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The Way Forward for **Ads& Signs** People



Jully An & Pradeep **Maithani**




90% 

tell their family & friends NOT to purchase the company's products when they lose trust or respect for a brand



20%

cared more about the range of products offered

70% 

would create a video and post it online or write a review about their experience with a company



30%

cared more about product quality

70% 

recommend their favorite brands to family and friends



33%

looked for brands who made a positive impact on the world

55% 

said price was most important reason, but price is the least important in building their trust



34%

bought from a brand because of the social or political values of the company

47% 

write about good online experience



40%

have criticized a brand on a social network



1.7 BILLION

people on earth are 15 -30 years of age

By 2015 in the US, annual spending

> \$2.45 TRILLION /YEAR

By 2018 in the US, projected income will be

> \$3.4 TRILLION /YEAR

Surpassing Baby Boomer income



Who here has seen this?



Digital Transformation - A Business Necessity

- Pager disrupted paper industry
- We see it happening again when the disruption of computer, tablets, and smart phones.
- Its not competitors that kills you, so look beyond that.
- And a business would not die if you have competitors, a business will only die if there no demand.
- In our industry, there are still demands for ads&signs, but it is changing with technology



PRINT INDUSTRY VALUATION

Overall Print Industry is valued **\$640 Billion.**

The Print Industry is bigger than many other big industries, like:



VIDEO GAMING INDUSTRY
– \$4.2 BILLION



TELECOM INDUSTRY
– \$100 BILLION

PRINT INDUSTRY SALES IN UK

The Europe Print industry is bigger than overall annual GDP of many countries.

**UK PRINT INDUSTRY
MAKES**

32 Billion Euros



which is 3.5 times GDP of Iceland.

MANUFACTURING PRINT PRODUCTS AND TOP FIVE COUNTRIES

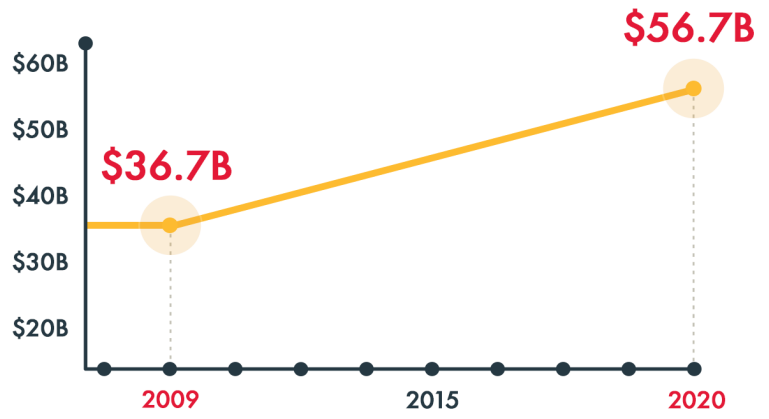
Printed Products are need of businesses and corporates.

UK is the **5th largest** printed products manufacturer across the world, after below top four countries.





Digital Printing is Rising Fast



Digital printing, one of PostNet's specialties, had a total industry footprint of \$36.7 billion in 2009, which is expected to grow by up to 3.5% a year through 2020, rising by \$20 billion.

Commercial Printing Sales History and Outlook

SALES		
Year	Percent Change	Volume (billions)
2017	1.5% – 3.0%	\$83.5 – \$85.1
2016	0.8% – 1.2%	\$82.3 – \$82.6
2015	1.8%	\$81.7
2014	2.4%	\$80.2
2013	0.8%	\$78.3
2012	0.9%	\$77.7
2011	-1.1%	\$77.0

Sales are from all sources (not just printing) in billions. All figures are Idealliance estimates/projections. Source: Idealliance "State of the Industry Report, 14th Edition," October 2016.



