

X.media.publishing



Anne König

E-Business@Print

**Internet-Based Services
and Processes**

With 91 Figures and 4 Tables

 Springer

Anne König
Technische Fachhochschule Berlin
University of Applied Sciences
Luxemburger Str. 10
13353 Berlin
Germany
anne.koenig@tfh-berlin.de

Translated from the German „E-Business@Print“ (Springer-Verlag 2004,
ISBN 3-540-20758-9) by Derek Robinson, Linguatext, Edinburgh, Scotland;
www.linguatext.com.

Library of Congress Control Number: 2004116869

ISSN 1612-1449
ISBN 3-540-23561-2 Springer Berlin Heidelberg New York

This work is subject to copyright. All rights are reserved, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilm or in any other way, and storage in data banks. Duplication of this publication or parts thereof is permitted only under the provisions of the German Copyright Law of September 9, 1965, in its current version, and permission for use must always be obtained from Springer. Violations are liable for prosecution under the German Copyright Law.

Springer is a part of Springer Science+Business Media
springeronline.com

© Springer-Verlag Berlin Heidelberg 2005
Printed in The Netherlands

The use of general descriptive names, registered names, trademarks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

Cover design: KünkelLopka, Heidelberg
Typesetting and Production: LE-TeX Jelonek, Schmidt & Vöckler GbR, Leipzig
Printed on acid-free paper 33/3142/YL - 5 4 3 2 1 0

Preface

*The ship shears on through billowing seas
Carried on tempest's wings with ease
A cry of joy goes up from fore and aft:
"Our destination is within our grasp!"
But the helmsman's words are lost in the throng:
"We've been sailing in circles all along."
Marie von Ebner-Eschenbach*

This book has been written as an aid to anyone in the print media industry, be they managers or customers, who is looking to steer their business into calmer waters in what are stormy times. New technologies offer tremendous opportunities for innovation and process improvement – but only if we understand the fundamental principles behind them. This is the goal of this book.

To this end, we will be looking at how best to network the print media industry with its customers, production partners and suppliers.

This networking process covers the production data that can be transferred entirely digitally as far as the press stage, i. e. the digital page to be printed (referred to below as the “technical workflow”), but also the information, communication and interaction processes which take place before, during and after production, e.g. details of the print run or the planned delivery date (referred to below as the “business management workflow”).

Inter-company networking of the various market players using Internet technology is known as “e-business” in commercial and management circles.

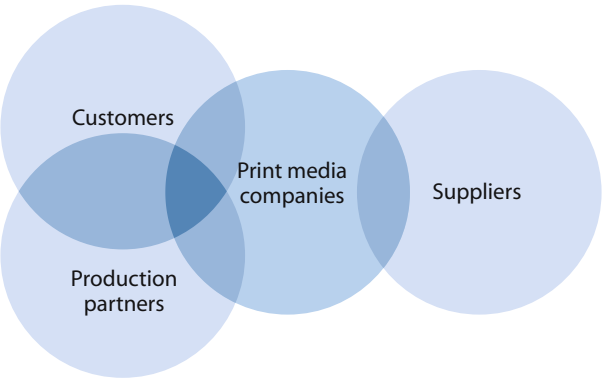
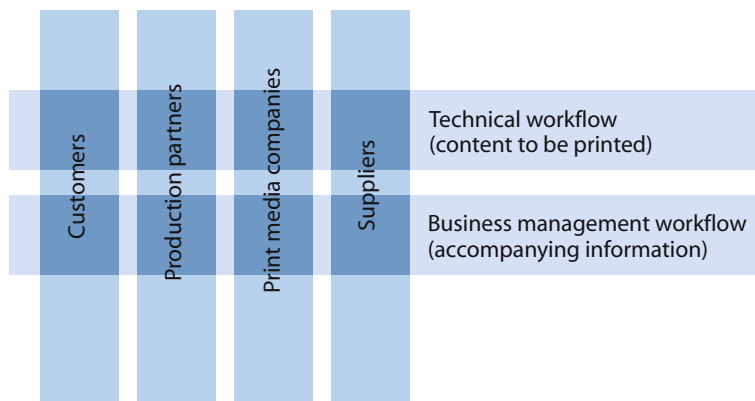


Figure 1
Persons involved in
a production process

Figure 2
Inter-company
networking



There are three ways of looking at e-business in the print media industry:

- From the perspective of the print media company which supplies both paper-based and Internet-based media products – and thereby generates additional sales through e-business (new products and services);
- From the perspective of customers of print media companies who are interested in enhancing cooperation with their service providers (process innovation for cutting customer costs) and
- From the perspective of the print media company which uses e-business to improve its own marketing, sales, production and purchasing operations (process innovation to cut costs in print media businesses).

This book provides an overview of all three of these perspectives. Following an introduction covering the basic concepts of e-business, Chapter 1 will look at *new products and services* that print media businesses can offer their customers for their e-business operations. This chapter provides decision makers in printing businesses with an overview of possible product innovations. Customers of print media businesses will also find it useful, since it sets out the services that they can expect from the print media industry in addition to pure and simple printing – often enabling them to reap considerable synergies to paper-based production.

