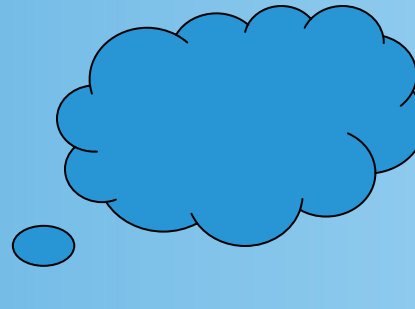


# Think Digital



**Pankaj Kalra**

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**General Manager – Marketing**  
**Production Systems Group**



# Agenda

- Trends in Printing
- Why Digital?
- Aligning to Digital

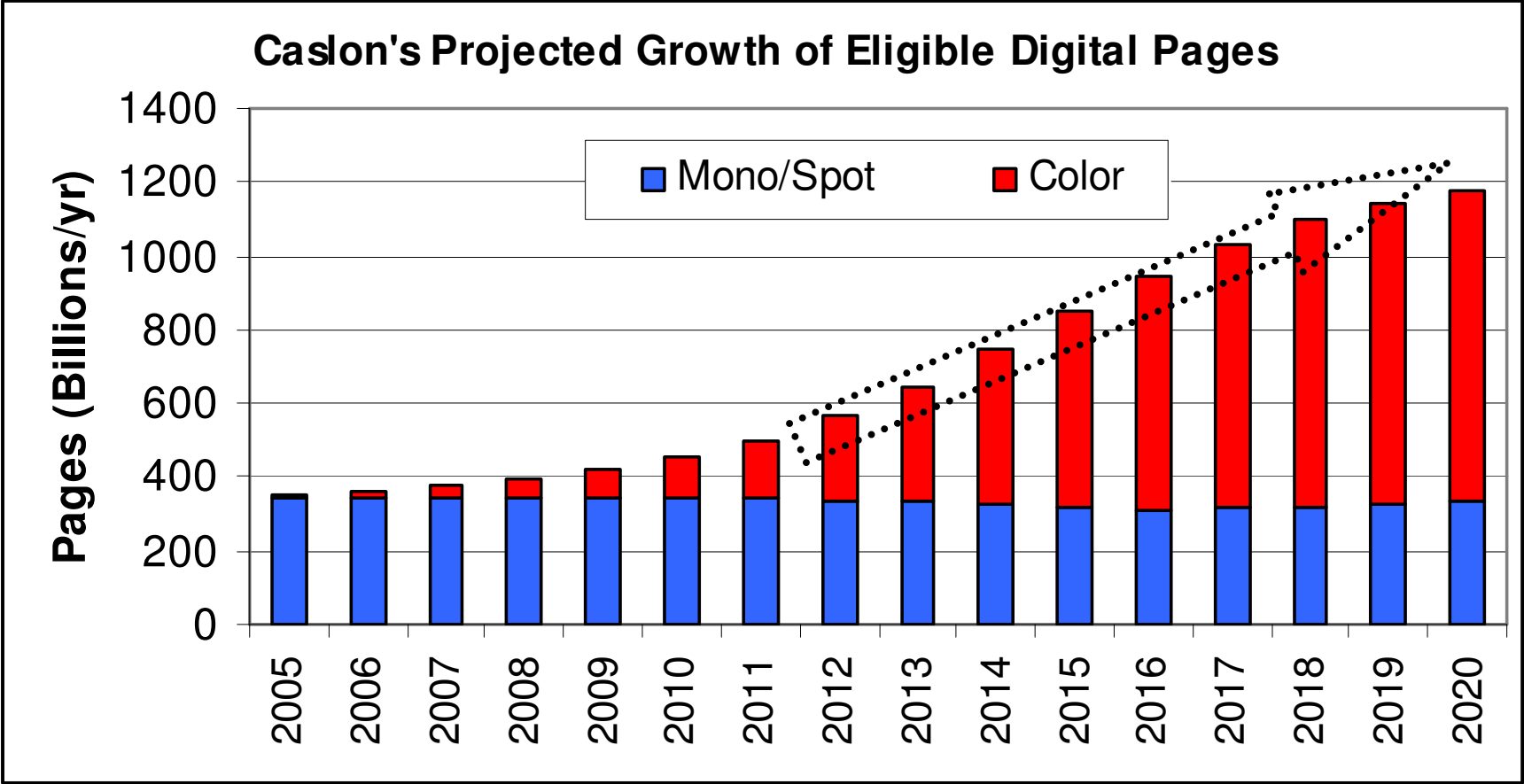
15 min

## Indian Digital Print Industry

- The Indian digital print market was estimated at **\$600 million (~Rs. 2700 Crs.)** in 2006
- Forecasted to **reach \$2.3 billion (~Rs.10,350 Crs.)** in 2012 (CAGR@24.8% (2007–12))
- The demand for short runs and faster turnarounds is driving the market
- Digital printing technology is now an integral part of the printing market.

