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## Document Outsourcing Consulting Service

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### Meet the Team

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### Getting Started

To learn more about the DOCS consulting service, please call Jennifer Skerrett at 781-616-2100 or e-mail [jennifer\\_skerrett@infotrends.com](mailto:jennifer_skerrett@infotrends.com).

The document outsourcing market is an extremely large and thriving market. It is still a great frontier to exploit for service providers with digital tools. Service providers continue to hone their offers for enterprise users looking to cut costs and focus on core competencies other than document processing. The market is characterized by long-term contracts that are financially bold and complex. Labor, software, imaging platforms, project and process management, logistics, and manufacturing operations are all included in the typical deal. Service providers must understand their market and business in all of its fine points as the stakes are high. Users need to know how to manage the vendors to predictable and desired outcomes that benefit the business.

The mission of InfoTrends' **Document Outsourcing Service (DOCS)** is to provide service providers and enterprise users the most authoritative strategic and tactical insight into the complex business and technology dynamics shaping the document outsourcing marketplace. DOCS covers the four major segments of document outsourcing. The service team analyzes vendor and user strategies, service offers, implementation experience, and tool strategies. The four major segments include:

#### On-Site Contracted Services

This area was once defined by the term Facilities Management, however, it is now more sophisticated. Document services are provided at a customer's site under long-term contract. Mail centers, central reprographic departments, data centers, and office equipment fleets are typical target points for on-site service contracts. Managed Print Services is a growing area that affords more sophisticated office fleet management as well as cost control and standardization of externally produced documents.

#### Off-Site Contracted Services

Document services are provided under long-term contract at the service provider's facility. Agreements revolve around document services that produce repeatable, predictable revenue streams and business practices. They frequently involve services beyond print such as distribution, data preparation, archiving, and customer care.

#### Document Process Outsourcing (DPO)

This segment is defined by the assignment of an entire document-intensive business process to a service provider. Service providers are awarded greater flexibility to re-engineer the process and assume greater liability. Claims processing, marketing design and fulfillment, technical documents management, and regulatory compliance currently define it.

#### Statement Printing

This segment encompasses the design, production, printing, mailing, and database management of bills, statements, and other financial documents. It is being impacted by the TransPromo revolution, whereby transaction documents are married with promotional documents.

# DOCS

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## *The Document Outsourcing*

*Consulting Service offers a hierarchy of powerful knowledge tools, from syndicated market information to customized, proprietary consulting. Our consultants help you grow your business by providing knowledge geared to your specific challenges and goals.*

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## **Deliverables**

**U.S. and Western European Market Sizing and Forecast:** A quantitative view of where growth and activity will occur in the industry.

**Services Road Maps:** A forward looking view of trends and expected developments across the industry related to document outsourcing.

**Service Compendiums:** Presents an overview of products and vendors in the document outsourcing arena. The primary objective of the compendium is to deliver a comprehensive resource to print service providers seeking information about software tools and infrastructure for printing and print-related services.

**Primary Research Reports:** Involves original studies and analysis of users, channels, or others using methodologies such as telephone interviews and Web questionnaires.

**Strategic Assessments:** Provides perspective on markets, segments, or broad issues affecting strategic directions and opportunities. In-depth analysis of a selected channel, market, or industry is also available.

**Analysis:** Clients will receive an ongoing series of executive reports and analytical pieces discussing critical issues and implications of important industry developments including significant product and service introductions, summaries of major vertical and horizontal marketing events, competitive developments, and new technology assessments.

**Webcasts and Podcasts:** DOCS will work with you to structure Webinars for your clients and prospects that will provide them with value while positioning your organization and the services you provide. InfoTrends will also periodically conduct internal Webinars targeted at sales, marketing, and general business management.

**Client-Driven Inquiry:** You will benefit from ongoing and direct access to our staff of experts who will answer inquiries, engage in business development discussions, and provide consultation.

**News:** Clients benefit from daily summaries of the most important technology and market developments affecting the world of graphic communications.

## **Client Custom Consulting Days (3)**



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*InfoTrends, a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. Additional information about InfoTrends is available on the Web at [www.infotrends.com](http://www.infotrends.com).*