

Enterprise Output Management Systems Market Study, 4th Edition

October 2018

Technology Provider Invitation to Participate

STUDY OBJECTIVES

- To provide an objective assessment of each solution that provides enterprise-wide output management capabilities and support
- To provide end users with an overview of trends in the EOMS industry and how each solution is positioned in the market
- To identify differentiators for each solution that specifically addresses customer communications management
- To identify how EOMS Solutions are facilitating the transition to multi-channel customer communications

CONTACT

Richard Huff, Senior Analyst
(708) 835-1795
richhuff@madison-advisors.com

Joan Wilson, Director of Business Operations
(817) 713-9670
joanwilson@madison-advisors.com

INTRODUCTION

In the past, Enterprise Output Management Systems have been traditionally thought of as print management software; however, changes in technology and the increased focus on managing digital delivery has forced technology providers to expand their offerings and deliver improved customer communications.

Madison Advisors' Enterprise Output Management Systems (EOMS) Market Study provides an assessment of the EOMS technology solutions available in the market today. Of particular focus will be how each solution provides features and functionality that solve the challenges associated with customer communications production and delivery, as well as how each solution is positioned to keep up with changing technology and regulatory requirements. This study will include an update on the capabilities reviewed in our last report which included multi-channel delivery, print language support, and page-level tracking and reporting. In addition, we will include a review of current trends in the market and how each solution is positioned to stay abreast of these trends while meeting the increased requirement of enhancing the customer experience.

In order to evaluate as many solutions as possible, Madison Advisors is offering **COMPLIMENTARY** participation in this research. **We would like to extend an invitation to your organization to participate in this study.**

By participating, your organization will benefit from the opportunity to communicate your strategies, services, and product offerings positioning yourself as a leader in this evolving market. Full Participation Benefits are described on page 3.

TECHNOLOGY PROVIDER INVITEES

Madison Advisors invites all CCM Software technology providers to participate in this Study. A sample list of invitees and past participants is below. If your organization would like to be included in the study, please contact Madison Advisors.

- BlueCrest
- Canon
- Compart
- Crawford Technologies
- ISIS Papyrus
- LRS
- MPI Tech
- Nearstar
- Quadient
- Racami
- Ricoh
- RSA Software
- Sefas
- Solimar Systems
- Striata
- TBASE Communications
- TEC Mailing Solutions
- Transformations
- Virtual Systems
- Xerox

PARTICIPATION FEE

Participation in this study is complimentary. If your organization elects to participate, you will be required to adhere to the requirements that have been outlined on page 3.

RESEARCH PROGRAM

Madison Advisors' Enterprise Output Management Solutions Market Overview is now underway and the results will be published in January 2019.

Methodology

Madison Advisors will engage each participant in a combination of WebEx, questionnaires and in-depth interviews with key subject-matter experts, decision makers, and customers. Our standard process ensures that consistent information is collected and accurately represented. After the research efforts are complete, Madison advisors will conduct a thorough analysis of the findings and publish the results in our *Enterprise Output Management Systems Market Study, 4th Edition*.

SCHEDULE

Participation is open and available to all technology providers who wish to be a part of this research. Contact Madison Advisors now for inclusion in the study.

September 30 – November 9
November 10 – November 30
December 1 – December 31
January 1 – January 15
January 2019

Study Registration
Research Phase
Analysis & Production
Participant Preview
Publication of Study

BENEFITS OF PARTICIPATION

Participants benefit from the industry expertise and perspective provided by Madison Advisors' analyst team throughout the study. For example, during the survey and interview phase of the study, your organization will benefit from Madison Advisors' candid feedback on your strategies, services, and offerings; insight into industry trends; and one-on-one Q&A.

You will receive the following participation benefits:

- **Market Exposure:** Participation in the study will position your firm as a leader in the EOMS market and provide exposure of your solution offering and capabilities.
- **Candid Feedback:** Madison Advisors will provide the key strengths and potential challenges of your solution to your organization. Specifically, we will brief your leadership team on the trends and opportunities presented by the study and provide insight into how the industry as a whole is progressing toward cloud based technologies and customer experience management.
- **Right to Re-purpose Excerpts from the Study:** Your organization can utilize study excerpts in presentations, sales documents, marketing collateral, etc., provided that Madison Advisors is clearly cited as the source of the information. Excerpts are limited to single graphics and paragraphs of content, as opposed to entire sections of the study. Please contact Madison Advisors for information/options regarding the reproduction of entire sections of the study.
- **Madison Advisors' Analyst Quotes for Press Releases:** If desired, Madison Advisors can provide your organization with a quote from the study prior to its publication. Your marketing / PR group can then utilize this quote within a press release to be released in parallel with the publication of the study. Madison Advisors reserves the right to review and approve the usage of the quote within the context of your final press release prior to its release to ensure the intended meaning of the quote has been preserved.
- **Madison Advisors Analyst Quotes for Your Web Site:** Your organization can also utilize the above-referenced quote on your web site. We request that this quote crosslink to our web site.
- **Electronic Copy of the Study:** All participants will receive an electronic copy of the study with an enterprise license for internal usage across the organization. Please note that usage rights do not extend to suppliers and partners.

PARTICIPATION REQUIREMENTS

Madison Advisors developed the following requirements to ensure that we assess all industry data consistently. Please adhere to these requirements to optimize your organization's study participation.

- **Complete and return the attached Participation Agreement** to secure your participation in the study.
- **Participate in a scheduled 30-minute conference call** at the beginning of the study. This conference call is an opportunity for Madison Advisors to fully explain the scope of the study, the requirements and timelines for the study, etc. and to answer participant questions.
- **Complete the study questionnaire.** Participants will have two (2) weeks from the date of receipt to complete the questionnaire. After completing the questionnaire, please plan to participate in a teleconference interview with Madison Advisors to further discuss your responses, and provide additional information.
- **Provide 3 unique differentiators.** Madison Advisors is asking each participant to provide up to three unique differentiators of their solution which sets it apart from others in the industry.
- **Conduct a 2-3 hour WebEx demonstration of your solution.** All participants will receive an agenda to follow for the solution demonstration. This WebEx also provides the opportunity for participants to demonstrate the differentiators as noted above.
- **Participate in a 30-60 minute interview.** In the weeks following your submission of the questionnaire and scheduled WebEx demonstration, Madison Advisors will schedule an interview with your organization to clarify any information provided in the questionnaire and the WebEx demonstration.

ABOUT THE AUTHOR

Richard Huff
Senior Analyst



Richard Huff joined Madison Advisors in 2002. Huff's expertise spans content management, publishing systems, digital printers, and electronic document delivery systems, including EOMS and EBPP. Huff assists clients with enterprise document strategies, product selection, and market development initiatives. Huff has authored articles for numerous industry publications, including Document, Digital Publishing Solutions, High Volume Printing, and The Xplorer.

Prior to Madison Advisors, Huff was a senior analyst with Doculabs, where he was lead analyst for end-user and vendor consulting engagements. Huff also had eight years of experience at Uarco, Inc., a manufacturer of customized business forms and label.

B.S., Mechanical Engineering, University of Illinois at Champaign-Urbana

ABOUT MADISON ADVISORS

Madison Advisors exists to advance the print and electronic communications objectives of Fortune 1000 companies. Madison Advisors specializes in offering context-specific guidance for a range of content delivery strategies, particularly those addressing enterprise output technologies and customer communications.

Madison Advisors offers services and expertise primarily through short-term, high-impact consulting services. With no-nonsense, quick engagements, Madison Advisors directly helps our clients achieve very hard and specific return on investment (ROI) related to their print and electronic communications initiatives.


Madison Advisors' analysts are dedicated to technology and market research that is delivered through short-term project engagements as well as articles, publications, and presentations. We specialize in customer communication technologies including multi-channel delivery, enterprise output management, content management, CRM, e-billing, and infrastructure technology.

For more information about Madison Advisors, visit our web site – www.Madison-Advisors.com.

STUDY PARTICIPATION AGREEMENT

Please forward a signed copy of this order agreement to Madison Advisors:

Richhuff @madison-advisors.com or joanwilson@madison-advisors.com
 PO Box 369, Colleyville, TX 76034, Tel: (817) 684-7545, Fax: (817) 684-7544

Contact Information	Organization (TP)	
Company name Street address City, State, Zip Contact name Contact phone Contact e-mail		
Project Services	Please check below participation in study and sign and date: <input type="checkbox"/> Enterprise Output Management Systems Market Study, 4 th Edition Participation – With the rights to distribute study internally	No charge
Agreement	Client name and title Client signature Date:	Madison Advisors Officer Kemal Carr, President Signature  Date: 10/12/2018