

The Leading Edge

The Newsletter of the Imaging Network Group

Spring 2018

Bonita Springs

Back in the day, the site of Hyatt Regency at Coconut Point, home to the 2018 Imaging Network Group Winter Forum, was a timeworn cluster of wooden shacks with corrugated metal roofs, inhabited by local fishermen who plied the waters of the Gulf of Mexico in small boats. Now, it's a towering 4-star hotel with pools, fountains, golf links, and bars, all perfectly suited to hosting the INg family of almost 40 member companies, 14 vendor partners, and attendees' significant others for five days of presentations, idea swapping and top-notch networking that have combined to make the brand called INg a distinct and unbeatable value for 26 years.

In his opening remarks at mid-day on Monday, INg President and frontman **JP Thomas** noted that the growing size of the organization, the mutual trust members share, the open sense of partnership that pervades the association, and the deep value of vendor partner support all serve a single need: helping each other succeed. "Every member," noted JP, "enjoys seeing other members succeed and move forward. This group fosters that!"



JP took a few moments to thank the vendor partners, as well as Keypoint Intelligence, Two Sides, Xplor, and C21 for their continued support of the group. He also announced the Fall Workshop which will once again be at the Fairmont Chicago on Saturday, September 29, followed by the Vendor Appreciation Dinner at the Chicago Firehouse Restaurant that night. Watch your email for more details, as well as the location of the reception on Friday, the 28th. Also stay tuned for more details about next year's Winter Forum which may be in Napa Valley, California, where one might expect an opportunity to sample some of California's finest wines.

Transformations: Boomers & Millennials

Kicking off the main part of the conference were **Alexandria Gregory** and **Ed Kenney** from Transformations who talked about some of the value Uluro software brings to transactional printing. They said the value Uluro provides is especially important because of the demographic shifts in customers. The Millennial generation, people born from about 1981 to 1997, is becoming a massive force in the market, one to which anyone producing direct or transactional mail must pay special attention.



There are now more Millennials than Baby Boomers (about 130 million vs. 113 million) many of whom are largely “digital natives,” meaning they have grown up with ready access to computers and rely heavily on electronic tools for personal, shopping, financial, and business communications. This may sound familiar because if you are over the age of 50 because your kids are probably

Millennials and have a laptop, tablet or smartphone no more than two feet away at all times. Your son or daughter may actually sleep with their phone.

What this all means, said Alex and Ed, is that Millennials expect a complete range of electronic options for viewing their bank accounts, bills, credit cards, and the like. They typically don’t want paper mail, but even when they ask for it, they still prefer to pay bills and move money around using their smartphones. And if you as a transactional mailer, are unable to offer this capability your customer may go looking for a supplier who can. And still, even when you offer this compelling capability, it needs to be totally secure.

To show some of this, Uluro shared stories of two customers. One was INg member Bluegrass Communications which uses Uluro’s uSecure to secure and encrypt customer data and has made use of the product a requirement for new customers. Another company, Digital Data Centers, has broader needs and adopted Uluro software to streamline their operations, increase responsiveness, provide security, all resulting in new business.



NEW MEMBER SPOTLIGHT

Five new companies joined the INg family in Bonita Springs, getting a warm welcome from INg members and vendor partners:

- **Jim Clark** from JLS in Brockton, MA,
- **Chris Rasmussen** from DOXIM of Markham, Ontario
- **Richard Gebbie** of Midwest Direct, in Cleveland, OH
- **Ryan Jackson** from MPX in Portland, ME
- **Patti Drinville** from PLD Group Thousand Palms, CA
- **Paul Hamilton III** of Professional Mail Service in Raleigh, NC

Canon: Leveraging Inkjet

A veteran of many an INg conference and acknowledged expert on all aspects of digital printing, **Guy Broadhurst** and **Sheri Jamallo** encouraged members to *Leverage Inkjet to Create New Revenue Streams*. “What you have to do,” he said, “is look at the long term solution for your customers and your business. Consider how the type of solution you buy today will serve your needs in the future.”

