

Digital Printing in Government and Higher Education: Market Analysis & Forecast (2011-2016)



A new market research report based on in-depth surveys of U.S. government and higher education printing operations, which updates *"Digital Printing in the Federal Government: Market Update"* (2009) and *"Color Digital Printing & Personalized Communications in Higher Education: Market Analysis"* (2007) published by INTERQUEST.



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What you will find in the report

- A discussion of the “hot industry topics” including the move from conventional to digital printing, the growth of color and variable data/personalized printing, the use of web-to-print, the synergy between printed and electronic communication, the status and future of outsourcing, and the best opportunities perceived by government and higher education users
- An overview of leading players; as well as a perspective about digital and offset print volume trends, along with primary opportunities and challenges
- The results of in-depth surveys with managers of in-house government and higher education operations
- Forecasts through 2016 for digital print volume presented in letter-size impressions, monochrome, and color, in the U.S. government and higher education market
- A series of case studies highlighting multi-channel and personalized campaigns, and web-to-print success stories developed by leading edge colleges and universities

Study Methodology

The study is based upon research conducted by INTERQUEST in the United States, as well as secondary sources and prior research conducted by INTERQUEST in these markets. It also draws information gleaned at educational forums we have conducted, most recently the 2011 Digital Printing in Government and Higher Education Forum held in Washington, D.C. at the end of November 2011.

The primary research includes 70 in-depth telephone interviews and 100 online surveys of in-house printing operations at state, local, and federal government executive branch agencies and quasi-governmental organizations, as well as U.S. universities and colleges conducted in 2011. The study also incorporates input from interviews with printing systems vendors, and large government in-plants outside the United States.

Who Should Buy

- Printer Manufacturers, OEMs, Resellers of:
 - Digital printing systems
 - Conventional printing equipment
 - Pre- & post-processing/finishing & binding equipment
 - Software & workflow solutions
 - Paper, ink, toner & other consumables
- Government & Higher Education Users
 - Publishing & graphic services
 - In-plant print shops
 - Centralized reprographic departments (CRDs)
 - Print & mail services
 - IT & data center operations
 - Procurement/purchasing departments
- Print Providers
 - Commercial printers
 - Digital printers & service bureaus
 - Quick printers
 - Outsourcing organizations

For Industry Professionals Involved in:

- Sales and marketing
- Product management
- Engineering and product development
- Application and technical support
- Market research and strategic planning
- Sales and technical training
- Selection and purchase of printing solutions
- Printing and publishing operations

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Contains over 100 pages of text with 50 tables and charts. (Published January 2012)

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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. INTERQUEST has more than 2,000 clients worldwide; approximately two-thirds are end-user organizations and one-fourth is outside the United States. INTERQUEST activities and services include:

Multi-client Market Research Studies & Industry Reports

Over the last 20 years, INTERQUEST has produced numerous multi-client market research studies on topics such as digital printing, print-on-demand, book printing and publishing, graphic arts printing, direct mail and transactional printing, color printing and variable imaging, pre- and post-processing/finishing, and MICR printing. Over the past five years INTERQUEST has published several landmark studies of the government and higher education marketplace, which include:

- *Digital Printing in the Federal Government: Market Update (2009)*
- *Digital Printing in Government: Perspectives of Federal Print Buyers & Third-Party Print Providers (2008)*
- *Color Digital Printing & Personalized Communications in Higher Education: Market Analysis (2007)*
- *Digital Printing in Government: Market Analysis (2007)*

Consulting Services

We have conducted multiple consulting projects for leading industry players around the world. These include printing and finishing equipment vendors, software companies, print providers, end-user companies, and trade organizations. In 2011 INTERQUEST was commissioned by the French association of digital printers (S.I.N.) to conduct an in-depth study of corporate in-plants, which included a large numbers of government organizations.

Seminars and Industry Forums

Since 2003 INTERQUEST has conducted numerous seminars covering topics such as color variable data printing and personalized communications in graphic arts and vertical markets—such as bank, finance, insurance, and higher education. In 2006, we conducted our first annual “Digital Printing in Government” forum in Washington D.C., and since 2009 the event has been extended and become the “Digital Printing in Government & Higher Education” forum.

In 2011, INTERQUEST organized “Digital Printing & Multi-channel Communications”, as well as “Digital Book Printing” forums in the United States, Canada, England, France, and Germany.

Books & Guides

We offer books and guides that are being used by many organizations including equipment vendors, print providers, and user companies to educate their sales, marketing, and technical staff as well as their customers and resellers.

**For more information about INTERQUEST
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