# Digital Page Growth

*Growth opportunities in digital color printing will increase significantly in the next 10 years.*

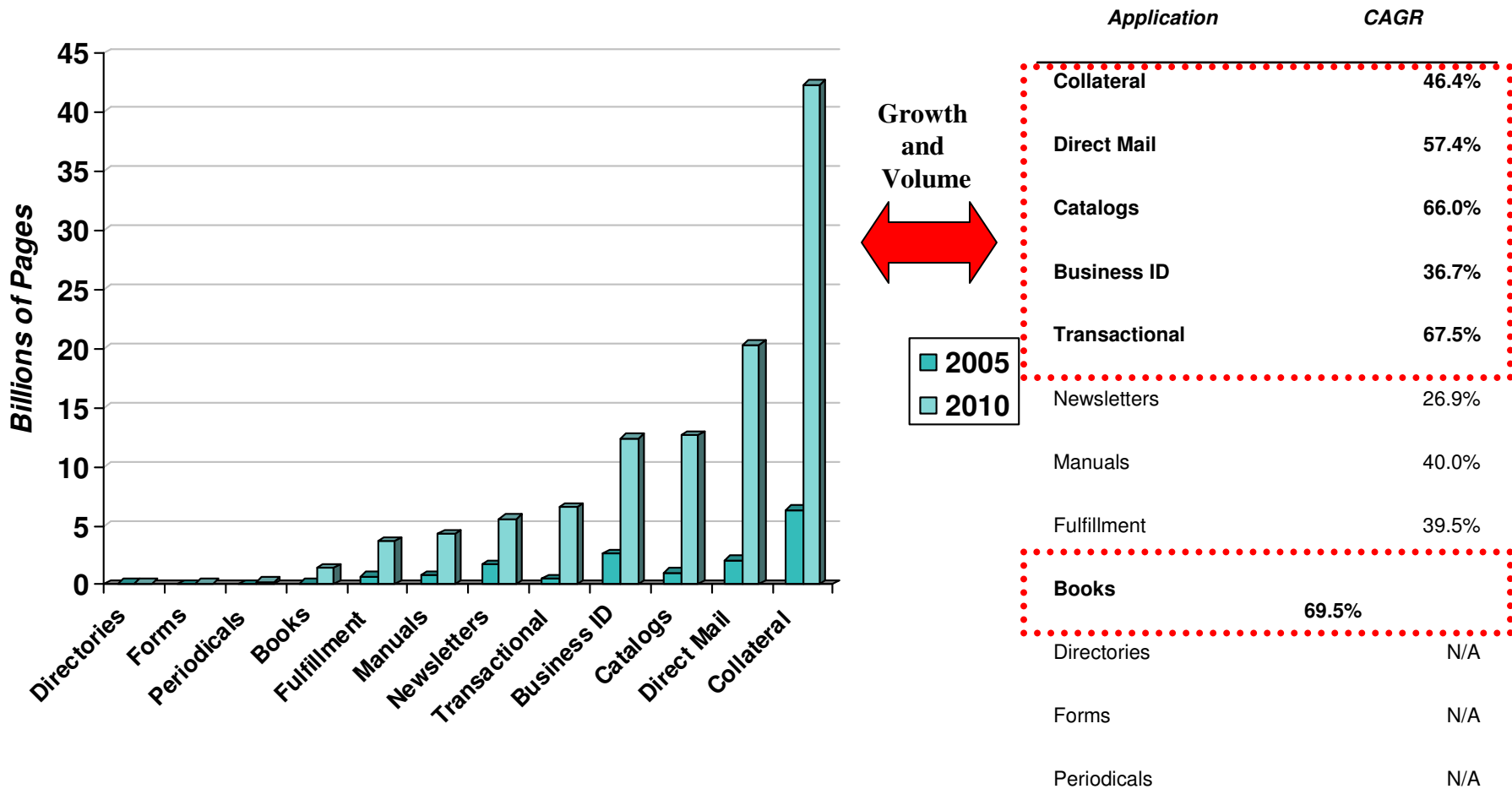


Source: Caslon Forecast 2006



# Color Page Growth

**Collateral, direct mail, business identity, transactional printing, and catalogs represent the applications with the highest projected volumes, as well as above average growth rates, by 2010.**



