



KONICA MINOLTA

ASSESSMENT GUIDE TRANSACTIONAL & TRANSPROMO OPPORTUNITY



1234

DIGITAL III

enabling your business

STRATEGY

Print Providers leveraging Konica Minolta's business development program Digital1234 can walk through this "Assessment Guide". This is a business based questionnaire covering a range of crucial business topics. Using a simple and visual traffic light system, each question can have three results:

Green – No or little experience, with a lot of opportunities for growth

Yellow – Some experience, but still room for improvement

Red – Good experience, and well underway to attain the business benefits in this area.

This assessment will allow you to quickly identify areas of your business that could benefit from change by exploring each particular business opportunity. Konica Minolta could partner with you to successfully implement this new exciting opportunity.



ABOUT THE AUTHOR

Chris Martin has worked in the print sector for nearly 30 years holding a number of directorships in both start up and established digital colour print companies and consultancies.

He has worked on a wide range of transactional print projects with both end users and vendors, focussing particularly on business development and marketing based initiatives. Clients include BT, Barclaycard, Creation Card services, Astron.

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1. Definitions and perceptions**Do you understand what Transactional/ TransPromo is?**

- Only from a consumer point of view.
- We know what transactional is – but TransPromo is new to us.
- We have done our initial research and are keen to exploit the opportunity.

Why are you considering the TransPromo opportunity?

- We are struggling to make a return on our general print business.
- We are reviewing our options to re-orient our business.
- We have made the decision to move into other market sectors.

What is your perception of the transactional opportunity?

- It's just another piece of print – although we can't handle very large volumes.
- We're interested but don't quite know where to start.
- We will need to invest, research and understand a radically different market.

What benefits do you feel TransPromo will bring to your business?

- Unsure but we are looking to fill our digital press.
- A new market with volume and margin that will take our business into new markets.
- Transactional will help us redefine our business as a marketing service provider.

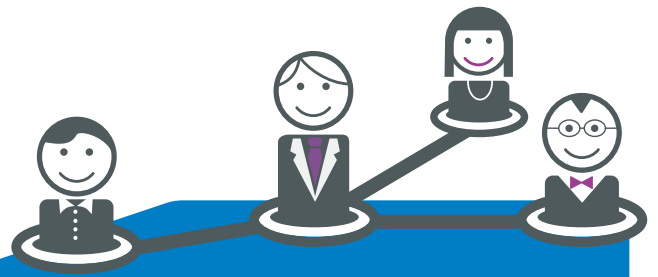
What is your perception of an In-plant or bureau transaction printer?

- They have the market sewn up and have high levels of investment in transactional.
- They are struggling to hold on to market share in a shrinking market.
- There must be opportunities they are missing.

2. Investment track record and planning

What is your track record for investment?

- Recently invested in digital and new workflow.
- Investing continuously to drive offset and digital productivity.
- Feel we have fallen behind the competition and looking for new opportunities.

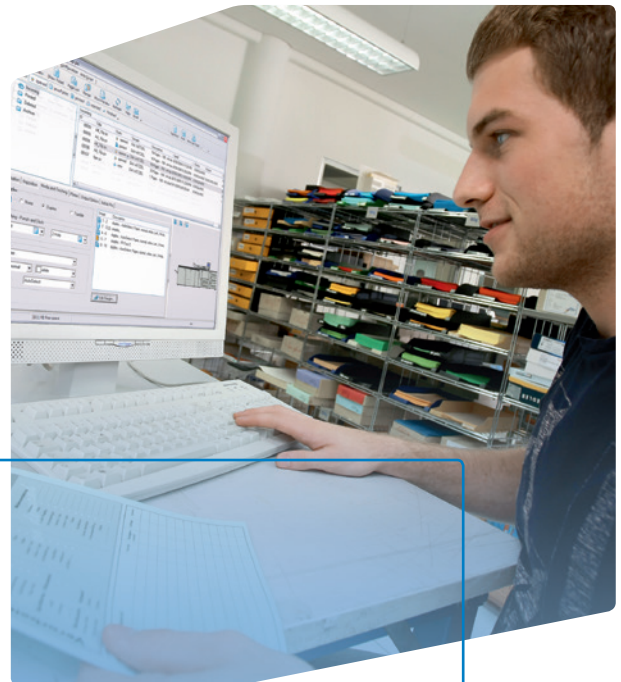


Have you identified potential partners for your Transactional/TransPromo project?

- Not thought about it.
- We know of some design and data companies locally.
- We have already spoken to local companies who can offer design/data management/workflow assistance.

Where are you in the planning process?

- Not started – just thinking we need to do something.
- Have a number of options on the table for consideration.
- We have scoped out a plan and are confident we have the resources to invest.



