerings, increase market awareness and generate leads. It provides broad industry exposure prior to, and during the critical first 90 to 180 days following installation, and leverages a proven mix of highly effective digital and traditional marketing techniques.



PowerUp Business Builder embodies Konica Minolta's customer-centric value, always thinking on behalf of our customers, undertaking challenges together and working to bring them success now and in the future.

For more information on PowerUp, please visit [www.konicaminolta.ca](http://www.konicaminolta.ca) or contact your local Konica Minolta representative to learn how you can PowerUp your business today.



**We hope you find this information informative and helpful when preparing for your next business venture.**

