Jeffrey Protheroe

The changing face of cloud based solutions and the impact on the Indian Print Community
A CHANGING WORLD
By 2020, More Than Half of Major New Business Processes and Systems Will Incorporate Some Element of the Internet of Things

Gartner Newsroom
# Internet Users India

<table>
<thead>
<tr>
<th>Year</th>
<th>Internet Users</th>
<th>% Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>5,557,455</td>
<td>0.5%</td>
</tr>
<tr>
<td>2004</td>
<td>22,259,583</td>
<td>2%</td>
</tr>
<tr>
<td>2008</td>
<td>52,431,671</td>
<td>4.4%</td>
</tr>
<tr>
<td>2012</td>
<td>158,960,346</td>
<td>12.6%</td>
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<tr>
<td>2016</td>
<td>462,124,989</td>
<td>34.8%</td>
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Source: Internet Live Stats (www.InternetLiveStats.com)
Digital buyer penetration in India from 2014 to 2019

Source: Statista

eCommerce Market Value:
$38billion 2016
$1trillion 2020

Source: Economic Times
The CLOUD COMETH
What Is The Cloud?

In the simplest terms, cloud computing means storing and accessing data and programs over the internet instead of your computers hard drive.
Why Cloud Based Technology?

• The growth in the internet sector, increasing reliability, higher bandwidth etc

• Significantly lower start-up costs over traditional on site software and server configurations
  • No servers on site
  • Little or no requirement for highly qualified technical people to support

• Software is always the latest version

• SaaS based technologies help even the smallest business
Cloud Based Solutions

• By 2018, 59% of the total cloud workloads will be Software-as-a-Service (SaaS). (Roundup of Cloud Computing Forecasts and Markets – Forbes)

• By 2020, 92% of workloads will be processed by cloud data centers (Cisco Global Cloud Index: Forecast and Methodology, 2015–2020)
SaaS Provides Flexibility

Use them separately, together,

or with over 750 third party apps
The Digital Revolution
Print Volume Decreasing
Print VALUE Increasing
Valued at $980b by 2018

A

Asia the LARGEST
Print Market

B

Growth Areas:
• Packaging
• Digital Print
• Wide Format

C

The “web” has changed the way we do business

D

Print On Demand,
Web-2-Print & SaaS Solutions
“Disruptive Technologies”

E
It’s a Digital World

• Digital Print will account for 20.6% of all print (excluding packaging) by 2018.

• In 2008, Digital Print accounted for 18.5% of the Offset Market Value – in 2018 it will be almost 50% of that value!!

• Short-runs; personalised print; significantly less setup time & hands-free operation drive demand

Source: Smithers-Pira Digital printing trends market analysis to 2018
Asia Now The Leader

Source: NPES 2013 study “World-wide Market for Print: Identifying Global Opportunities for the Print Industry” by Economist Intelligence Unit
E-Commerce

Former Business Relationships
- Relationships Drove Business
- Loyal accounts generated 80% of income
- Manual, traditional, slow, prone to mistakes

Evolving Business Relationships
- Increasingly Web based Decisions
- Accounts are more willing to explore options (on-line)
- Digital reduces mistakes, introduces control & flexibility

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NPES PRINT BUSINESS OUTLOOK CONFERENCE 2017
Cloud Drives Efficiency

- Drives Cost & Efficiency Savings
- Removes Intake Errors
- Creates Opportunities
- Builds Client Confidence
- Easily Communicate & Measure Results
- Sales Team Focus on New Business
- Retains Clients
- Retains Clients
WEB-TO-PRINT GROWS SALES

- Instant pricing
- Online design
- Full e-commerce
- B2C & B2B storefronts, portals
- Integrated prepress & accounting

W2P = US$1B SUCCESS

- 1995: VistaPrint founded on self-service business cards
- 2001: VistaPrint turns a profit
- 2012: VistaPrint revenue = $1 billion

W2P = MORE SALES

- Print buyers want fast pricing. W2P = instant price
- Quotes within 5 minutes 21x more likely to result in a sale than one in 30 minutes

W2P = MORE SAVINGS

- Online order processing is less expensive.
  - Retail: costs $21 to process
  - In-house: costs $17 to process
  - W2P: only $3.80 to process

W2P IS NOW COMMON & POPULAR

- Instant printing
- Online design
- Full e-commerce
- B2C and B2B storefronts, portals
- Integrated prepress
- Integrated accounting

W2P = MORE PRINT BUYERS

Print buyers like convenience.
- W2P submission grew 6x since 2000 (USA)
- 50% of print shops now offer W2P submission

W2P = MORE BENEFITS

- 99% Benefitted
- 66% Improved automation
- 66% Streamlined workflow
- 58% Increased sales
- 36% Increased profits
- 54% Increased margins
- 50% Enhanced image

Savings per order processed: $13-$17
Conclusions

• Internet adoption is rising exponentially as are online purchasing decisions dramatically changing the business landscape

• Print demand is growing across India and the region with an increasing emphasis on flexibility and connectivity

• Cloud computing has made Software-as-a-Service the fastest growth technology sector globally
Conclusions

• Print operations have access to a full suite of solutions online, including:
  • Web-2-Print & eCommerce
  • MIS/ERP
  • Colour Management
  • Pre-Press workflow

• SaaS based solutions provide
  • Significantly lower start up & running costs
  • Efficiency, reliability and stability
  • Almost immediate ROI
THANK YOU
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