Printing Industry
Trend in UK & US

Printing Industry Statistics

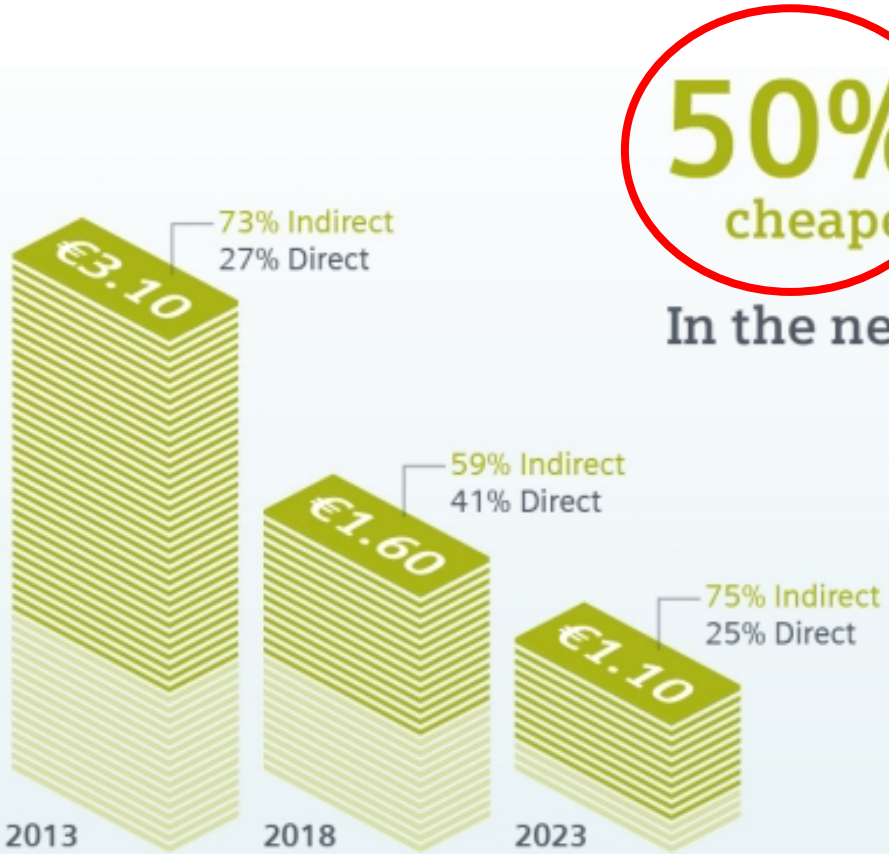
Indicators	2011	2012	2013	2014	2015
No. of Establishments	815	952	927	911	882
No. of Workers	16,618	15,821	15,440	15,740	15,388
Total Output (\$m)	2,677	2,467	2,352	2,377	2,251
Value-added (\$m)	1,346	1,236	1,196	1,207	1,133
Value-added per worker (\$'000)	81	78	77	77	74
GDP Contribution (%)	0.4	0.4	0.3	0.3	0.3

Source: Economic Development Board & SPRING Singapore



Digital Transformation- A Business Necessity

Siemen's Manufacturing Facts & Forecast Report



50% cheaper | **400% faster**

In the next five years*



OLD SCHOOL

Traditional way put you at a **disadvantage**

- “Your industry is dying, and digital will soon rule the world.”
- The value of print in a digital age isn’t diminished, simply changed.
- It is actually easier than ever to reach a wide audience with print.
- Print is still a trusted format
- Print shops have more opportunity than ever before to showcase what they do and win new customers.

In our industry, there are still demands for ads&signs, but it is changing with technology

