



The Change in Washington is in Print!

*INTERQUEST reports successful
2008 Digital Printing in Government Forum*

Charlottesville, VA (November 18, 2008)— About 100 document professionals participated in the 2008 Digital Printing in Government Forum organized by INTERQUEST in Washington D.C on November 5—the day after the presidential election.

During a “Leading Vendors Strategies Panel” which kicked off the event, Elaine Wilde, Vice President of Sales for Kodak’s Graphic Communications Group spoke about leading-edge public sector in-plants that use Kodak technology to improve their processes and documents. She cited the example of the University of Mississippi which used Kodak’s new Dimensional Technology which creates special tactile effects to produce invitations for one of the presidential debates. Eric Rahman, Director of Federal Sales for InfoPrint Solutions Company discussed end-to-end solutions that his company provides to the government market—from its Automated Document Factory (ADF) portfolio, mailroom integrity, and postal optimization, to Secure Imaging and Multi-channel Communications Solutions. Andy Gordon, Manager of Business Development at Océ North America, stressed the importance of the public sector for his company, which will generate about \$30 million in sales from this environment in 2008.



INTERQUEST analysts provided an update on the digital printing market and presented preliminary findings from a new *Digital Printing in Government* study to be released in December 2008. David Davis, a Director at INTERQUEST, reported that only 9% of the respondents to this year's study expect their monochrome digital printing to increase over the next three years—most respondents report flat black-and-white print volume.

The morning portion of the seminar concluded with case studies from government users. Gregory Cooper, Print Shop Manager for the City of Baltimore noted that his shop has been producing variable data jobs for the police and fire departments, which are resulting in higher response rates from personalized recruitment campaigns. Audrey Marrocco, Commonwealth Print Administrator, Pennsylvania's Department of General Services, said that four years ago it was decided to upgrade rather than outsource her organization. "One of our biggest transformations that has really helped us grow into a premier document provider is taking in variable data printing and mailing applications." Ray Wajbel, Printing and Publications Manager for U.S. Department of Health and Human Services, Centers for Medicare & Medicaid Services noted that initially his operation was a copy center, but it is now turning into a print and mail facility. "Volume has been increasing while budgets have not changed, which is a major challenge."

Following lunch, the afternoon session focused on color digital printing, including additional findings from INTERQUEST research. Toby Cobrin, a Director at INTERQUEST, said that full-color printing now accounts for about 13% of the total digital print volume produced by federal government in-plants/CRDs compared with 8% two years ago.



The event concluded with a panel of leading government users, print buyers, and providers who discussed their color digital printing activities. Doug King, Direct Mail Strategist for the U.S. Postal Service described an integrated multimedia campaign recently conducted by the USPS to teach its 23,000 managed accounts how to effectively use the Web and personalized direct mail. Alan Sciulli, Director of Print Operation at IQ Solutions—a marketing and outreach company—described how his company has helped clients within the government, particularly the NIH and DHHS Offices. David Zwang, a consultant working with the Department of State, discussed the reorganization of the Department’s in-plant print shop and its implementation of distribute-and-print solutions around the world using digital printing platforms. Jane Bloodworth, Manager of the World Bank’s in-plant operation, provided an update on the evolution of the organization over the past two years. She said that her strategy is to move away from offset and go digital. “This is our opportunity to leverage our infrastructure and bring more work in from outside. Many more in-plants are outsourcing. We are actually in-sourcing.”

The seminar was sponsored by leading industry players, including AbitibiBowater, Domino Amjet, Hewlett-Packard, InfoPrint Solutions Company, Kodak, Océ, Rimage, the U.S. Postal Service, and Xerox, with additional support from *American Printer*, the Federal Electronic Document Systems Association (FEDS), the Franklin Technical Society (FTS), *In-plant Graphics*, the Interagency Council on Printing & Publications Services (ICPPS), the National Government Publishing Association (NGPA), and the Xplor Mid Atlantic Region (MAR).



About INTERQUEST

Founded in 1990 and headquartered in Charlottesville, Virginia, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. Over the last 18 years, INTERQUEST has produced numerous landmark multi-client market research studies on topics such as digital printing, print-on-demand, transactional printing, color printing and variable imaging, paper and pre-and post-processing/finishing, and workflow. In the past two years INTERQUEST has published several landmark studies related to digital printing in the government and higher education market. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or at iquest@inter-quest.com.