

Workshop 8+18
**Prinect Media Manager –
digital media production
for everyone**

INTERNATIONAL
PRINECT USER DAYS

18th and 19th November 2015





Agenda

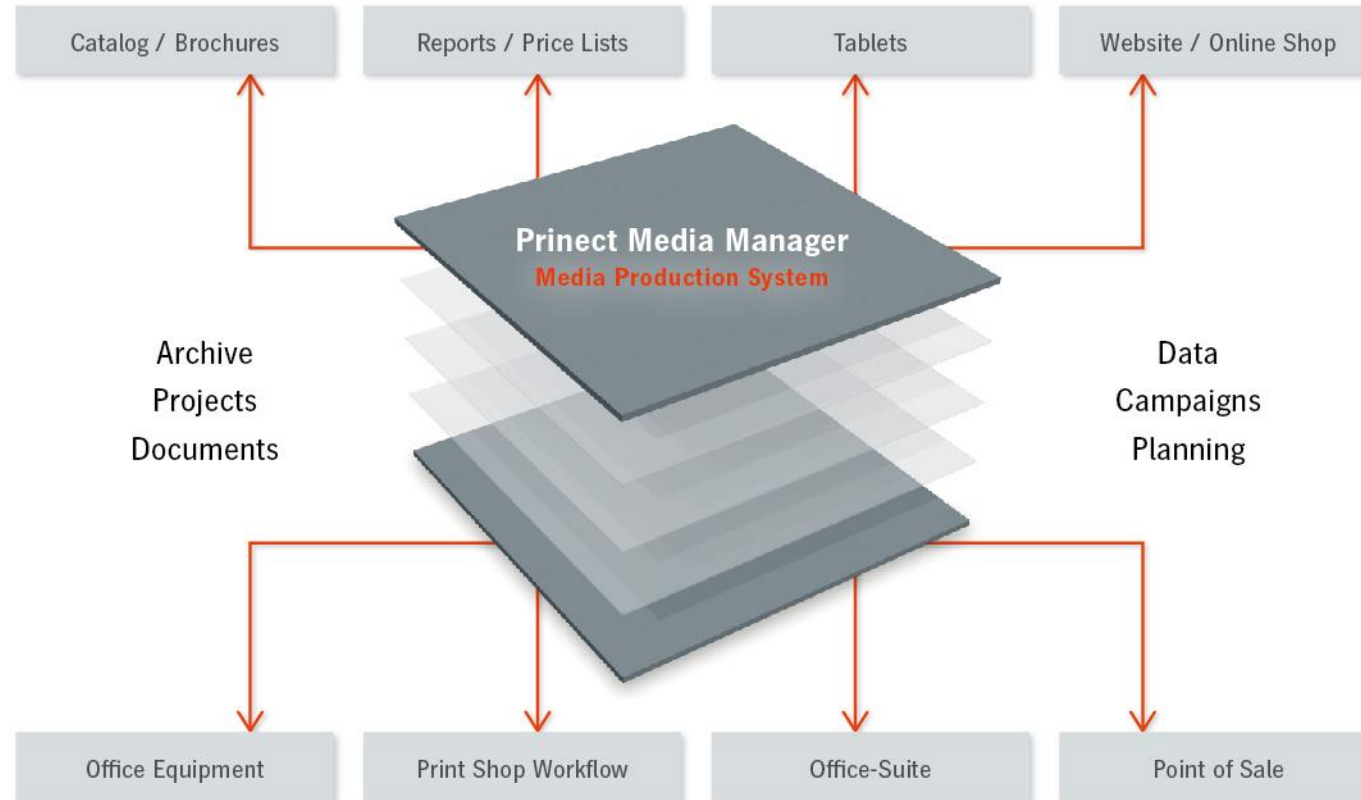
1. Presentation of Prinect Media Manager as a business model
2. Take a glance into the system: Prinect Media Manager
3. Presentation of Printing Company CGS, Poland: business model for our market and our customers



Prinect Media Manager – Added value from customer data!

