

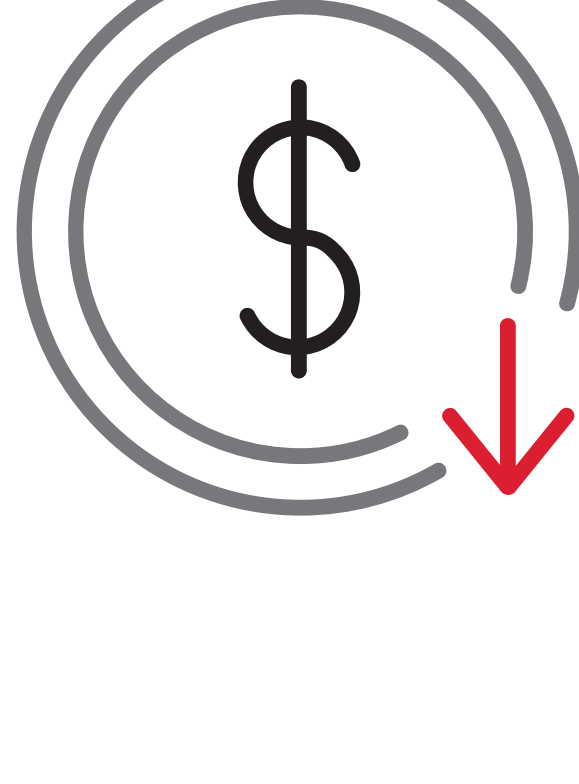
Make your work, work more profitably.

From process automation to digital transformation and everything in between. Get the latest industry insights here.

xerox
We make work, work.

NAPCO Research findings illuminate common challenges for print service providers (PSPs)—and point to compelling solutions.

Top obstacles to profitability:



84% Hiring production staff

96% Price competition

84% Differentiating products/services

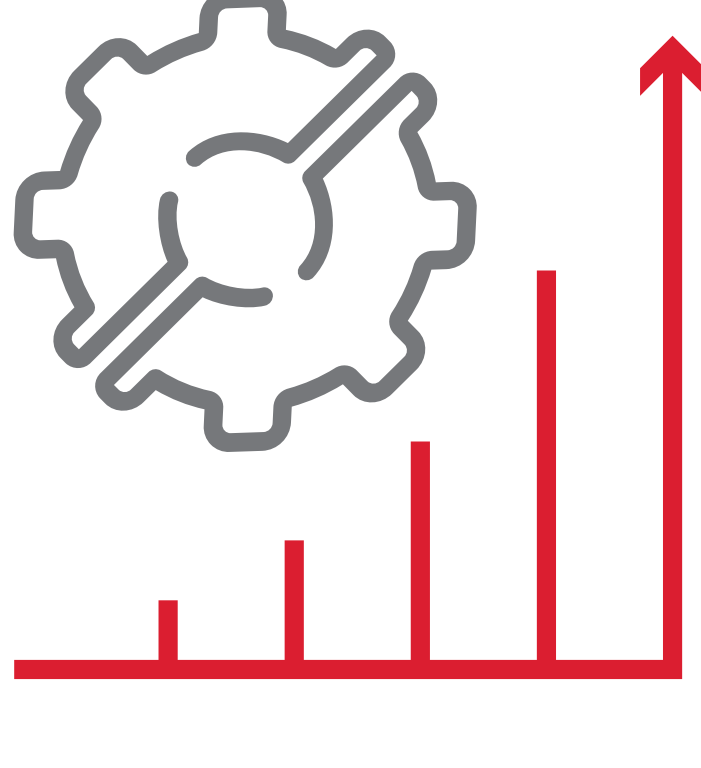
Overcoming these challenges may be accelerated with investments in digital transformation.

Top profitability-driving capital investment objectives:

52% Automating operations

53% Increasing production speed

82% Increasing productivity/efficiency



Accelerate Your Productivity

Automate Manual Tasks

41%

of PSPs expect labor shortages to continue as a significant challenge.

Many tasks that once required human intervention can now be automated.



JOB SUBMISSION AND PREPARATION



PRESS OPTIMIZATION FROM JOB TO JOB



INLINE FINISHING

Automation makes it easier to do more jobs—more profitably—even if you're short-staffed.