Source: Caslon Forecast 2006, Madison Advisors "EDC Market Assessment" Mar 2005

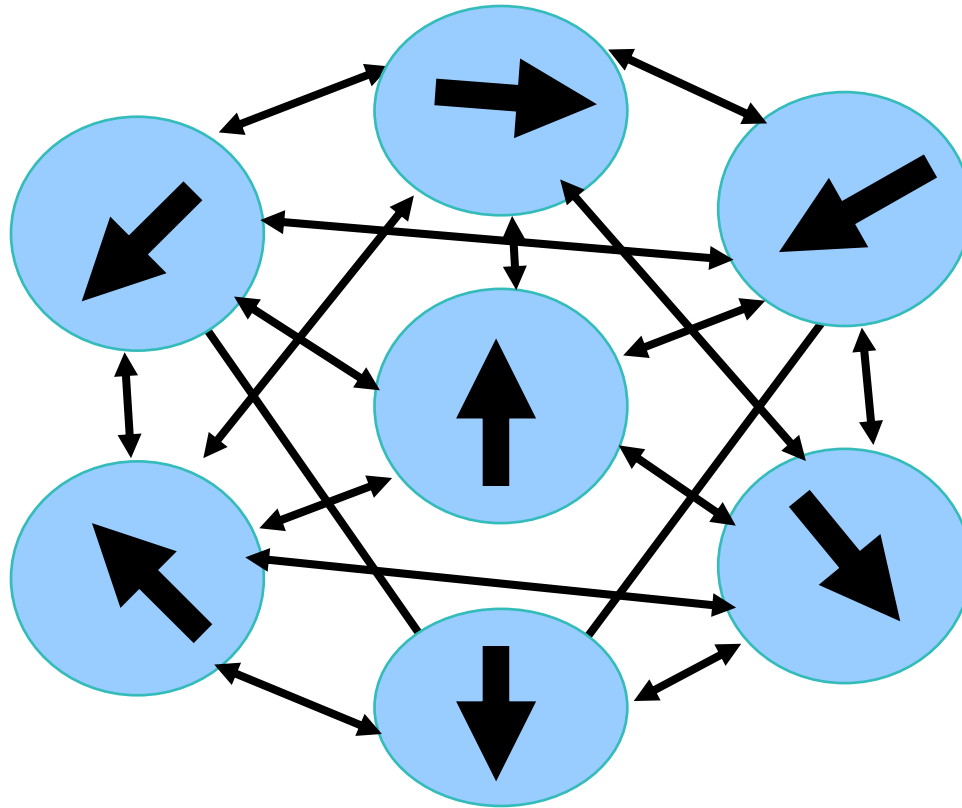


## Why digital?

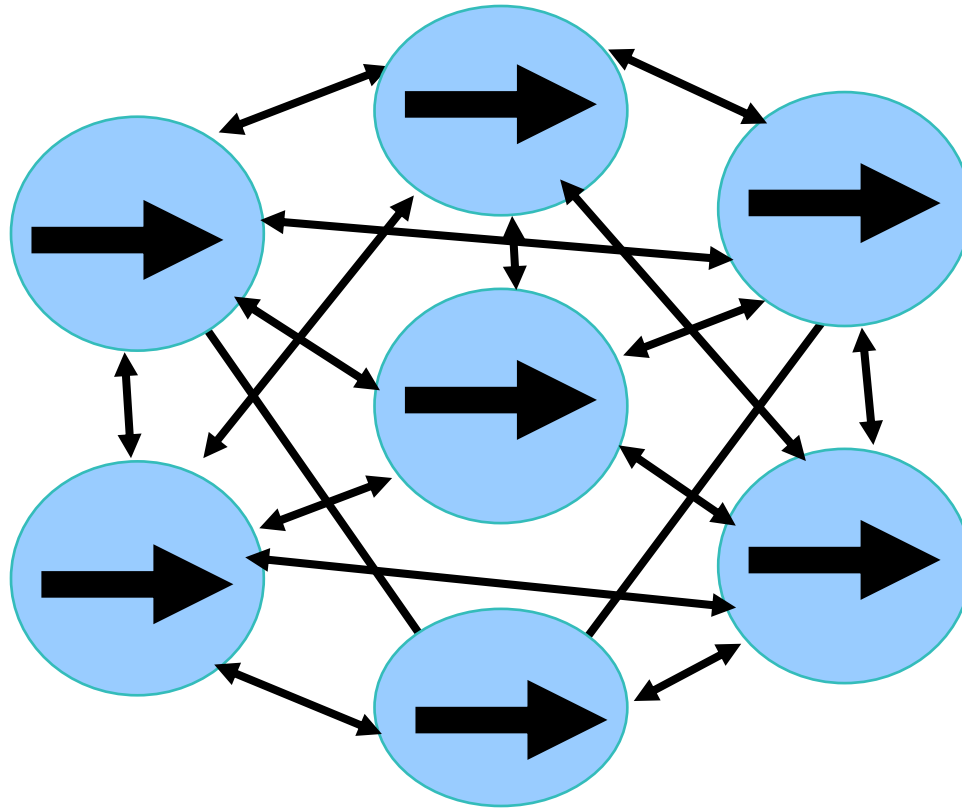
Success of Digital printing can be attributed to:

- **economical** to achieve high-quality print for short runs;
- it permits **just-in-time**, on-demand production;
- there is **no need to print & store** large quantities in advance;
- it offers customised and **personalised** print;
- there is almost **no wastage**;
- the print quality **matches offset**;