3. Company capability

What skill sets relevant to TransPromo are available in your business?

- We have traditional pre-press and our sales team are only experienced in selling general commercial print.
- We have done some VDP and sell digital solutions
- We have design, data management and campaign management skills that we already offer to our customers.
- We have transactional workflows established and can manage AFP and potentially PDF/VT.

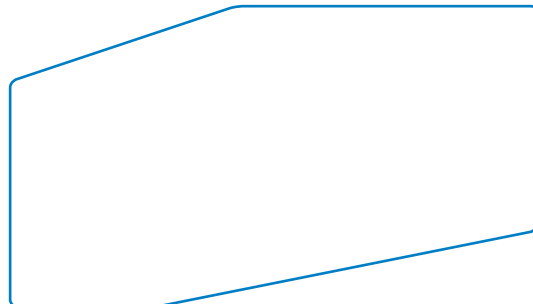


What fulfilment capabilities do you have?

- Some inline and offline/manual fulfilment for complex or fiddly jobs.
- The MIS handles our fulfilment planning and tracking.
- We have full automation and secure finishing areas.

What experience do you have of working in regulated markets?

- Not sure what is meant by a regulated market.
- We do some work for the financial and services sectors – but not actual transactional work.
- We have experience of printing time and compliance critical work, and understand the responsibilities we have to our customers in this respect.



4. Markets experience and knowledge

Do you understand where the main transactional and TransPromo opportunities lie?

- We think there may be opportunities in our current customer list.
- No, but we are looking to see which sectors may be interested and to match those against our ability to reach those markets.
- We are well placed to exploit Financial, Utility, Insurance and other markets because we are geographically close to the potential markets.

Who will be responsible for ensuring you have a clear understanding of the market and opportunities?

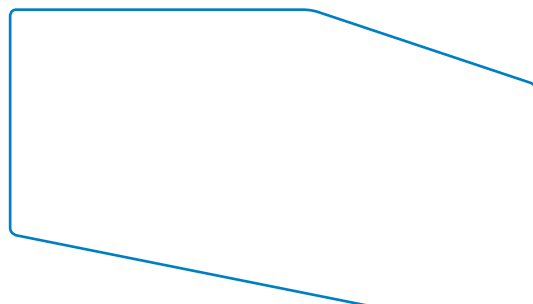
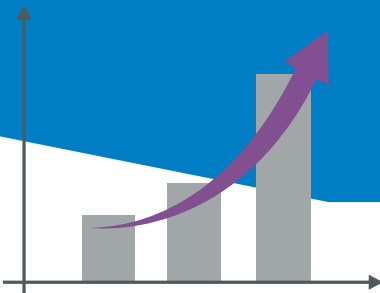
- We don't really know where to start.
- A couple of us will take a look and put a plan together.
- We will identify a senior person in the company to champion the initiative and take responsibility for putting a plan and market analysis together.

How will you build your knowledge to be able to plan effectively?

- We will read up on the web and get one of our salesmen onto it.
- We will use the resources available from our vendor partners and research on the web.
- We will use our partners knowledge and get specialist advice from companies and individuals with experience in the sector.
- We will talk to some of the big BPO companies to see if we can work alongside them by providing extra or specialist capacity.

Have you thought about why a prospect would want to select your company to print its transactional and TransPromo work?

- We will rely on our reputation for service and quality.
- Building credibility and a reputation will be difficult – how do we do it?
- We have already started to plan what our USP's will be for our chosen target markets.



5. Sales skills and approach**How would you describe your sales approach?**

- Our customers are close to us and we know their requirements from years of experience.
- New sales people are being recruited to develop the company portfolio.
- We have adopted a consultative selling approach that fits with our ambition to become a supplier of multi channel marketing services.

Have you identified potential prospects and markets?

- No prospects identified – we are at an early stage.
- We believe that a number of existing customers would be interested in us taking on their transactional work.
- We are already in discussions with an interested prospect.

How well versed are you in 'marketing speak' and processes?

- Not sure, we have never needed to market our services and don't really understand how our customers do their marketing.
- We do a bit of marketing for our company but are not confident speaking to Marketing Directors.
- We have marketing expertise within the company and are confident presenting and developing new multi channel marketing solutions.

**Have you identified the benefits of TransPromo for your prospects?**

- Price and service is more important to the customer.
- We know the benefits are related to cost saving and marketing leverage but are not confident articulating them.
- We clearly understand the benefits and have examples and case studies to show.
- We have built some examples customised to our prospect to illustrate the benefits.

What do you see as the benefits of TransPromo for your business?

- More print and the prospect of making some profit.
- New markets and skills can be acquired.
- TransPromo will enable us to develop a better knowledge of the marketing process – which may be applied in other markets and for other applications.



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