Prinect Media Manager business models

Manfred Diers | Wiesloch, 18th of November 2015





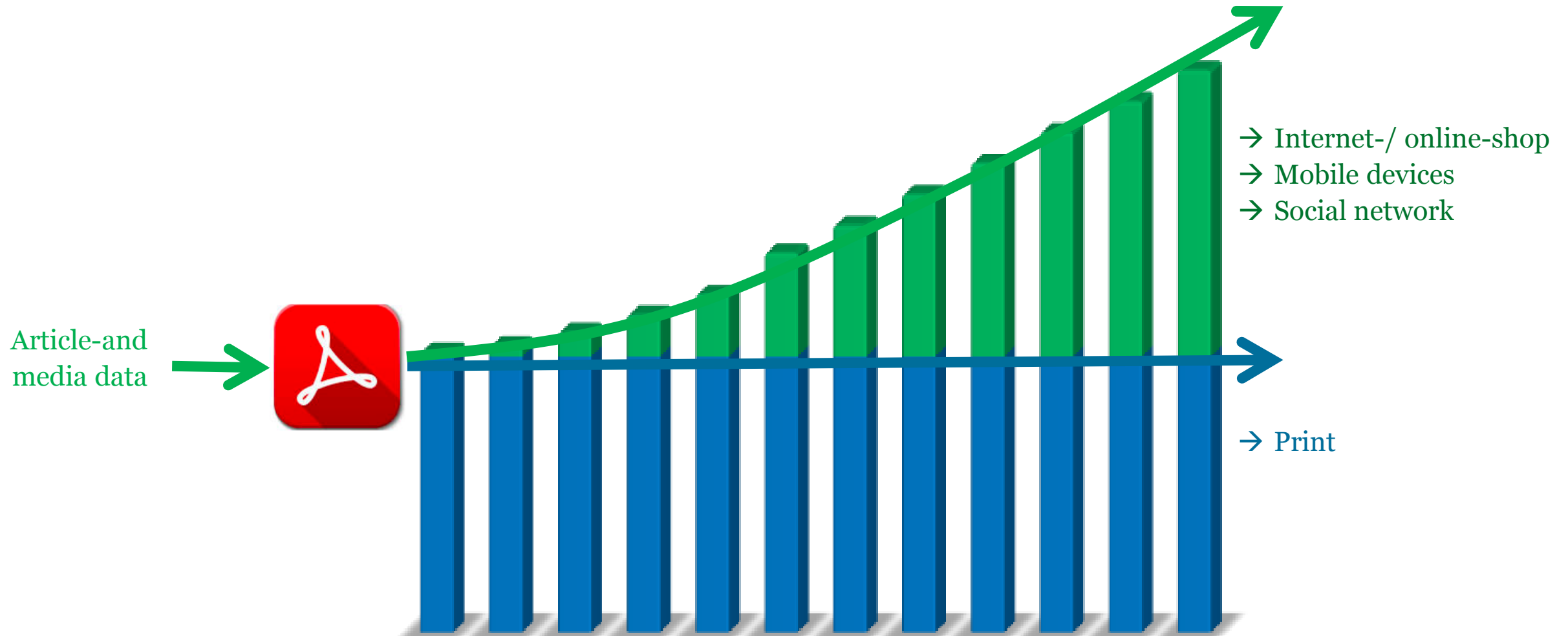
Prinect Media Manager is generating added value

Three questions:

1. Do you see your traditional business under pressure?
2. Do you want to create added value?
3. Do you want to create this added value profitable?



Prinect Media Manager is generating more revenue



Technical applications of **Prinect Media Manager**



Life demonstration of the system

Questions and answers regarding **Prinect Media Manager**





Business models and possible use cases for your business

Three use case variants

1. Triangle connection
2. Direct connection
3. Distributer of data

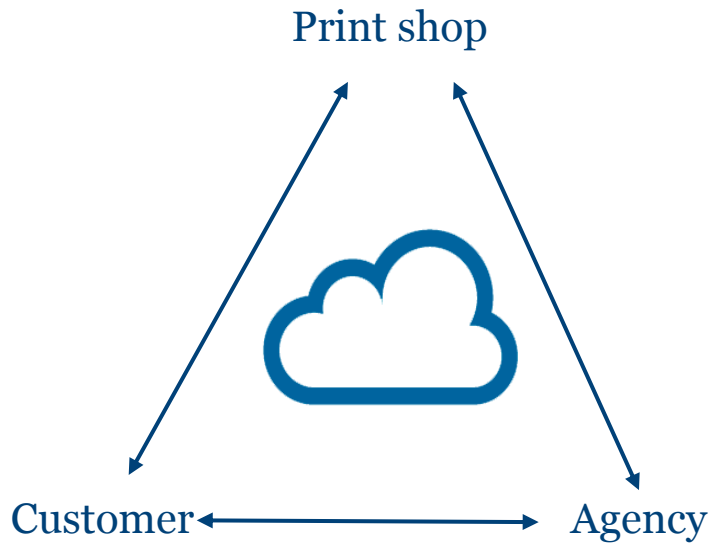
Sub topics for each use case

1. Involved parties and their responsibilities.
2. Added value for you and your customers.
3. Models of invoicing.



Business models and possible use cases for your business

Variant 1 – Triangle connection



Explanation:

Printer = Provider

Customer = Client

Agency = CD + production + service

Start as a database management provider

Print shop provides its customers with the **Prinect Media Manager**.

Customer is maintaining the data

- ✓ Structured and
- ✓ Media neutral.

Production agency is producing pages for print output.





Business models and possible use cases for your business

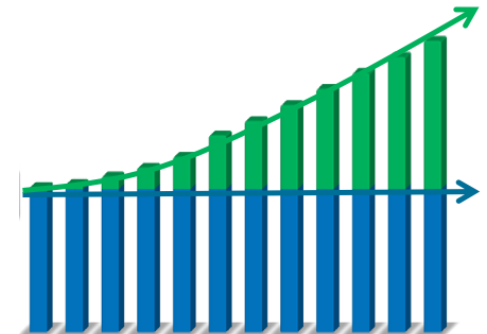
Variant 1 – Added values

For the print shop:

1. Extension of product portfolio
2. Increase of customer relationship
3. Generating new customers

For the customer:

1. Structured data storage
2. Higher quality of data
3. Actuality of data





Business models and possible use cases for your business

Variant 1 – Model of invoicing

Basic rent – Publishing as needed

- ✓ Basic-rent
- ✓ Database
- ✓ Maintenance
- ✓ IT/ Infrastructure

Charge
per month

Rent of production modules (as needed)