Guy emphasized this in two ways. First, forward thinking is especially important with respect to inkjet presses because they are much less subject to forklift replacements than the toner systems they often replace. In most cases, inkjet presses can be upgraded with software: new inks or heads can be productive faster than swapping older toner systems—and at a lower cost.

Second, presses are all reliant on a synergy of other equipment and software, so it is vital that INg members work with every vendor to maximize the value they get from their presses. To help tell



that story Guy had **John Slaney** and **Fred Van Alstyne** from Content Critical Solutions and **Jon Downing** from Impact on a small panel.

“You have to take the time to learn the new technology, and how you can leverage it to add value for your business and your customers,” noted John.

Jon Downing agreed, adding that making the most of vendors’ expertise was very important. “These are critical partnerships and asking about things you hope or want to do is essential if you want to find the best solutions,” he said. Vendors have been in countless other print operations and are often aware of options and choices that individual business owners may not be.

“We look for partners who want to work with us and our other partners,” said Fred. “Partners should be strong where you are not, and should be helping you in that way.”

Xerox: Breaking Barriers

Steve Welkley took a similar but still different approach in *Break Free from the Barriers to Inkjet*, as he recounted the needs of a large commercial printer with facilities in Kansas City and Denver.

The headquarters in Kansas City was primarily an offset operation but included Xerox Nuvera and iGen digital presses. They wanted to bring in inkjet system but had a challenge in that the new press would have to fit in the company’s climate controlled area. The Xerox Rialto 900 press was chosen as the best option.



At about 15 feet in length and about 6 feet deep, the narrow-web, roll-to-cut-sheet Rialto fit the space well, a sharp contrast to many large inkjet systems on the market. Equally important, it was also an economical investment that fit the customer’s volume levels. One advantage for the customer is that while color volume was rising, many jobs destined for that machine remained monochrome and the ability of the Rialto to easily handle small volume jobs in either one color or four made it a good fit. And, he noted, it provided customers with a pathway to color as their needs changed.

“The Rialto,” noted Steve, “is designed to remove primary barriers to entering the production inkjet market, especially with respect

continued on page 3

to size, cost and complexity, making it a new value proposition for customers.”

For customers, he noted, this kind of press can help a print provider avoid a race to the bottom on pricing because it is affordable, simpler, scalable and fits physically into more operations.

Steve also touched on the recent announcement of the acquisition of Xerox by Fuji Xerox and how it helps expand the brand as a unified entity around the world. While new product announcements are immediately pending, he noted that the merger increases the number of engineers and other resources the company will be offering. Stay tuned!

Skip Henk & Xplor

Skip Henk, a long time Friend of the Group, and President of Xplor International, talked briefly about Xplor and the success and growth the organization has experienced over the past several years. Since Xplor’s inception—which goes back to the Xerox 9700—several long-standing ING members and vendor partners have always been part of the organization and its educational mission.



At the Forum, Skip encouraged attendance at the Xplor Conference in April, as well as in upcoming “tour stops” around the U.S

and at Print 18. He also invited new members as well as lapsed Xplor members to connect with his organization and take advantage of the educational opportunities and scholarship benefits available.

What Keeps you Awake?

This recurring question of an ING Forum or workshop is usually accompanied by multiple worry points listed on sheets of paper that are stuck to the walls of meeting rooms. But this time **John Delaney** of OSG Billing and **Fred Van Alstyne** of Content Critical Solutions dove into one item that haunts the dreams of any transactional or direct mail bureau owner: RFIs and RFPs.



What is the best way to respond? Should you even respond? How do these documents change the playing field? And do they really mean anything at all?

The thing is, many companies seeking print and mail suppliers now require a RFI/RFP. A response is expected. Yet at the same time a bureau’s response can be used as a club—a way for a potential customer to beat up a bureau on price even before details such as value, experience and competence can be discussed.

