

Publishing in the 21th Century

Ad Verweij
Xerox Europe N.V.
Amstelveen, The Netherlands

Industry Trends

Publishers need to re-consider the way they will bring their products to the market. The traditional Publishing value chain has changed/is changing and new value chains will occur. Relationships in the value chain will also be subject to change. The economics of Publishing will be an even more important factor due to pressure on margins, Only 30 % of the book titles are profitable, can new business models improve this? This will open opportunities for the Graphic Arts sector.

Technology Trends

New business models are established using digital technology. For both the publisher as the printer this means they have to re-think the way they have published and produced books till now. Business models are changing from made and sell *to* sell and make and “out of stock” or “out of print” is becoming an alien concept. How can offset and digital technologies complement each other?

Xerox Solutions

Xerox is working with the book publishing/printing industry since the early 1990's. We consider target markets across all sectors of the industry with focus on scientific, educational and non-fiction markets. Xerox is offering technology, both black and white as well as colour devices including various finishing options. The main differentiator to be successful in this market sector is knowledge of workflow processes and offering solutions that will cover those issues. In the presentation Xerox will focus on the set of workflow solutions they will offer including customer case studies.

Biography

Ad Verweij, born in 1960, studied economics in The Netherlands. Working in the industry since 1986, taking several positions in Sales, Sales Management and Marketing Management for Xerox. Since 1998 working in the Publishing Industry for Xerox, starting in The Netherlands and later on managing Central and Northern Europe. From January 2001 he took over the responsibility for managing the Publishing Industry for Xerox Europe. Since January 2003 he is the Manager for both Premier Partners & Publishing for Xerox Europe.