- ✓ „Publishing-Package“

Publishing-P.
per month

Basic-rent incl. rent of production modules

- ✓ Database
- ✓ Production modules
- ✓ Maintenance
- ✓ IT/ Infrastructure

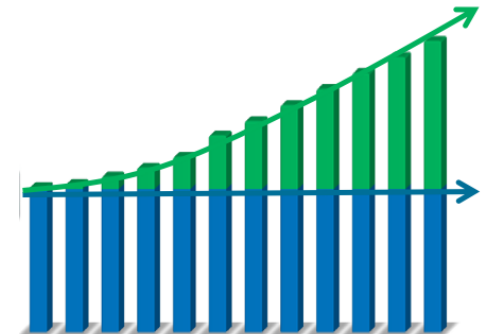
Charge
per month



Business models and possible use cases for your business

Variant 1 - Summary

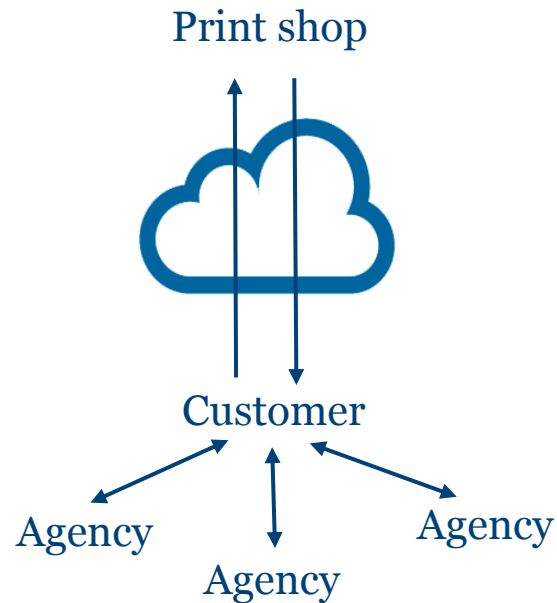
1. Complement of the existing customer relationship
2. Availability of data in the cloud
3. Organization of data





Business models and possible use cases for your business

Variant 2 – Direct connection



Explanation :

Printer = Provider + production + service

Customer = Client

Agency = CD

Print shop becomes a media service supplier

Print shop is extending its portfolio by digital media production.

Customer is generating more pages with less cost per page.

Production agency is changing to be a creative agency.





Business models and possible use cases for your business

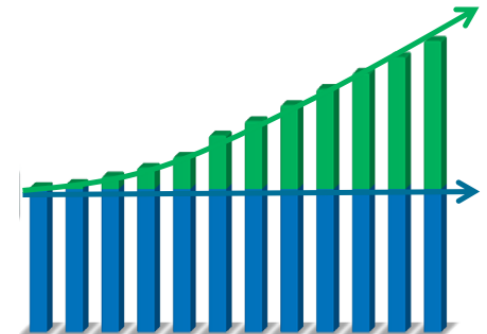
Variant 2 – Added value

For the printer:

1. Extension of product portfolio
2. Increase of customer relationship
3. Generating new customers
- 4. More pages for printing are possible**
- 5. Services of media production**

For the customer:

1. Structured data storage
2. Higher quality of data
3. Actuality of data
- 4. Less steps of corrections → time-to-market**
- 5. Increase of capacity within the marketing department**





Business models and possible use cases for your business

Variant 2 - Model of invoicing

Basic rent incl. rent of production modules (= SaaS)

- ✓ Database
- ✓ Production modules
- ✓ Maintenance
- ✓ IT/ Infrastructure

Charge
per month

Adding: Create pages for print output

- ✓ Creating
- ✓ Correction
- ✓ Print - PDF generating

Price per page

Adding: General service for media production like

- ✓ Retouching and
- ✓ Generation of templates

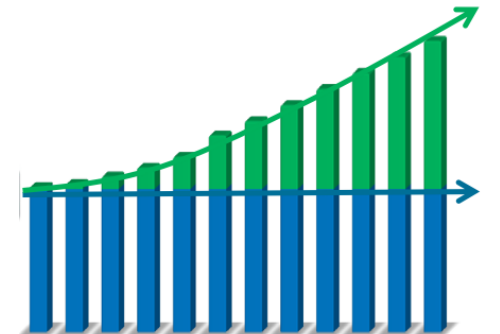
Charge for
templates-
retouches etc.



Business models and possible use cases for your business

Variant 2 - Summary

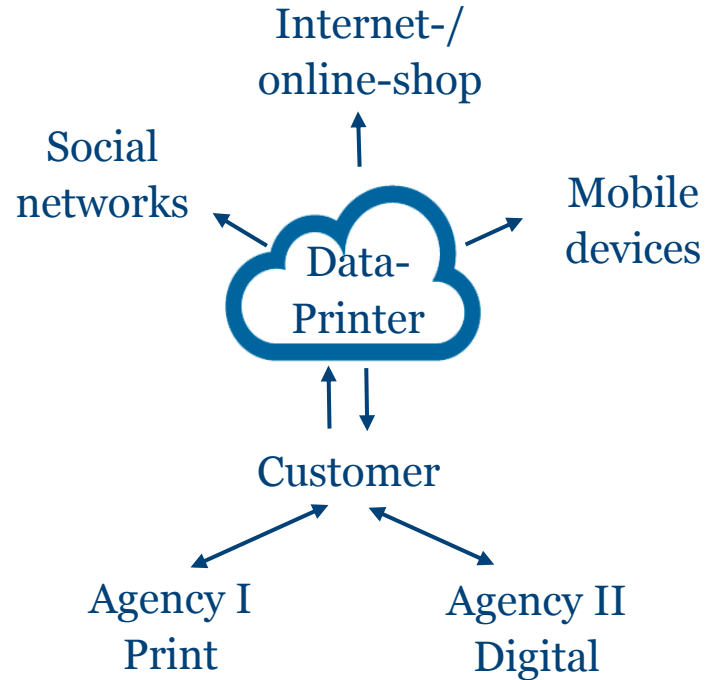
1. Complement of the existing customer relationship
2. Availability of data in the cloud
3. Organization of data
4. **Production Services**
5. **Time-to-Market**