“This poses a real risk of getting into a bidding war or even a

reverse auction,” said Fred. “A company can look at all the responses and hold a bureau’s feet to the fire, making the process a pricing reduction tool”

“One thing to remember,” said John, “is that the people who wrote the RFI/RFP may know virtually nothing about the services a bureau offers, or even about the project described in the RFP/RFI. This means they may not even know what is and is not important and be unaware of the value of some services.”

In reading a RFI/RFP it is important to get an understanding of what is really important to the potential customer. That may require a few phone calls to get additional details. In your response, show where your value lies, what you offer, and how your capabilities match what is important to the prospect.

Be sure to understand whether your company is the right size for the prospective customer. Also watch for any aspects of your operation that a prospect might consider weaknesses, and look out for signs of “scope creep,” which can wind up requiring more work than it originally planned, without a commensurate change in quoted cost.

Workflow & Automation: 10 Practices to Implement Now

Pat McGrew, the workflow guru at Keypoint Intelligence, joined us to talk (in part) about how automation, the much needed, but not always well implemented, element of modern print and mail operations is becoming an essential tool for success.



“Right now,” said Pat, “the big bottleneck is the large number of small jobs that need automation. They can slow down an entire operation because they absorb so much time due to manual processing. Automation can optimize an operation, streamline it, help the bottom line.”

To help, Pat offered up a 10-point takeaway:

- Map your architecture
- Document your workflow paths
- Assign responsibility for all tasks
- Identify bottlenecks and touchpoints
- Use technology to build smart print manufacturing processes
- Get jobs onboard efficiently
- Build a scalable process
- Cross-train for efficiency
- Embrace industry changes
- Live the best possible workflow practices

“And once you do all this, do it again,” said Pat. “Technology changes so you have to continually adapt, test and adjust.”



RISO: Expect the Unexpected

Workflow was also the topic of choice for **Maggie Curry** who suggested members *Expect the Unexpected when Evaluating, Troubleshooting and Improving your Workflow*. **Kraig Clark** and **Steve Kaufmann** from Riso were also on hand for added detail.

Maggie pulled in **Tommy McGahey** from High Cotton and **Jono Huddleston** from DNI Corporation to talk about how they have been getting much of their work out with Riso's 160ppm ComColor X1 9150 full color inkjet printers.

The Riso devices helped both companies make the transition from monochrome printing to full color with Riso providing support along the way. This mono to color shift is often a challenge for bureaus and their customers and both Jono and Tommy said Riso's support made it an easier process. Some of it was a matter of resetting expectations and the printing characteristics of the Riso systems.

For example, paper selection on the sheet-fed Risos was important to print quality and making the right choices eased the transition from pre-printed shells to plain paper at DNI. High Cotton experienced issues with bar codes that had a slow read-rate, but it was traced to codes supplied by a customer that were not fully compatible with the inkjet printers. The problem disappeared once the code was prepared in a different format

Identifying such points in a workflow is essential to creating and implementing a reliable, consistent operation that delivers predictable results. The larger message is that with any kind of problem, call in the experts—the vendors. In many cases the issues you face are ones they have heard before and they may already know which solutions may be right for your needs.

George Promis: The Inkjet Revolution is Here

If there is anyone in the entire industry who can talk about the Inkjet Revolution it is **George Promis**. Eleven years ago George led the inkjet team at Ricoh, taking the company from its legacy of monochrome toner printing to four-color inkjet with the introduction of the Ricoh Infoprint 5000, some of which now live in INg members' businesses. In many ways, inkjet adoption for most types of printing would have been slower had Ricoh

not rolled out those big machines in 2007. What's more interesting, though, is how the customer-centric approach Ricoh used then is still provided today. At the core was selling to customers who could be successful, and then helping them be successful. It apparently works: George says about half of Ricoh customers are repeat customers.

George barely mentioned products in his talk, in which he was aided by **Eric Staples** and **Ed Wong** as they described how the company focused primarily on ensuring that the new inkjet machines satisfied customer needs, and has maintained that strategy through present day. He recounted how this encompassed the legacy from IBM, the AFP consortium, ongoing controller support, hardware evolution including field upgradeability of the IP 5000, through to the new VC 40000 and VC 60000 machines, plus ProcessDirector workflow software.