# The misaligned Organization

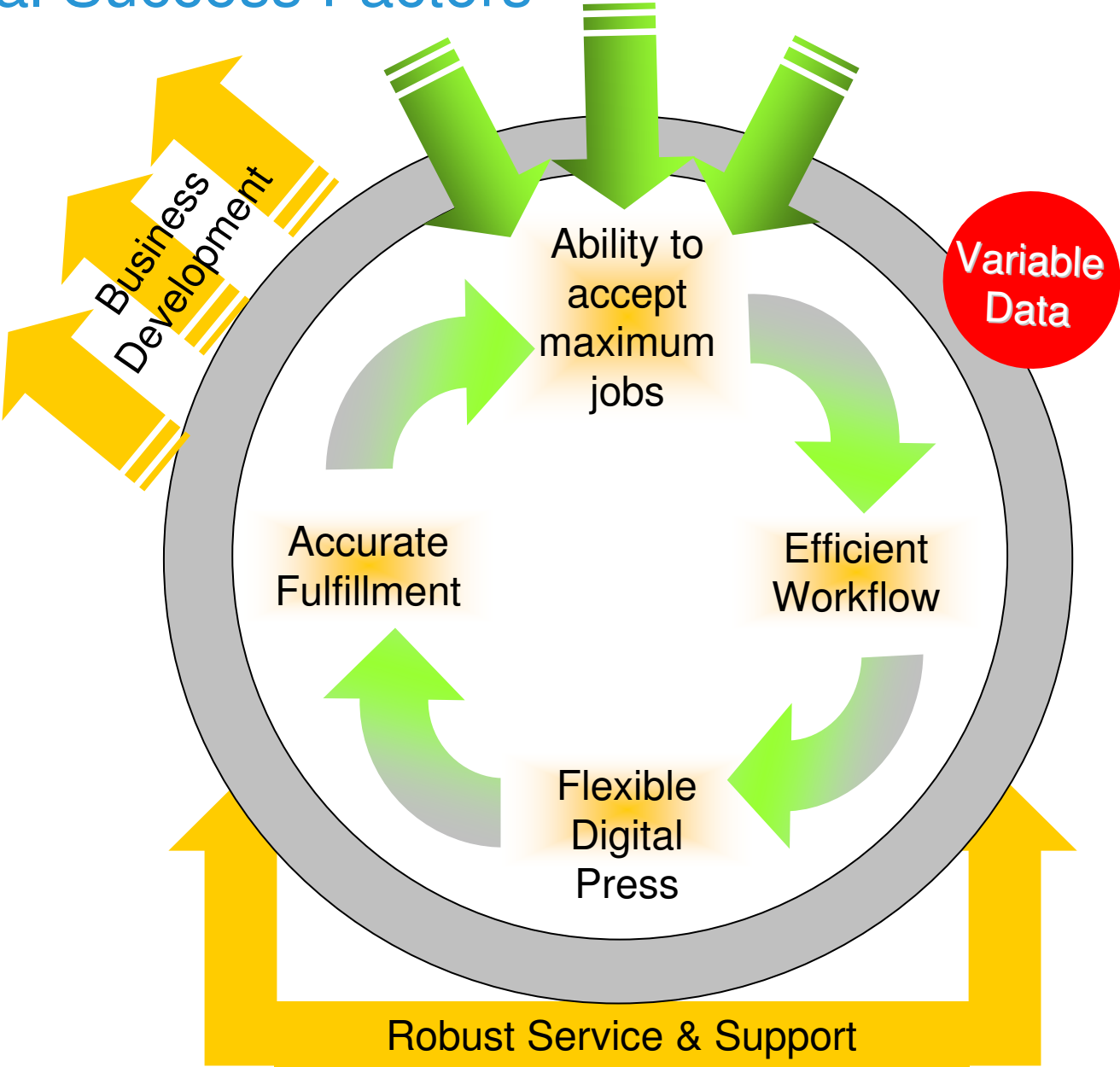


# The aligned Organization



Source: The McKinsey 7-S Framework

# Critical Success Factors



To know how you can achieve these critical success factors & more on Digital Printing

*Team Xerox will be glad to assist you!*

visit [www.xerox.com/india](http://www.xerox.com/india)

*Thank you!*



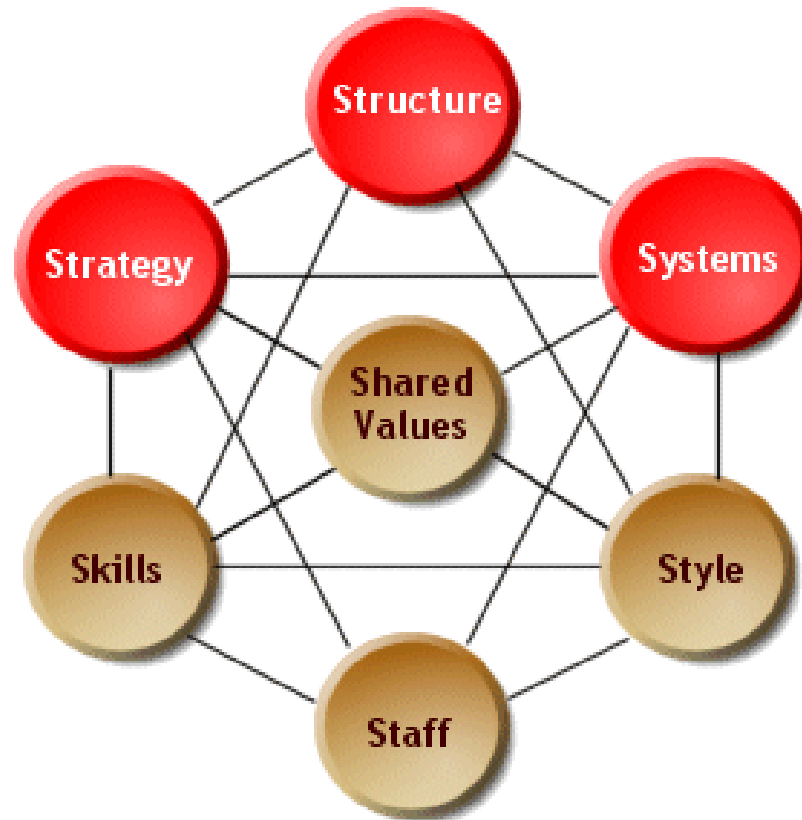
Think Digital,  
Think Xerox





# Back up Slides

# Mc Kinsey 7S Model



Everything is changing — from the types of services you sell to way you sell your services,

This consultative, solutions based approach is a legacy that the digital printing discipline has brought to the overall printing and publishing market.

If you don't offer digital printing, and you think these best practices don't apply to you — think again. They signify the wave of the future, and the only way printers will continue to be successful and profitable into the future. These best practices also lay out a strategic approach that will benefit the industry as a whole as we struggle to find the balance between print and alternative media and to ensure that print remains a viable, accepted business communications alternative far into the future.