Business models and possible use cases for your business

Variant 3 – Distributor of data



Explanation:

Printer = Provider + production + service + distributing of data

Customer = Client + Partner

Agency = CD

Growth by distributing of data

Print shop as center for all kind of communication.

Customer is generating unique content and maintaining this at one central place.

Creative-agency is optimizing the targeted communication.

CONCLUSION:

Everyone focuses on its strengths.



Business models and possible use cases for your business

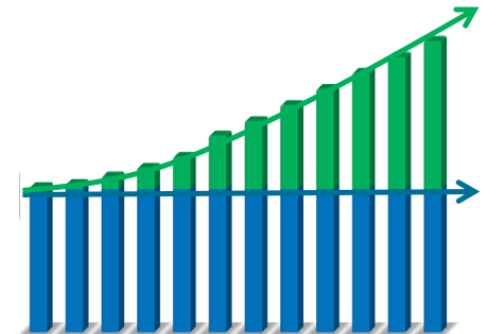
Variant 3 – Added value

For the printer:

- 1. Extension of product portfolio**
- 2. Increase of customer relationship**
3. Generating new customers
4. More pages for printing are possible
- 5. Services of media production**

For the customer:

1. Structured data storage
2. Higher quality of data
3. Actuality of data
- 4. Less steps of corrections → time-to-market**
- 5. Increase of capacity within the marketing department**
- 6. Active support of all communication channels**





Business models and possible use cases for your business

Variante 3 - Model of invoicing

Basic-rent incl. rent of production modules (=SaaS)

- ✓ Database
- ✓ Production modules
- ✓ Maintenance
- ✓ IT/ Infrastructure

Charge per month

Adding: Create pages for print output

Adding: General service for media production like

Distributing data

Integration of internet-/ online-shop, mobile devices or social networks

Charging to be done by one of the following options

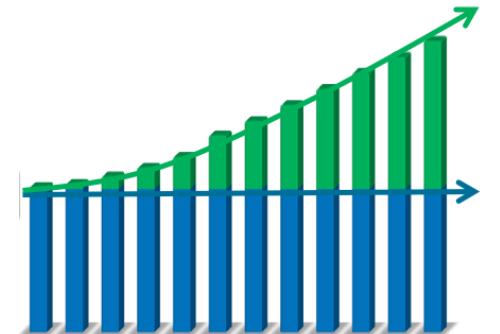
- ✓ Price according to hourly rate
- ✓ Price per communication in social networks
- ✓ Price for monthly access



Business models and possible use cases for your business

Variant 3 - Summary

1. Complement of the existing customer relationship
2. Availability of data in the cloud
3. Organization of data
4. Production Services
5. Time-to-Market
6. **One source of data for all channels**





Prinect Media Manager is generating added value

Three questions:

1. Do you see your traditional business under pressure?
2. Do you want to create added value?
3. Do you want to create this added value profitable?



Business models and possible use cases for your business

The **Prinect Media Manager**

1. Reduces the pressure on your traditional business.
2. Generates more value for you and your customers.
3. Permanently improves profitability.

From printer to a holistic media supplying communication center – **A continuous process!**