THE KEYNOTE:

Gary Vitti and 32 Years of Titles and Tears from the Best Seat in the House.

We had the honor and pleasure to have one on the most engaging keynote speakers to ever grace our conference. Gary Vitti, the legendary trainer for the LA Lakers basketball team took the stage to share his insights on life in business and sport.

This entire newsletter could be filled with his thinking, so we'll keep this to his key points to life on the court—and in business.



- Leadership comes from a physical presence: Know where you, as the leader, fit into the puzzle. Have a purpose.
- Always put yourself in a position to learn, from everyone.
- Have mission and a plan to accomplish it: know where you are, and where you want to go. Communicate with your team and get them to buy into your vision. Because if they don't, you probably won't reach your goal.
- Always need to be ready to change with the times and actions of the competition.
- You can learn more from losses than victories, so learn from your mistakes and move on. It's not all that useful to beat yourself up when things don't go right. But if and when you do, get through it fast.
- The heart of a champion is doing more than others, having more purpose, using losses to come back stronger, mentally tougher. Honesty, kindness and loyalty are the trifecta of human values.
- "Can't" and "won't" are kids' words. "Can" and "Will" are adult words. Use them, act on them, and find a way to reach your goals
- When things go wrong, take the heat. It's your company: make it work.
- Your dreams are yours—don't give up on them

Gary regaled INg members and vendor partners with stories of the Lakers, their arch rivals the Boston Celtics, and the many lessons learned from what he called the best seat in the house. His perspectives on some of the greatest basketball players in history—and how their habits and commitments have direct equivalents to business—comprised many lessons and great takeaways. He wrapped up with a line from film star Judy Garland: *"Always be a first-rate version of yourself, not a second-rate version of someone else."*



Quadient: Enhancing CX Touchpoints

CX, shorthand for Customer Experience, has become a focus for businesses of all sizes. The new job title of CXO, or Customer Experience Officer, has come into being with companies of all sizes talking about ways to ensure a positive Customer Experience. Given this focus, it's no surprise that software has become a tool that can enable and even enhance customers' interaction with companies. This was the theme of the presentation from **Bob Schimek** and **Dave Mack** from Quadient.

As one example, they talked about Informed Delivery from USPS that enables postal customers to see what mail is coming on a given day. They also talked about how a CX officer can be the champion for a customer, unify customer-facing initiatives and even inject new thinking into an organization. Quadient software, they noted, has features that help a CXO take a closer look at the needs of various customers and even address those needs, which can enhance customer relations and even how customers can interact with a company.



SOLIritas, Workflow, and Profitable Operations.

Closing out Tuesday afternoon **Dan Adler**, Customer Relationship Officer at Solimar readied us for the moment when trays of SOLIritas (branded margaritas) were rolled in and distributed to all hands.

Dan described *Chemistry*, Solimar's recently developed and continually evolving operating architecture, as being a means for users to puts all of an organization's documents into a single automated workflow that can be tracked and monitored by everyone in a company. For bureaus and their customers, with thousands of jobs in process, this is no small task, yet *Chemistry* helps keep jobs of all sizes on track and helps maintain SLAs. Dan said Solimar has partnered with Ironsides and has a mobile interface for phones and tablets that can also track jobs from remote locations.



Finishing Integration

Wednesday morning kicked off with **Mark Hunt** from Standard Finishing Systems talking about his company's deep portfolio of finishing systems and how Standard is shifting from being a machine manufacturer and distributor to being a complete systems integrator. This new approach leverages relationships with print engine vendors and helps create an ecosystem for helping customers prepare for the years ahead, which will bring still more change to print and mail services.

Mark said the new finishing systems are more tightly integrated with software and print engines, able to accommodate changes in digital press speed and widths and can process full color pages without scratching, scuffing or rubbing—issues that have been a concern in the past. Look for increased coordination of servo drives, more robust construction, enhanced data reporting, and predictive maintenance and proactive reporting to help maintain uptime.



