



# The lighthouse of your business:

Smart analytics to guide you forward



# The lighthouse of your business: Smart analytics to guide you forward

## How integrating your print and business processes can unlock new opportunities for growth

You know what works for your business, what doesn't, and how to keep things running smoothly. But with analytics and artificial intelligence (AI) lighting your way, you'll be able to:

- improve forecasting for sales and cash flow
- make real-time scheduling and resource adjustments
- understand which jobs are the most profitable (or problematic)
- and much more

Kodak takes analytics to the next level by giving printers broad business insights above and beyond what you might think of as metrics and reporting. With the power of an integrated and managed solution including printing workflow and business processes, you'll have data on every aspect of your business and artificial intelligence that can turn that data into actionable insights for growth.

In this guide, you'll learn how a single, comprehensive end-to-end platform like PRINERGY On Demand makes it easier than ever to improve margins, reduce waste, and better serve your customers.





## **A comprehensive solution: Because print shops are businesses, too**

You're not just running a printing press, you're running a business. And as the industry evolves, you'll need intelligence on every part of your operation in order to stay ahead.

Kodak combines the best of print workflow technology with the best business operations software to create a single platform with all the software and data connectivity you need.

Plenty of platforms can give you data, but that data is only useful if it is actionable. Our AI-supported solution collects your data in real time and analyzes it for you, providing recommendations you can use for every aspect of your enterprise. Reduce outstanding receivables and refine your collections strategy by predicting whether sales invoices will be paid on time. Extend the horizon and accuracy for your cash flow forecasts for stronger financial health and resiliency. We've done all the data aggregating and analyzing for you, so all you have to do is see the light.

# The power of our partnerships

Kodak's business solutions include partnerships with a number of software industry leaders, including Microsoft, PrintVis and VPress. You'll get PRINERGY On Demand for workflow, paired with Microsoft Dynamics365: Business Central for business management, PrintVis for print-specific MIS, and Vpress for Web-to-Print. No more wasting time shopping around for your own solutions and then figuring out how to integrate and maintain them. We've already done the heavy lifting to select the best of the best in each area and ensure that each offering is integrated seamlessly and managed 24x7. The power of integration is multiplied by artificial intelligence capabilities, which uses cross-platform insights to turn your business into a smart factory. PRINERGY On Demand Business Solutions is the first smart, cloud-enabled, print manufacturing environment that eliminates the gap between business and print execution.

The best part? We picked our partnerships not only based on expertise, but also based on what we know printers already use. If you're already a Microsoft Outlook user, it's a seamless transition to Microsoft Dynamics365 - and Business Central, so implementation and staff training is even easier.

## Microsoft Cloud Service Provider

- Best in class cloud and ERP solutions
- Full suite of business solutions
- Ironclad security
- Advanced analytics & AI technologies
- Extensive application extensions
- 100,000+ ERP Instances

## PrintVis Solutions Partner

- Print specific MIS/ERP extension
- Built on MS Business Central technology
- Connectivity to PRINERGY
- Integration and Automation
- 20+ Years Print MIS experience



## Vpress Solutions Partner

- Full Web-to-Print portfolio
- E-commerce storefront
- Variable Data Print authoring
- Integration with PRINERGY
- 4,500+ brands engaged

## Kodak Cloud Solutions

- Single cloud environment
- Integration & deployment services
- Kodak Managed Services for all solutions
- Single provider (sales, integration & service)
- Future analytics & AI development

# More data, more opportunities for growth

By consolidating enterprise-wide data in one solution and integrating artificial intelligence throughout, you'll get a complete view of your business with recommendations for opportunities to cut costs, streamline processes and reduce waste. And AI doesn't just show areas for growth, it also protects against cyber security risks. With the PRINERGY On Demand platform, you get enterprise security from Microsoft, which invests \$1 billion per year in cyber security R&D. Real-time monitoring with artificial intelligence detects and eliminates cyber security vulnerabilities before they become threats, getting smarter and even more secure each time.

In terms of your print workflow, having always up-to-date integrated data means that you'll be able to proactively identify areas for improvement, usage trends with various printing templates, how often different users are logging in and so much more. In terms of improving your other business processes, predictive analytics applies advanced statistics to your historical data to generate data in the future—allowing you to better understand your future financial position and improve your business resiliency.





# Making your data more valuable by making it easy to use

Analytics is only valuable if the data gets used, so our PRINERGY solutions employ simple, intuitive dashboard interfaces for easy access to consolidated, critical reports across your business. We'll work with you to design a process that delivers the right reports to the right users at the right time so you can make informed decisions quickly.

## An illuminating investment

The business of printing is changing quickly and in order to compete, printing companies must grab every opportunity to increase automation, efficiency, and productivity. That's what Kodak's PRINERGY On Demand Platform brings to the market. No matter where you are on your workflow journey, Kodak brings you the first accessible and affordable platform as a service built to grow your business.

Put simply, it's your lighthouse guiding you forward.

Learn more about how PRINERGY On Demand's Analytics & AI can serve as the lighthouse for your future growth by following our webinar. Visit [kodak.com/go/prinergeraiwebinar](https://kodak.com/go/prinergeraiwebinar) to register.

© Kodak, 2021. Kodak and PRINERGY are trademarks of Kodak. K-931.21.06.30.EN.02