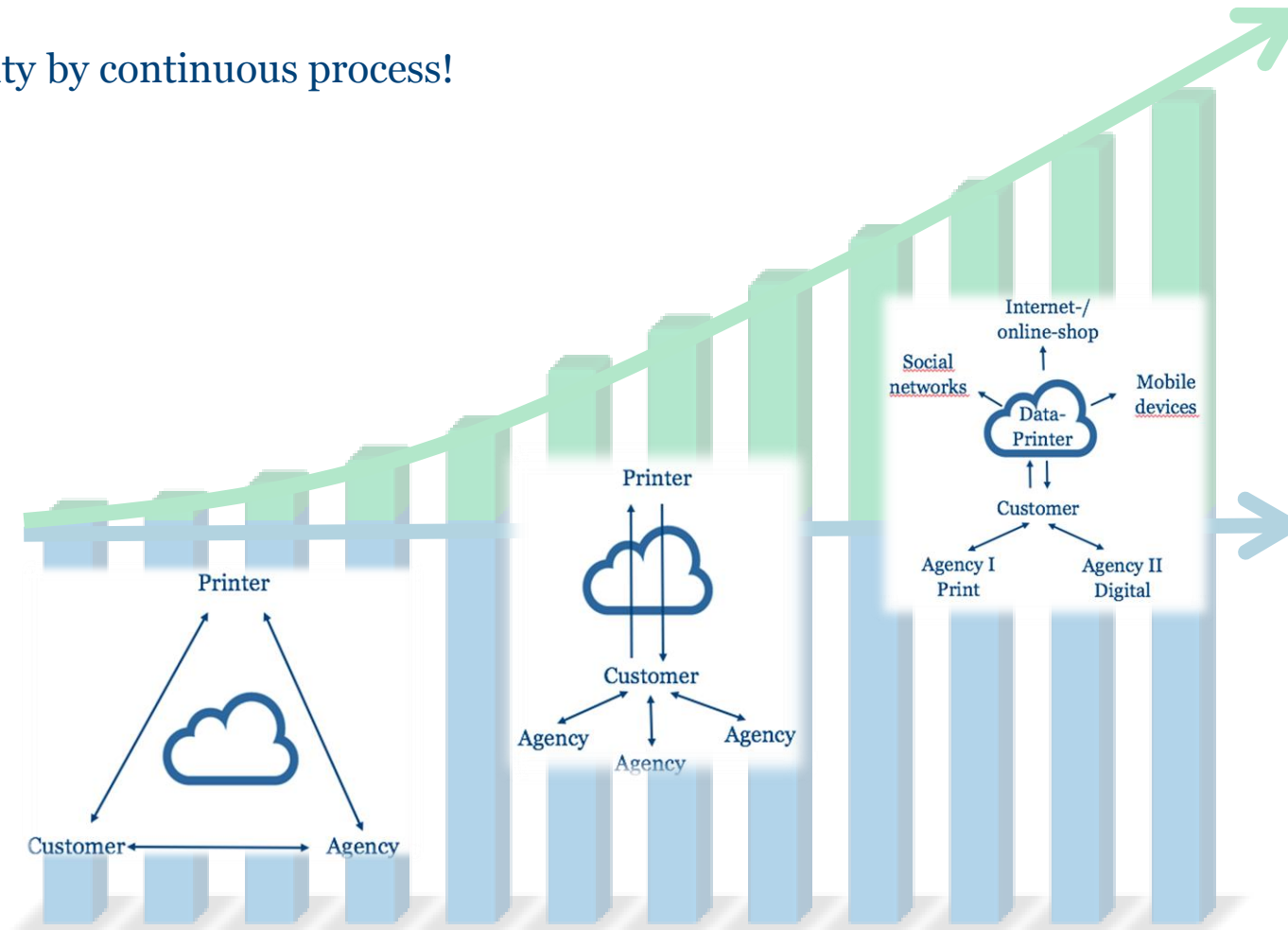




Business models and possible use cases for your business

Conclusion:

→ Increasing profitability by continuous process!



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CREATIVE Printing house

Brand Shop

One Room



People, printing And numbers

Our business acts as a compact, quantified people and machines joined together by logical software.

We invest in solutions which make our customers feel attached to the paper. They receive a personalized product which caters for their individual needs.

CGS is about numbers which illustrate our commitment to excellence. That's over 230 people involved in complex production processes, thousands of completed orders, a huge investment in innovative solutions.

Nothing is left to chance, and our 20-year experience and entrepreneurship foster our continuous development.

20 years
of experience

200 best
specialists

7,8 € million
Total Assets

12,8 € million
in revenue
in 2014

4200 Orders
a year

3,1 € million
of equity
capital

575,000 €
of investment in
software 2013 - 2014

Hardware and systems

27 machines
4 systems

Prinect

- Brand Shop (W2P Manager)
- Prepress Manager
- Remote Access
- Pressroom Manager
- Scheduler
- Postpressroom Manager
- Digital Print Manager