ING Member Performance from Keypoint Intelligence

If it's the Winter Forum, it must be time for Matt Swain to brief us on the latest ING member profiles which tabulated responses from 32 ING members to create the 2018 snapshot of ING. Members employ 5,259 people and occupy about 3.8 million square feet of space across 81

locations. The transactional-based members crank out some 2.7 billion mail pieces that add up to about 8 billion pages in a mix that split roughly evenly between inkjet and toner. The direct mail members put out 1.6 billion direct mail pieces, with about 54% of those pages coming off an inkjet press. In total, ING members produce about 10 billion pages, which is a major reason ING has the attention of many vendors: This group is a major force in document production.

Matt also highlighted five trend-worthy concerns that came up for members:

1. Regulatory compliance
2. Need for cost reduction and containment
3. Enterprises seeking print & mail providers with broader array of services
4. Slower than expected transition to paperless transactional work,
5. Slower than expected adoption of digital versus print technologies

"There is a lot of print-only business to be won," said Matt, "but it can be a race to bottom, so margins are less attractive. It can seem like more for your business, but it's a matter of volume versus margin and dollars. The volume can be nice, but it can mean the bottom line isn't as good."

"Do not," he cautioned, "be the e-services provider who can 'also print.' Many businesses are trying to force their customers to go to either print or electronic, making it an either/or choice. It is better to offer flexibility so a bank or utility (for example) can provide customers with options. Still, going forward it will be critical to increase the rate of digital document delivery." (look back at what Transformations had to say about Millennials).

(continued on page 6)

Matt Swain, continued from page 5

Matt also noted that it is important for ING companies to remain relevant for customers, do all they can to avoid the traps of price commoditization, and be ready for USPS price hikes. At the same time, there are opportunities as more and more enterprises seek outsource providers, look for more full color printing, and wrestle with regulatory issues.

“The inkjet age is here,” he notes. “Significant investments in business are in the works and in 2018 ING companies are likely to print over 12 billion pages.”

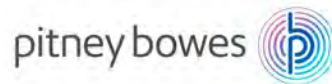
Pitney Bowes: Investing for the Future

Kathy Hansan and **John Kline** from Pitney added to Matt’s assertion that outsourcing was an important trend to watch. A number of mid-size enterprises such as regional banks, insurers and health care firms are looking to outsource, seeing the strategy as a way to reduce costs, help ensure regulatory compliance, improve the customer experience, and improve data management and analytics.

A tall order, but made less so with the assistance of vendors such as Pitney and its software, inkjet printers, and intelligent workflow and insertion systems.

“The workflow process is integrated across the print and mail workflow,” said John. “It’s not pieces of a workflow, but a complete end-to-end offering that balances machines, operators, the service bureau and the enterprise.”

A complete Pitney assessment leads the company to understand the existing workflow, evaluate places where improvements can be made, and propose solutions.



Screen and Inkjet 2.0

The comments from previous speakers about the growth of inkjet and the need for strong workflows, served to be an excellent entrée for the words of **Mark Schlimme** and **Ken Ingram**. They talked about how Screen maintains a major role in inkjet printing in a variety of markets and has become known as global manufacturer of precision equipment.



“Screen makes more inkjet print engines than any other company,” said Mark, “although not all have the Screen name on them.” All are based on the strategy to provide customers with high value, high margins and high satisfaction.

Screen partners with Keypoint for specific market intelligence and with Solimar to support an overall workflow. “And there is more to come,” noted Ken. New inks will lead to gamut expansion, so expect more security options, look for MICR capabilities, and also AR (Augmented Reality) to help monetize the white space on statements. AR is still in its infancy and commonly mixes point and video to create a new level of engagement for anyone receiving a printed document with AR embedded in the printed page.