Chapter 2 – *Enhancing process efficiency by integrating customers in production* – focuses on the benefits of close cooperation with the customer. It puts forward solutions for how e-business can help customers and print media companies to cut process costs and work together more effectively.

Chapter 3 – *E-business for buyers* – looks at applications that help buyers to work more efficiently with multiple print media companies.

Chapter 4 – *E-business for printshops* – is targeted primarily at managers in print media businesses. It offers solutions for cutting process costs in marketing, sales and purchasing (procurement).

My aim in writing this book is to provide the reader with a comprehensive account of the solutions currently available. Where technologies are available on the market that help illustrate the fundamental concept being discussed, the supplier in question will be named, though no attempt will be made to evaluate the supplier. The question of which products or process innovations covered in this book should be used in a particular business depends very heavily on the company's job and customer structure. Consequently, it is virtually impossible to provide answers that apply to all cases. To illustrate this point, the very thought of using order tracking to enable customers to monitor the progress of his print job may sound absurd to some printers, particularly if they have less than six hours anyway to process a job. Another printer who is happy to give customers the means to make changes while print production is in progress can strengthen his market position considerably by using such technology. Once again, some print companies may consider the move to becoming a "cross-media company" a key strategic element, while others may take quite the opposite view.

I should like to express my sincere gratitude to the students of the Printing and Media Technology program at the University of Applied Sciences Berlin, Germany, for their assistance in researching this book. Details of this program can be found online at www.tfh-berlin.de/~dmf.

Berlin, February 2005



Prof. Anne König

TFH University of Applied Sciences Berlin

Contents

1	New Products and Services	5
1.1	Concentrate on Print or Develop into a Cross-media Service Provider – a Strategic Decision	5
1.2	Developing and Maintaining a Website	9
1.3	Setting up and Expanding Databases and Safeguarding Availability Using Media Asset Management Systems	12
1.4	Database Publishing – Production from Databases	15
1.5	Selecting, Installing and Using Content Management Systems	19
1.6	Integration of E-commerce Systems	22
1.7	Development of E-learning Applications	24
1.8	Supplying Quality Assurance as a Service	25
2	Enhancing Process Efficiency by Integrating Customers in Production	29
2.1	Standard Data Formats – The Prerequisite for Networked Production	31
2.1.1	PDF/X-3 – The Technical Workflow Standard ...	32
2.1.2	JDF – On the Way to Becoming a Standard in Networked Production	33
2.1.3	XML – The Standard in E-business	35
2.2	Process Efficiency Through Self-service The Self-directed Customer	36
2.2.1	Online Calculation – No Sales Team Can Match the Speed of the Customer	38
2.2.2	Online Order Placement	39
2.2.3	Online Preflight Checks	40
2.2.4	Modifying Data and Approving Soft Proofs – The Key Principle of Web Printing	42
2.2.5	Order Tracking by the Customer	44

2.2.6	Quotation and Order Archiving	46
2.2.7	Warehouse Requisitioning Systems	48
2.2.8	Online Ordering Systems	49
2.2.8.1	Special Applications for Standard Printed Matter Example: ColorK Graphics, Florida	50
2.2.8.2	Customized Online Ordering System, Illustrated Using the Example of PSH iWay Prime – Integration Right up to the Printing Press	50
2.2.8.3	Customized Online Ordering System Using the Example of PrintVis – Integration into Business Management Systems	55
2.2.8.4	Corporate Design Portal Using the Example of Adam Opel AG	56
2.2.9	Procedure for Introducing Self-directed Customer Systems	60
2.3	Process Efficiency Through Cooperation – The Customer as a Co-producer	61
2.3.1	Changes and Approvals	61
2.3.1.1	Changes and Approvals in the PDF Document	61
2.3.1.2	Modifications and Approvals Within the Team – Example of Synapse Insite	63
2.3.2	Online Editing Systems – The Example of StreamGuide Web	66
2.3.3	Remote Proofing	71
3	E-business for Buyers	77
3.1	Procurement Processes at the Customer's and the Potential for E-procurement	77
3.2	Online Market Places – Selling via Print Brokers	80
3.3	Order Management Systems – for Greater Purchasing Efficiency	83
3.3.1	Selecting Suppliers	84
3.3.2	Order Processing	85

4	E-business for Printshops	87
4.1	Marketing and Sales.....	87
4.1.1	Your Own Website – Winning New Customers and Retaining Old Ones	88
4.1.1.1	Contents of the Website	88
4.1.1.2	E-marketing	92
4.1.2	Invitations to Bid – Addressing Customers Without Contacting Them	93
4.1.3	Reverse Auctions – Printing at Any Price?	95
4.2	Procurement	98
4.2.1	Buying Paper	99
4.2.1.1	The Electronic Supply Process with PapierLinx. – Customized Prices, Availability and Delivery Dates at a Click.....	99
4.2.1.2	Market Place for Paper Procurement – Illustrated by CN Papiervertriebs GmbH	100
4.2.2	Inks – Illustrated by BASF Drucksysteme	102
4.2.3	Image, Text, Graphics etc.	103
4.2.4	Production Partners – How to Find New Suppliers and Freelancers	106
5	Conclusion	109
6	Glossary	111
	Subject index	119