Prinect Business Manager

Myprint

One Room - Prinect Media Manager



HEIDELBERG SM 102-12P7 BL | 6+6



HEIDELBERG XL 105-10P8 BL | 5+5



HEIDELBERG CD 102 BL | 5-taktier



SPS UV BL



HEIDELBERG SM 102 BL | 4-0



HEIDELBERG XL 75-SLX2C



HEIDELBERG CTP Supersetter



HEIDELBERG CTP Topsetter



HEIDELBERG KH 82 | B1



HEIDELBERG KD 78 | B1



HEIDELBERG Eurobind PRO



MÜLLER MARTINI



NICIARKA ASTER 180



SKŁADARKO-SKLEARKA



HEIDELBERG KH 82 | B1



HEIDELBERG KD 78 | B1



HEIDELBERG ST 350



HEIDELBERG ST 300



HEIDELBERG TI 52 | B2



HEIDELBERG KD 78 | B1



HEIDELBERG WARMATRIX BL



HORIZON BQ 470



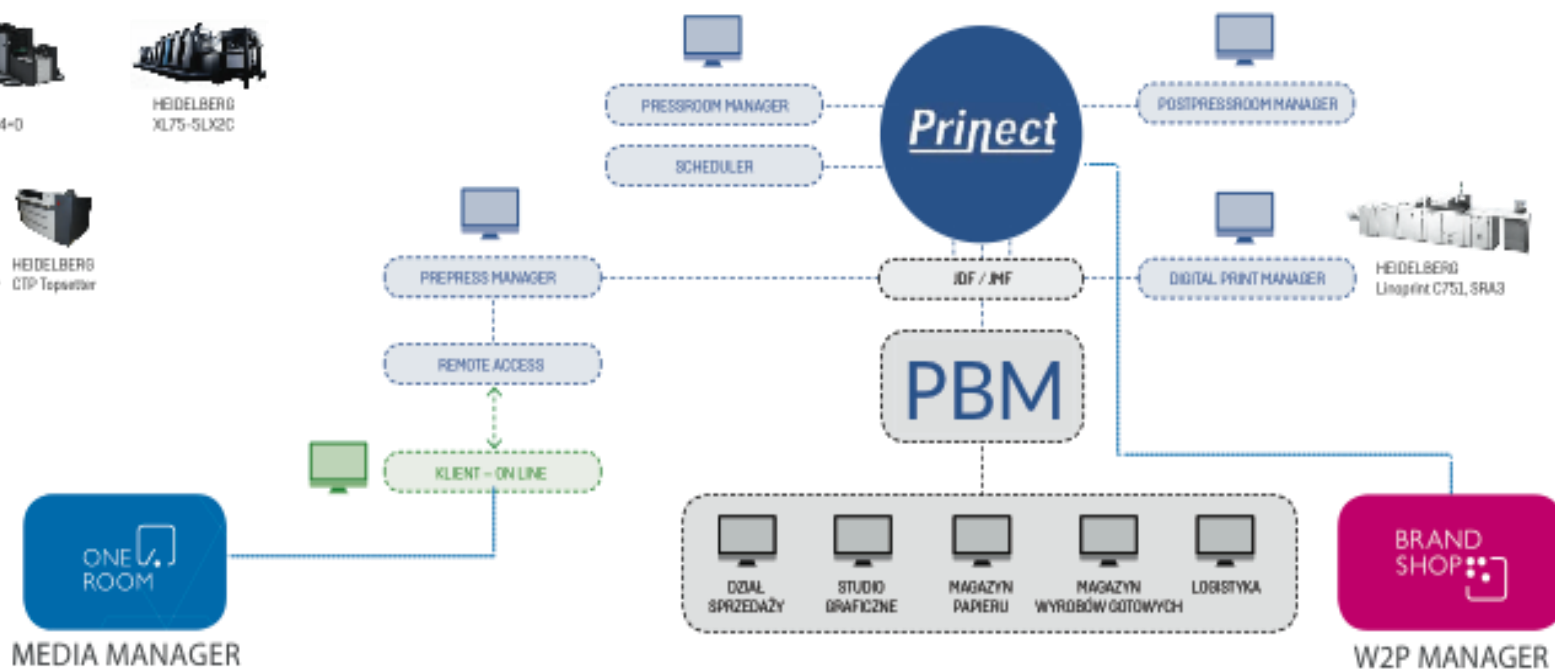
FOLIARKA | BL



POLAR 115



POLAR 97



CREATIVE Printing house



What kind of business is **CGS today?**

Above all our business is about people. Specialists. From the very beginning we've been accompanied by the HEIDELBERG technology. The entire production is linked by the PBM and Prinect systems, which greatly facilitates the management of printing and logistics processes.

Our machines are prepared for the production of soft bound books, catalogues and all kinds of advertising products. We have four B1 machines at our disposal, which gives a total of 31 printing units, we are also assisted by a B2 machine and some digital devices. The binding section is prepared for effective folding and fast binding.

We are moving on through constant innovation.

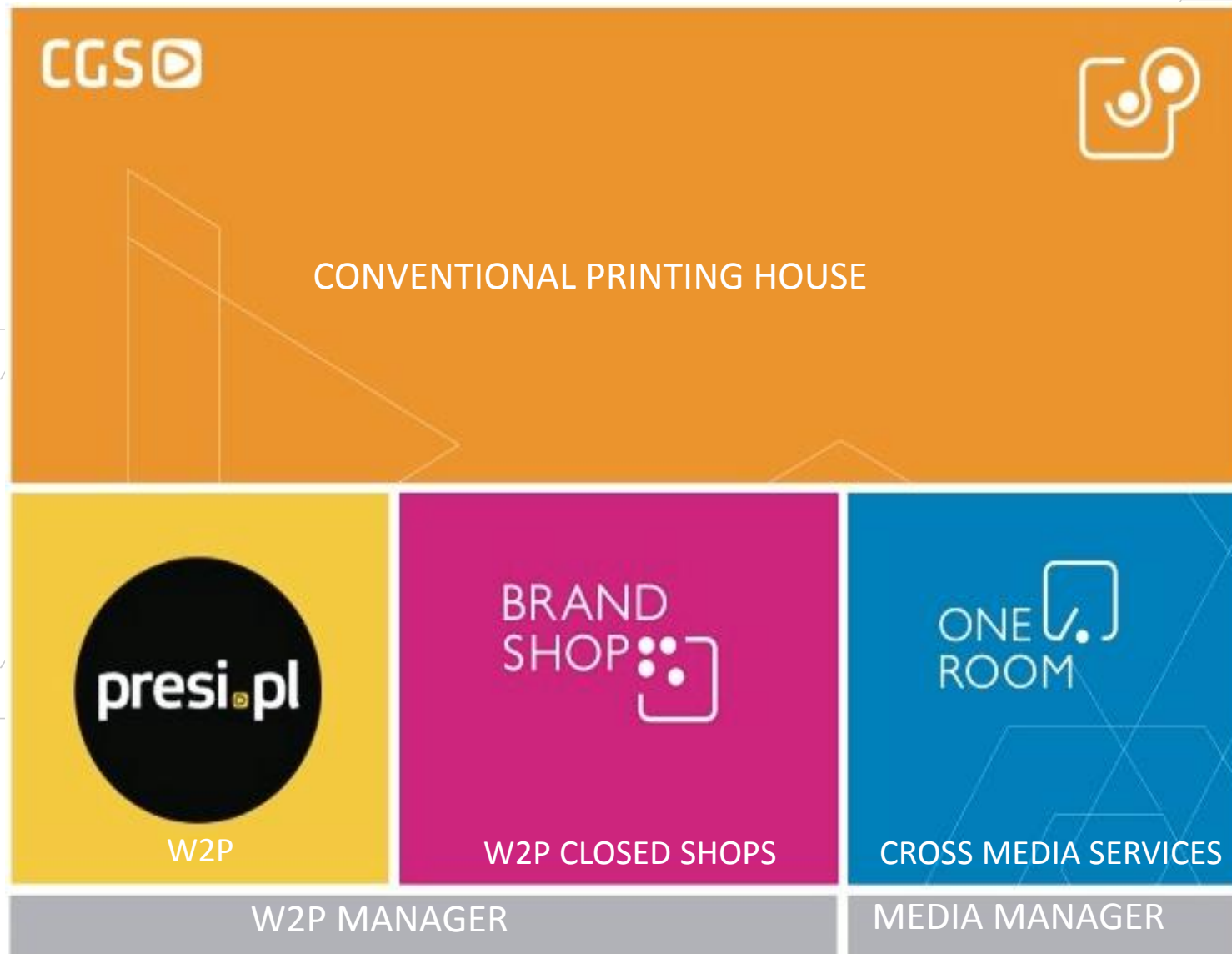
**We are modern,
flexible
and attractive business.**