Value Chain

Supply Chain

Demand Chain

Purchasing

Manufacturing

Distribution

Marketing

Sales

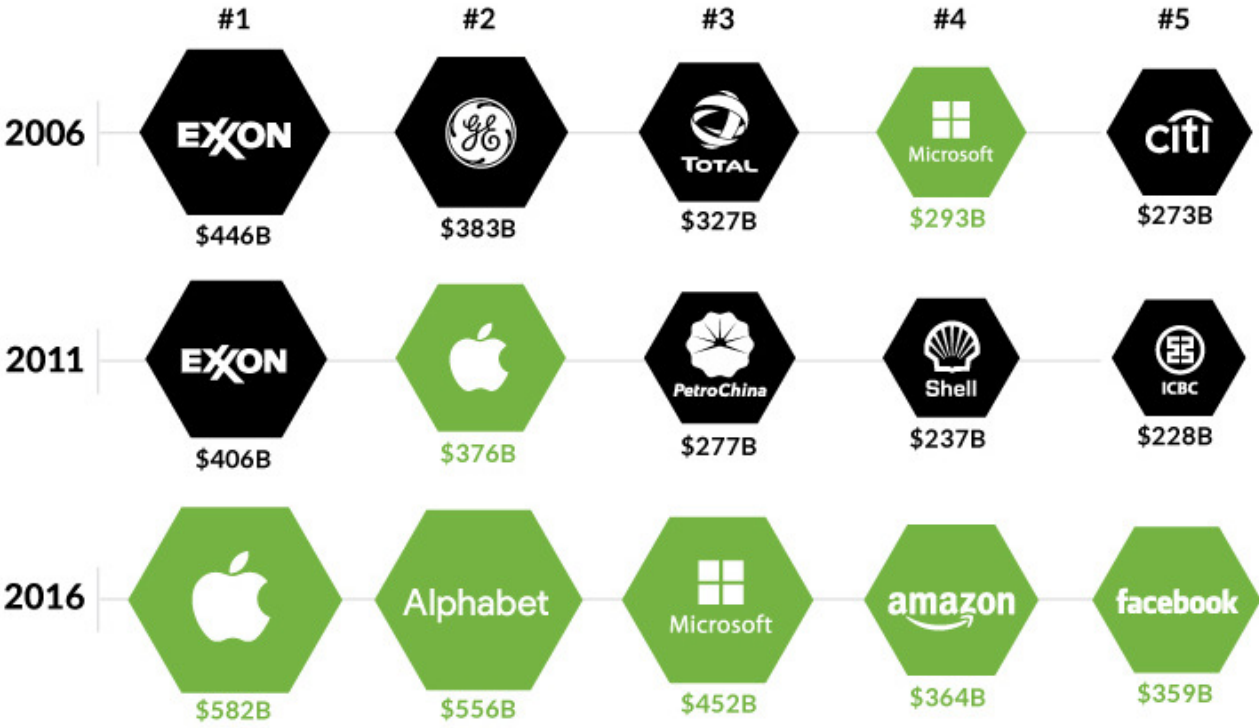
Service

Visual Capitalist's Top 16 Infographics of 2016



Top 5 Publicly Traded Companies (by Market Cap)

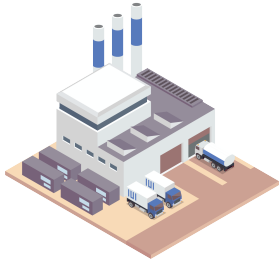
● Tech ● Other



“Software is eating every industry”

READY TO BITE BACK?

Procurement



Order Execution



Product Mgmt.
& Sales Order



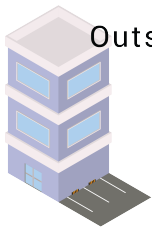
Internal Mgmt.

Admin/Accts.



MARKETPLACE + eSOLUTIONS
FOR THE AD & SIGN PEOPLE

Outsourcing



Merchants

Logistics Execution



Logistics Partner

Customer's
Orders &
Inquiries



Customers



SME Growth Strategy



Pradeep Maithani

New Growth way – Digitization of your business

SME Challenges – Focus on Growth

How much % of time and money your business invest to plan a sustainable growth?

Too Busy in Operations,
No time to plan growth?

Big MNC have plan &
process for growth
planning.

