

PIA 1996 Presidents Conference

Management Strategies for the Digital Age

Jack Powers

Director, Graphics Research Laboratory

Publisher, www.electric-pages.com

Graphics Research Laboratory

COPYRIGHT NOTICE

© Copyright 1996 by the Graphics Research Laboratory, Inc. All rights reserved.
Permission is hereby given for private use of this material WITH ATTRIBUTION ONLY.

No public presentation of this material is permitted without the express written consent of the Graphics Research Laboratory, Inc.

GRLab@aol.com • 718-499-1884 • FAX 718-499-1970
GRLab, 405 Fourth Street, Brooklyn NY 11215

Graphics Research Laboratory

Digital Strategies

- Get Up-to-Date
- Pick Your Future
- Find Your Markets
- Build Your Staff
- Buy What You Need

Get Up-to-Date

Get Smart, Get Wired

- Put a computer on every desk
- Learn everything about the state-of-the-art
- Hang out with 10 year olds

Get Up-to-Date

Use Digital Prepress

- Network everything
- Exploit your database potential
- Make prepress profitable
 - Take the long view
 - Up-sell new services to current customers
 - Cycle out the customers who don't fit

Get Up-to-Date

Become a Digital Manager

- Develop your contact database
- Try CD-ROM reference books
- Use email, fax and the web
- Explore 1-to-1 marketing

Pick Your Future

Where Do You Add Value?

- Great Production
 - fast, efficient, capacious, operations
- Great Creative
 - graphics, text, photography
- Great Computing
 - top software, top hardware, top execution

Pick Your Future

Chart Your Strengths

- Leading Market Position
- Unique Relationships
- Financial Strength
- Top Talent

Find Your Markets

Read Your Customers

- Look at their print end-to-end
- Study *their* future
- List the biggest problems of print
- Identify the most important advantages of new media

Find Your Markets

Six New Media Advantages

- Customization
 - Personalization
- Timeliness
- Economy
 - For the customer
 - For us
 - For the reader
- Comprehensiveness
- Searchability
 - Inference engines
- Transaction
 - Participation
 - Forums
 - Games



Find Your Markets

Live Content

- Multimedia databases
- Creative assets
- Sorting, extracting, modifying Living Content into any format
- Information management

Find Your Markets

New Media Forms

- Paper-based
 - selective binding, ink jet, demand printing, fax publishing
- Disk-based
 - Floppies, CD-ROM, smart card
- Telecom-based
 - Internet, Intranets

Find Your Markets

Multimedia Data Types

- Typography
- Illustration
- Photography
- Hyper access
- Movies
 - Sound, nimation
 - Video, virtual reality
- Transaction
 - Games, forums
 - Orders

Find Your Markets

Select Your Services

- Making Pages
- Making Movies
- Developing Databases
- Writing Programs
- Doing Production

Find Your Markets

Take a Deep Breath

- Are your strengths enough?
- Are your weaknesses bigger?
- Do you have the enthusiasm?
- Can you live with the margins?
- Is it worth the effort? the risk?

Build Your Staff

Rate Your People

- Pony-tailed artistes
 - Making Pages, Making Movies
- Pocket-liner hackers
 - Developing Databases, Writing Programs
- Steady reliable production types
 - Making Pages, Doing Production
- Young-thinking customer people

Build Your Staff

Develop In-House Talent

- Teach the marketers how to price, position and pitch new media
- Teach the sales reps to see the opportunities and find the contacts
- Teach production how to do it
- Make everyone part of the future

Build Your Staff

Play 'em or Trade 'em

- Help current employees build their professional skills
- Find the missing links to round out the roster
- Send the slow- and no-learners to the competition

Buy What You Need

Partners, Allies, Acquisitions

- Creative Resources
 - Current customers
- Computer Resources
 - Contract software shops, freelancers
- Production Resources
- Smart Prep Shops
 - Digital Pioneers

Buy What You Need

Media Collaborations

- ☒ Making Pages
- ☐ Making Movies
- ☐ Developing Databases
- ☐ Writing Programs
- ☒ Doing Production

Graphics Research Laboratory

Digital Strategies

- Get Up-to-Date
- Pick Your Future
- Find Your Markets ←←←
- Build Your Staff
- Buy What You Need

Graphics Research Laboratory

Three Last Words

- Database
- Database
- Database

Become your customers' expert on how to create, manage and process live content

Graphics Research Laboratory

For more information see

ELECTRIC PAGES

GRLab's Web journal of publishing evolution
<http://www.electric-pages.com>

GRAPHICS RESEARCH LABORATORY
405 Fourth Street, Brooklyn NY 11215
718-499-1884 • FAX 718-499-1970
GRLab@aol.com