CGSD



CONVENTIONAL PRINTING HOUSE





presi.pl



DZIAŁAMY SZYBKO!
WYCENY INDYWIDUALNE
NIESTANDARDOWYCH PRODUKTÓW








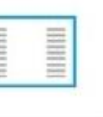












WYBORY PARLAMENTARNE 2015

LOGOWANIE

DEDYKOWANE ROZWIĄZANIA DLA BIZNESU

POMOC / HOTLINE

DOLĄCZ DO NAS

| | | | | | |
|--|---|--|--|--|---|
|  PROMOCJA Promocja |  Wizytówki |  Wizytówki składane |  Ulotki |  Ulotki składane |  Plakaty |
|  Plakaty cyfrowe |  Listowniki |  Notesy |  Podkłady na biurko |  Kalendarze piramidka |  Kalendarzyki listkowe |
|  Kalendarze trójdzienne |  Kalendarze biurkowe |  Kalendarze wielopłanszowe |  Kalendarze jednodzielne |  Kalendarze plakatowe listwowe |  Katalogi szyte |
|  Arkusze plano |  Zdrapki |  Naklejki |  Banery |  Teczki |  Nie znalazłeś produktu? |

WYPRÓBUJ MOŻLIWOŚCI NASZEJ DRUKARNI ONLINE

ZROBIENIE WŁASNEJ ULOTKI JEST PROSTSZE NIŻ KIEDYKOLWIEK

NIC NIE DZIEJE SIĘ SAMO? SPRAWDŹ NASZE ROZWIĄZANIA DLA TWOJEGO BIZNESU

CENNIK REGULAMIN WYTYCZNE TECHNOLOGICZNE

POMOC / HOTLINE
tel. 61 222 00 03
tel. 506 200 606
presipresipol.pl

CGS Drukarnia sp. z o.o.
ul. Towarowa 3
62-090 Rokietnica
Reowino k. Poznania
www.cgs.pl

BRAND SHOP



EFFECTIVE marketing



Take a **different** look at your brand

Individual
instant access
to **every**
customer

Cost and
savings control
throughout
the project.

Unique
dedicated
printing
materials

Consistency and
safety of
operations when
implementing
a **goal**.

The BRAND SHOP system is your online shop where you can personalize and order products for your brand.



iBank.cgs.pl



presi.pl



iTravel.cgs.pl



iMedical.cgs.pl

CGS.PL | PRESI.PL



ONE ROOM





Concept, content and products

Integrated actions

Are you working on a project with a dispersed team of people who have different tasks and competencies?
We know how to synchronize all your actions.
Take advantage of our solution called ONE ROOM.

The ONE ROOM system is software which greatly facilitates the implementation of tasks when products are created taking into account various forms.
It's an integrated cross-media platform, which allows making designs in real time.

**Printing is only part of the whole chain of need.
The rest is cross media, the web, mobile devices...**

You act wherever you want and yet you feel like you've all met in the same place.