Market
Growth

Product
Growth

Product
Upgrade

Service
Upgrade

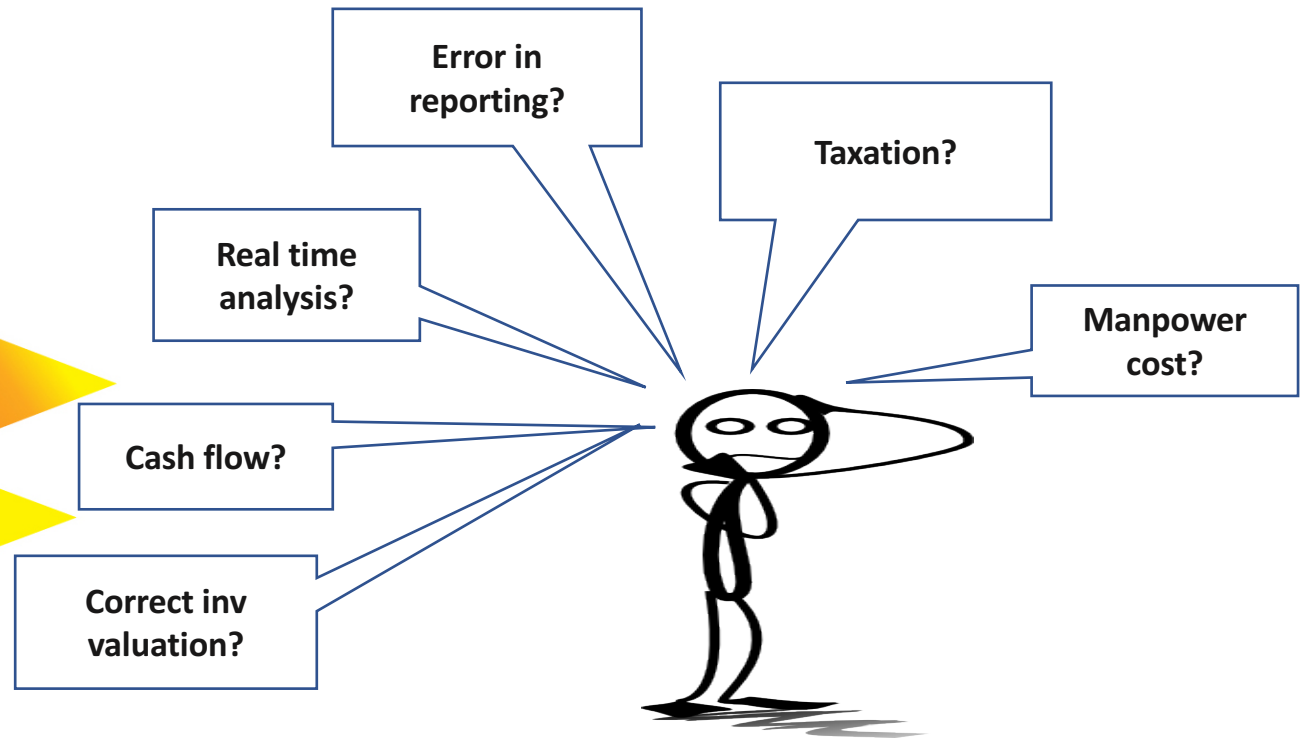
Client
Experienc

Process
Upgrade

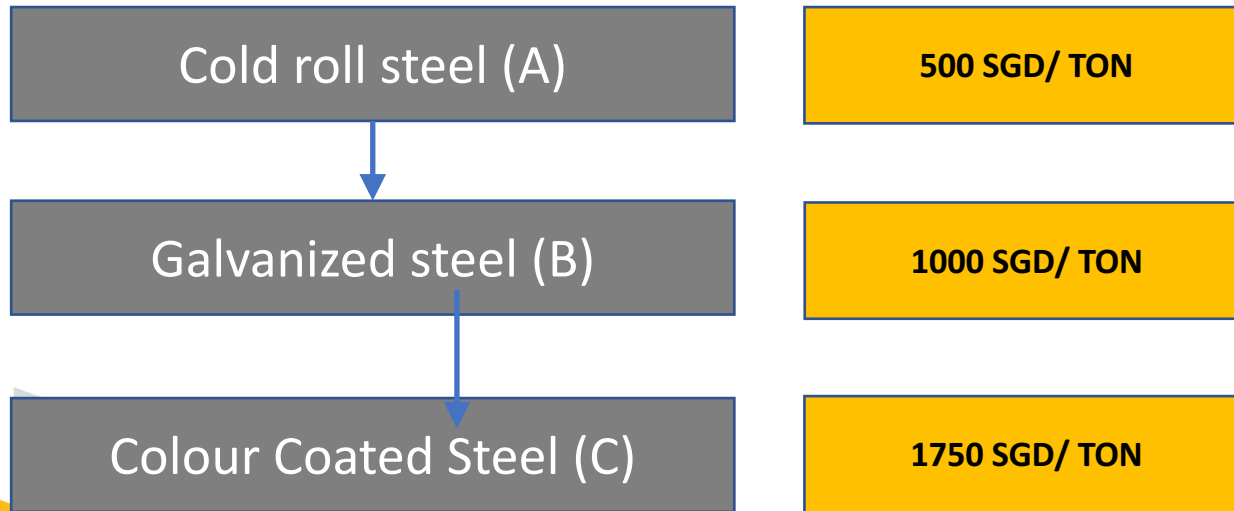


SME Challenges –Integrated, Correct & Timely Information

Managing all functions – Finance, Purchasing, Sales, Operations, new leads, communications, inventory, Cash flow – In and integrated way



Solution – How Integration of information helps?