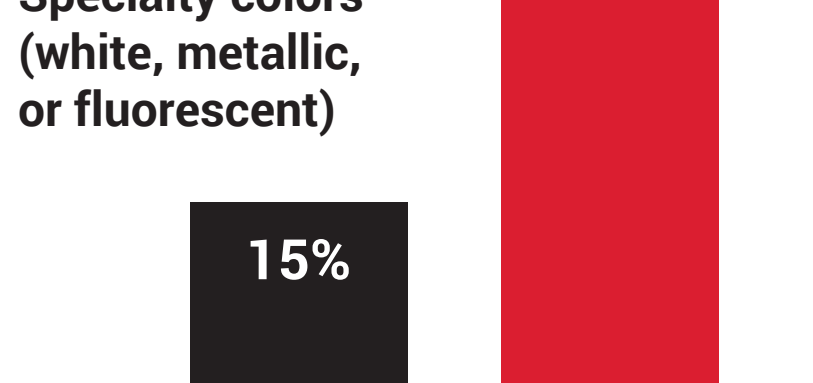
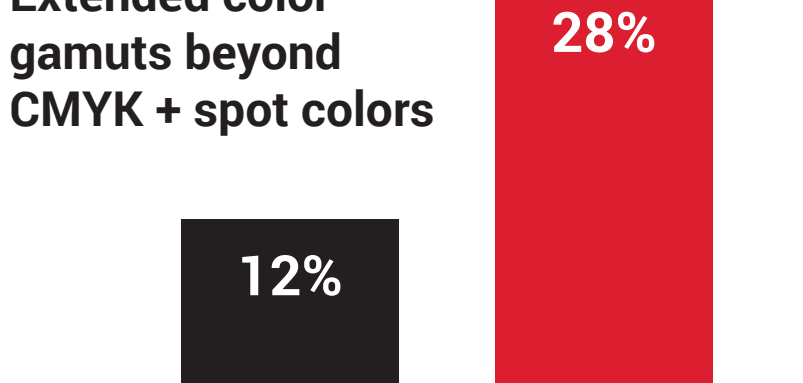
Win More Business

Differentiate and Grow

Offering print embellishments is an increasingly popular way for PSPs to differentiate themselves from the competition.

Increases in planned use over a 12 month period:

■ Year 1 ■ Year 2



Personalized communications attract and engage more than static print, making them a larger part of the job mix.



66%

of printed communications are Targeted (one to one) and/or Segmented (one to few) vs. Mass (one to many)

Champion Sustainability

Become a Leader

Sustainable business practices can help combat negative impressions of print.

To growing percentages of print buyers, sustainability certifications and designations are very important—to absolutely essential—including:

SUSTAINABLE FORESTRY INITIATIVE

SUSTAINABLE GREEN PRINTING PARTNERSHIP

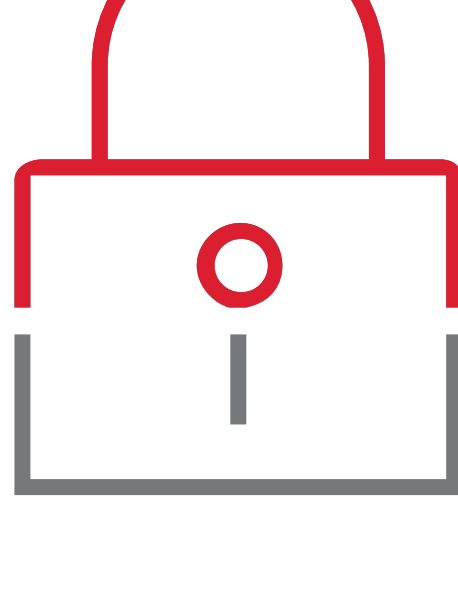
FOREST STEWARDSHIP COUNCIL

PROGRAMME FOR THE ENDORSEMENT OF FOREST CERTIFICATION



Ensure Data Security

Bulletproof Your Operation



53%

of print buyers say security is very important when selecting a PSP.

They expect systems and processes to be in place that consistently:

10010110
0100100
10110101

PROTECT FILES AND DATA



SECURE PERSONAL INFORMATION



CONSISTENTLY AUDIT FOR COMPLIANCE

Powering more production print profitability requires a new formula for success:

OLD FORMULA

NEW FORMULA



Source: NAPCO Research—The New Formula for Production Print Success: Powering Profitability with Efficiency, Automation, Differentiation, and Sustainability, 2022

Looking to put the right pieces together to solve production print challenges? We can help. [Contact us today.](#)