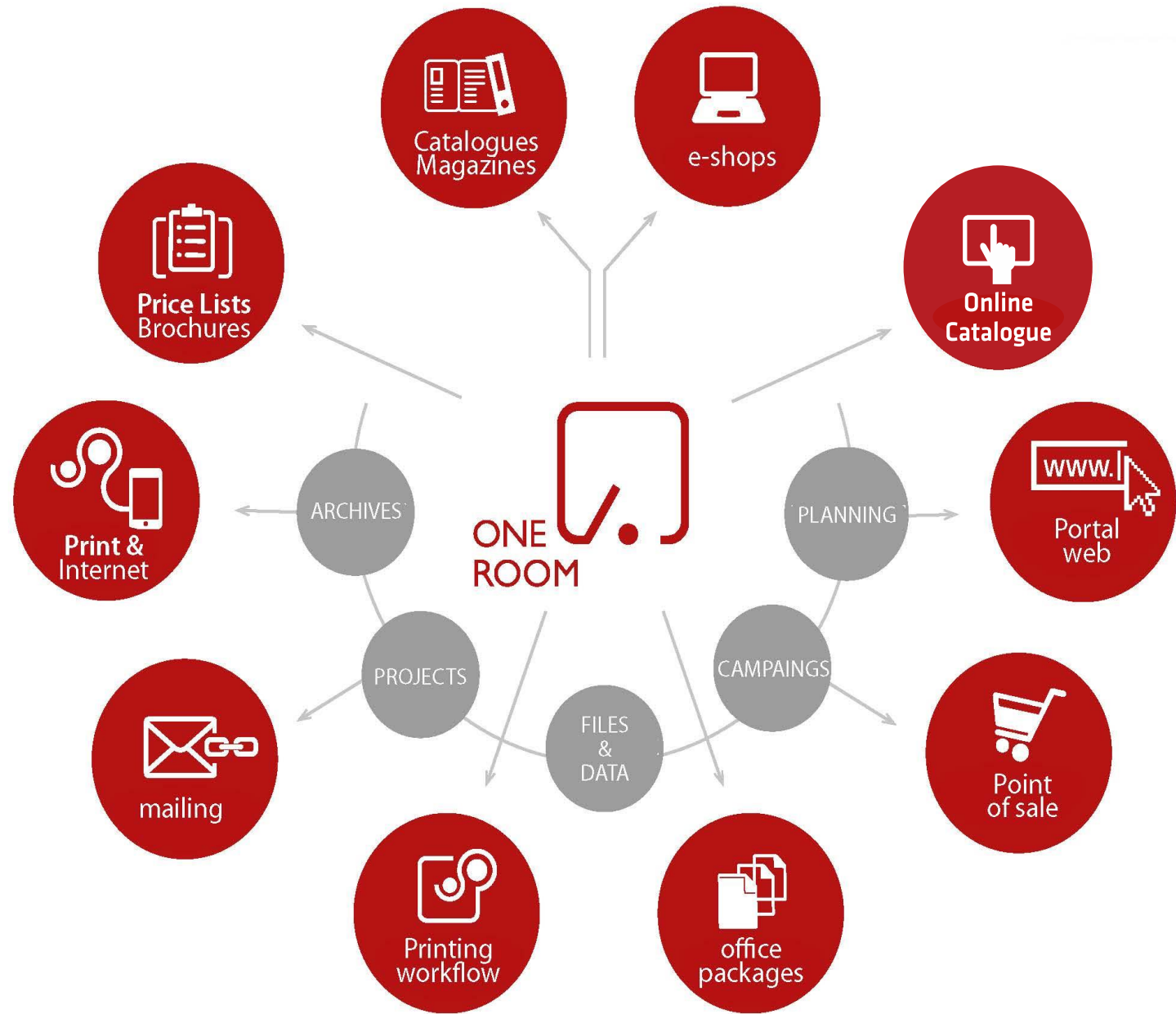
Everything

is happening here and now.
Changes occur **dynamically**
in **all** areas. The effect
is **immediate**.





Princt Media Manager



BUSINESS CASE MEDIA MANAGER

Target groups (potential)

- A: Supermarket chains, chain stores
- B: Distributions of promotion materials and gadgets and single products
- C: Publishers (books, manuals, guides, publishers of books)
- D: Banks and financial institutions
- E: Food and other FMCG producers
- F: Internationals companies (different)

Projects/market analysis:

- B,C,E – YES
- A,D – later maybe
- F – to be discussed

Steps/activity

B.

- a. initial presentation
- b. project analysis
- c. analysis of the media production process
- d. benefits & advantages presentation
- e. prices /offer negotiations
- f. trainings (2 x live)
- g. online – catalogue

E.

- a. initial presentation
- b. project analysis
- c. initial graphics project
- d. benefits and advantages presentation
- e. „live“ demo presentation
- f. prices/offer/time
- g. online catalogue
- h. break till 2016 budgets plan

C.

- a. initial presentations
- b. benefits and advantages presentation
- c. new idea of their activity
- d. 2 year break
- e. „live presentation“
- f. project analysis
- g. new managements/new ideas
- h. break (1 year)

Thank You!

Mariusz Lewandowski
General Director

mariusz.lewandowski@cgs.pl
+48 604 422 464

The logo for CGSO, featuring the letters 'CGSO' in a bold, white, sans-serif font. The letter 'O' is stylized as a white circle with a white play button icon inside. The logo is set against a solid red rectangular background.

CGSO

www.cgs.pl

ONE ROOM 

CGS  www.cgs.pl

BRAND SHOP 

Links:
sklepy:
presi.pl
wybory.presi.pl
demo:
itravel.cgs.pl
ibank.cgs.pl
imedical.cgs.pl
mlm.presi.pl