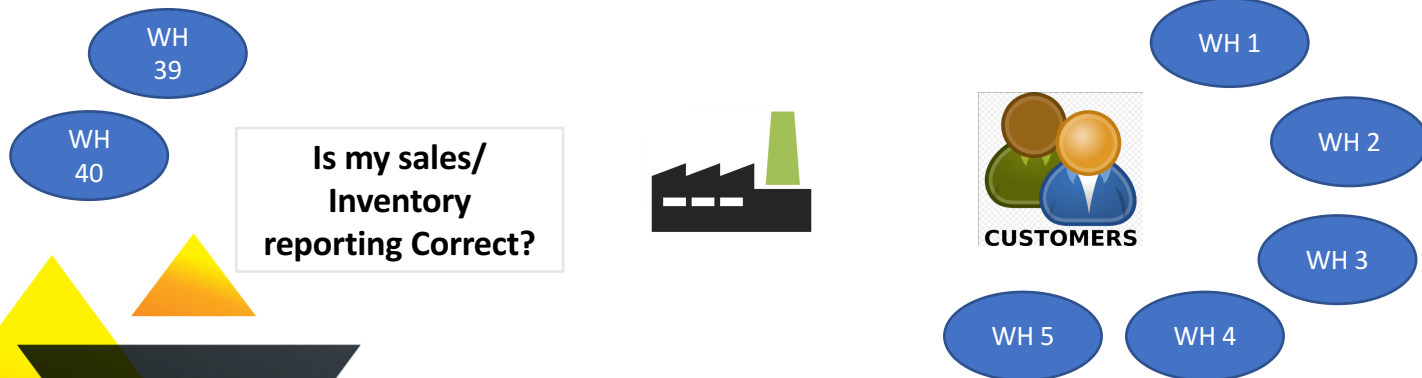
Which product is the most profitable?

SME – Challenges –Managing Sales, Customer & Experience

How Well you are connected to your customers today?

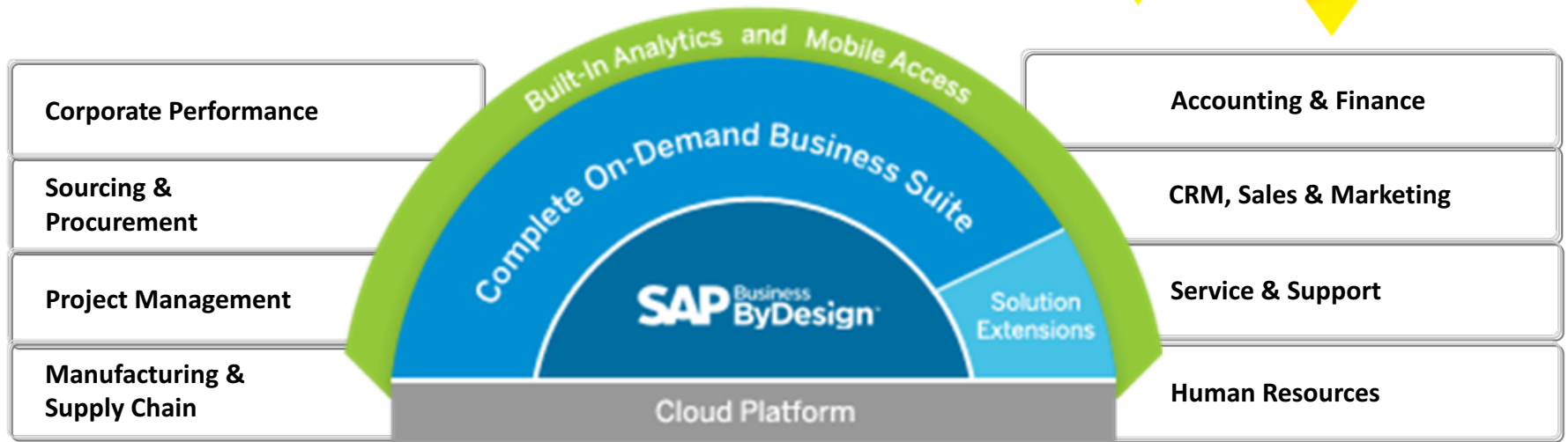
Growing the business – Number of clients & Revenue per client

- People & Decision makers are on Digital world, where is your business?
- Making life easy for your customer, enhancing customer delight.
- Integrated inventory & sales reporting

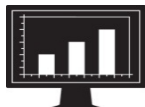


SAP Business By Design- Core of digitization

End-to-end processes across key business functions



Mobile/ Bar code



Analytics/ Reports



eLearning



Workflow

SAP Cloud for Customer – Enhance your reach & client experience



WEB



MOBILE



SOCIAL



EMAIL



CALL CENTER



MARKET PLACE



DIGITALGOODS



INTERNET OF THINGS



CONTACT CENTER



POS



MARKETING CHANNELS

INDUSTRIES

SALES

SERVICE

MARKETING

COMMERCE

SOCIAL

PREDICTIVE ANALYTICS

Digitizing the business - Moving to the future



NEWS

MAY 11, 2017

Tech-savvy leadership gives S'pore firms an edge over Hong Kong counterparts: study

SINGAPORE-listed firms are better prepared than their Hong Kong-listed counterparts in facing the technological tsunami that is affecting businesses...



