Management Strategies for the Digital Age • Jack Powers, GRLab

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

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

Use Digital Prepress
- Network everything
- Exploit your database potential
- Make prepress profitable
  - Take the long view
  - Upsell new services to current customers
  - Cycle out the customers who don’t fit

Become a Digital Manager
- Develop your contact database
- Try CD-ROM reference books
- Use email, fax and the web
- Explore 1-to-1 marketing
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Where Do You Add Value?
- Great Production
  - fast, efficient, capacious operations
- Great Creative
  - graphics, text, photography
- Great Computing
  - top software, top hardware, top execution

Chart Your Strengths
- Leading Market Position
- Unique Relationships
- Financial Strength
- Top Talent

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

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

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

Find Your Markets

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

Multimedia Data Types
- Typography
- Illustration
- Photography
- Hyper access
- Movies
  - Sound, animation
  - Video, virtual reality
- Transaction
  - Games, forums
  - Orders

Find Your Markets

Select Your Services
- Making Pages
- Making Movies
- Developing Databases
- Writing Programs
- Doing Production

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?

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

Develop In-House Talent
- Teach the marketers how to price, position and pitch new media
- Teach the salesrep to see the opportunities and find the contacts
- Teach production how to do it
- Make everyone part of the future
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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, freelances
- Production Resources
- Smart Prep Shops
  - Digital Pioneers

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

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Three Last Words
- Database
- Database
- Database

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

For more information see ELECTRIC PAGES
GRLab’s Web journal of publishing evolution
http://www.electric-pages.com

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