Crawford Technologies: The work behind the workflow

Ernie Crawford and **Harvey Gross** reminded us that workflow is really just a set of steps that gets you through a process. That’s an over-simplification, of course, but it does help if you can distill down a complex workflow into sets of discrete steps that can be locked down

and followed—with software doing the heavy lifting.

The first step in process automation to make everything look the same by normalizing the file/datastream. This involves a datastream transformation after which many functions can be automated to make the process a system and within that, have a reliable way to handle errors.

Adopting a reliable and predictable workflow is becoming increasingly important due to the growing number of roll-fed and cut-sheet inkjet presses, increased needs for compliance and accountability, the growth of outsourcing and the need for omni-channel connectivity.



Bell & Howell and the Customer Experience

“Bell and Howell,” recounts **Mike Lambert**, “recognized that print and mail volumes were shrinking and knew it had to begin offering a broader range of solutions. Communications and delivery are joined at the hip and today must be proactive rather than reactive.” It means a shift from Customer Communications Management to Customer Experience Management.

This has led to a broader focus using both hardware and software to span print and mail, parcel delivery, e-commerce, pharmaceuticals, and enhancing the customer experience. Software adds CX touchpoints, business analytics and workflow intelligence. New and upgraded hardware brings in “smart” inserters, automated parcel wrapping, and machines like the company’s “Invelopers” that wrap an envelope around a mail piece as part of the printing process.

This thinking drove the acquisition of Sensible Technologies and Gunther, both of which increased the range of products and service Bell and Howell offered, helped increase the company’s already strong remote monitoring capabilities and increased the number of technicians to some 850 people able to service systems and equipment.



Ironsides: Growing Market Share with Technology

Bill Riley, president of Ironsides, brought in ING member **John Cloutier** of DMM to describe how DMM used Ironsides to attain 100% data to mail integrity

DMM had been successful in maintaining accurate mailings but John and his team decided that 99.99% accuracy was no longer enough, especially for the company’s healthcare clients. With a goal of being able to ensure end-to-end data-to-mail integrity they brought and



implemented Ironsides APT (Automated Production Tracking).

As a result, DMM was able to integrate new software into its existing environment to support inserters and scanners and develop a piece-level tracking system that provided the detailed tracking DMM required.

“With cameras on all the inserters and fulfillment lines we were able to reach 100% accuracy on all page counts, and with different size envelopes, based on the number of pages,” says John. “That means a lot to us and to our customers, and we are able to guarantee the accuracy.”

The process been adapted to work within DMM’s hand assembled processes by using additional barcoding and scanning steps.

Racami: Survival of a Service Bureau

Matt Mahoney told us how Racami was called on to rescue a 20-year-old service bureau weighed down with obsolete legacy software.



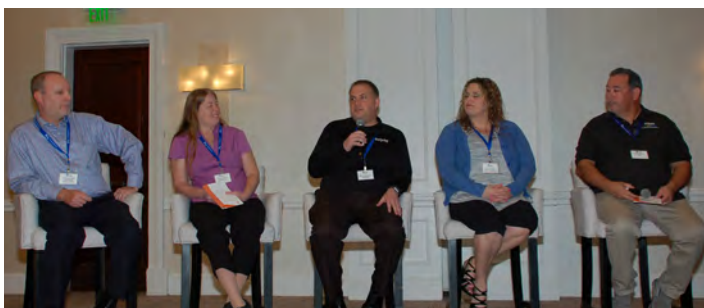
Making matters worse, the transactional bureau processed some 1600 customer jobs per month, was overly reliant on a company veteran who made everything work, including five different systems, the one used based on the type of job being run. Then the local expert retired, leaving no one on staff who was able to run the system. Seizing the moment as opportunity, the company called on

Racami to re-engineer its entire document production system.

Racami brought in its *Alchem-e* business management platform that provides visibility, accountability, command and control for all types of jobs through a single interface. They began with a three-month plan and just 6 jobs for the pilot phase, designing a new workflow, eliminating the legacy baggage and deploying central processing. This helped ensure the new system worked as needed. As the new system became stable more and more jobs were integrated into it. Then, over several months more and more jobs and customers were incorporated into Racami’s *Alchem-e* process.