NEWS

MAY 11, 2017

13 firms gain tech solutions in DBS TechMatch

A recent initiative that puts smaller firms in contact with high-tech start-ups that have promising business ideas is already bearing fruit.

Key Findings

1. The customer experience is at the heart of digital transformation

58% of businesses surveyed now look to digital to help them sell profitably, and
56% of businesses assess the impact of digital in relation to customer experience

2. Businesses are on the path to digital transformation, but have a ways to go

63% of businesses plan to improve the 'online customer experience' this year, but only
26% of organizations are 'completely ready' to execute digital strategies

3. Third-party solution providers plug the gaps and manage the drive for transformation

88% of firms are using third-party providers for at least one component of their digital transformation

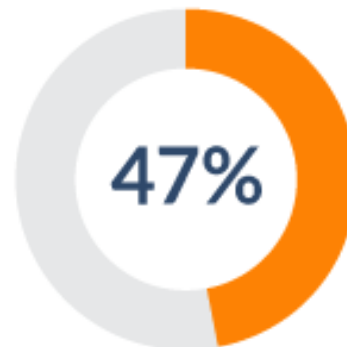
Digital Transformation Global Overview



of companies mastered digital to a point of differentiation from their competitors



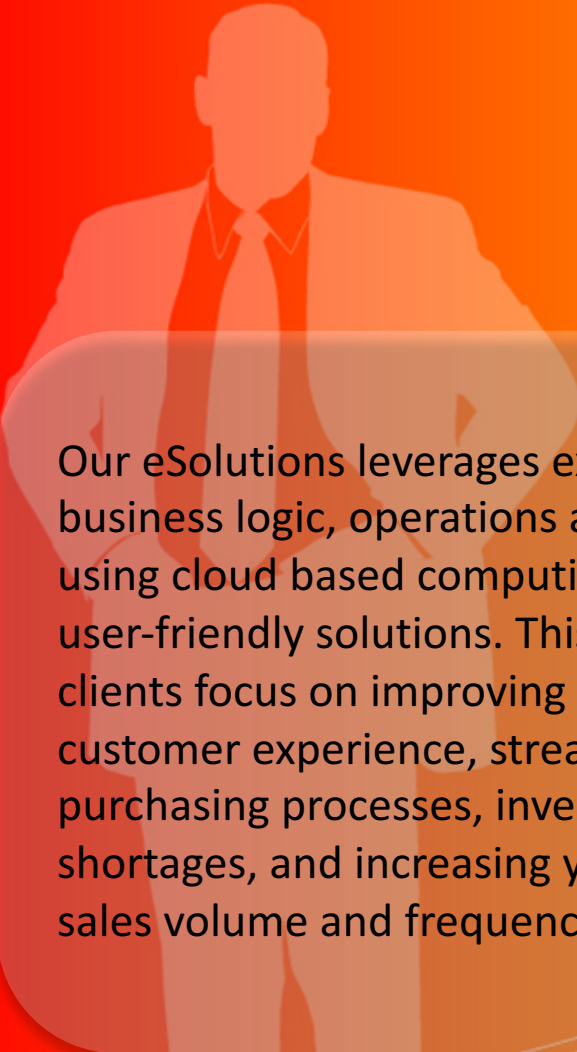
of companies think they are digital natives



of companies did not start with digital transformation



feel they will fall behind competitors if they don't start digital transformation by 2019



Our eSolutions leverages existing business logic, operations and data using cloud based computing and user-friendly solutions. This lets our clients focus on improving the customer experience, streamlining purchasing processes, inventory shortages, and increasing your sales volume and frequency.

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MARKETPLACE + eSOLUTIONS
FOR THE AD & SIGN PEOPLE

We can offer:

- Consultancy & Training.
- Cloud business solutions.
- Deployment & Migration.

Our eSolutions to enhance your business includes:

- SAP Business ByDesign
- SAP C4C
- Inventory Management Systems
- Accounting Management Systems
- SEM/SEO
- Website Development/Design
- Web/Email Hosting
- ERP
- CRM
- Real-Time Delivery Systems
- Digital Marketing Strategy
- Individual application systems are available for those who are not ready for a full system

Why Choose Us



“It Takes One
To Know One”

Find out more @ HALL C, BOOTH 20
GO DIGITAL WITH OUR CONSULTANT TODAY!