Got Data Security?

Making sure no bad guys hack your systems is one of the constant worries of bureaus and their customers. **Marianne Gaige** from Cathedral Corporation moderated a panel that included **Henry Perez**



from FSSI, **Mike Hennessey** from RevSpring, **Renée Duree** from Alison Payment Systems, plus **Mary Keating** and **Jeff Standefer** from Cathedral to discuss some of the issues. INg members are familiar with a host of data security protocols and are usually aware of the different levels of security. But it’s easy to get lost when it comes to implementation. The panel suggested assigning internal responsibility to specific individuals to ensure security is not only in place but that all procedures are followed. This can be a security team (DATAMATX

uses one) or duties assigned to specific people, but it a mission-critical function. Some key points included:

- Customers are seeking higher levels of security
- Bureaus should look for ways to limit risk contractually
- Regular internal audits should be required (and customers may want to do their own “random” audits
- QC processes need to be upgraded and tied to security and compliance

And, while your established procedures may be fine for most customers there can be exceptions, and you have to watch for these. This brought an important comment from Jennifer Dietz: “The costs for some layers of added security are usually not included in your pricing. Make sure you’re making enough money to fold in the associated costs.”

Labor Pains?

As is the case with many companies, many INg members have voiced concerns around finding and retaining good talent. The increasingly tight labor market is making it harder to fill certain positions, such as skilled print and mail operators, IT staff, and key management roles. **Elizabeth Geist** from Apex Revenue Technologies noted that replacing a employee can cost about 20% of an employee’s annual salary, so the process should (ideally) be handled as quickly as possible. Anything that could streamline the process could prove beneficial

Citing one approach to address this, **Dave Henkel** described Spark Hire, a company Johnson & Quin has used, which sets up a landing page that enables video interviewing of job candidates. This lets prospects and business owners meet virtually, providing convenience for both while enabling businesses to quickly and more easily identify the best candidates. With candidates potentially being from almost anywhere, Spark Hire seems to offer an attractive and more efficient way to evaluate a broader pool of job candidates.

Ask Questions; Don’t Check In

Some members had independently attended sales seminars based on the presentations made at last winter’s Forum by Tim Wackel and were able to share some insights on Tim’s suggestions. Notable here was the need to present a consistently professional image in all meetings and communications with a prospect. Always ask powerful and thought-provoking questions that make a prospect think, and to show you are thinking about their business. Never, for example, merely “check in” via email or with a phone message. Always have a specific question, request or goal in mind to get the attention of a prospect so you can set up the next visit and have another chance to close some new business.

USPS Update

Mail is critical to all INg companies and partners, but remains an often confusing, frustrating and moving target. Direct mail and first-class remain relatively flat and parcels are the cash cow for the Postal Service. No surprises there, and the ongoing mandated funding regs for the USPS don’t seem any closer to being resolved. All we can expect is more change and rate-setting is going to become an increasingly critical concern, and one that could even wind up in court. All we can do is stay-tuned and keep connected to our elected officials.

And that was a wrap! Stay tuned for info on the 2019 Winter Forum, and don’t miss the Fall Workshop, September 29th at the Fairmont Chicago. Watch your email for details.

The Imaging Network Group would not be all it is today without the enduring support of our valued partners. Thank you.

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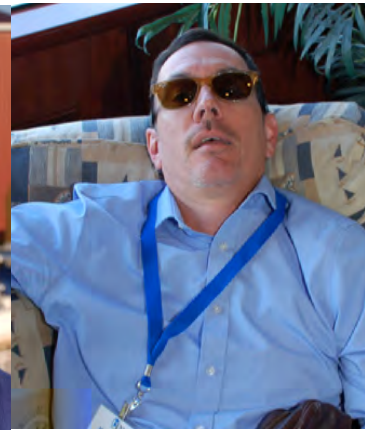
IRONSIDES
TECHNOLOGY

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RISO

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