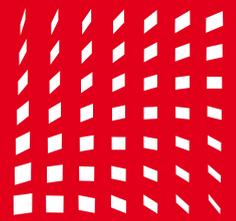


Megatrends in Printing Technologies

What influence do the megatrends of sustainability and digitalization have on processes, products, business models and the future of the industry?



drupa

no. 1 for printing
technologies



Platform economy

On the topics of sustainability and digitalization we offer you further white papers for [download](#):

Sustainability

- Resource efficiency
- Recycling
- Circular economy

Digitalization

- From print to finishing: 4.0
- Artificial intelligence
- Platform economy
- Connectivity

Platform economy

Whether Amazon or Alibaba, Spotify, Uber, Airbnb, Apple, or Facebook: The platform economy is changing business-to-consumer (B2C) markets at a rapid pace. Without owning a vehicle, an apartment, or a song themselves, platform providers have made the initiation of business contacts between providers and demanders of their business model. The intermediaries are now worth much more on the stock exchanges than global media groups, car manufacturers, or hotel chains. Thanks to strong brands, they are the first port of call for connected customers all over the world when they are looking for vacation accommodations, streaming music or movies, or simply want to shop. The most successful providers are characterized by digitally optimized order processing, simple and transparent payment processes, and intelligent data analyses, on the basis of which they can align their services and offers ever more precisely to customer needs and satisfy them optimally. In an increasingly digital society, the players of the platform economy are conquering one B2C industry after another. Even if there are critical tones, the openness of end consumers to the use of digital platforms is increasing. As centers of agglomeration on the Web, they are attracting not only customers but also more and more providers - further fueling the rapid growth of platforms.

Comparable trends can also be observed in the printing industry. For example, the first major online print shops are supplementing their platforms by bringing their customers together with external providers of graphics, design, text, and other creative services. For this purpose, they sometimes cooperate with crowdsourcing or crowdworking platforms**. The trend among technology providers is also to set up platforms to provide their own customers with convenient access to external expertise. Ideally, ecosystems will emerge that connect established companies and creative startups, where innovation partners can be found for the development of new digital business models and where external partners offer apps that support users in the evaluation and intelligent use of collected machine and process data.

Ultimately, the aim is to stimulate the exchange of complementary know-how on such platforms. Where partners learn from and with each other and share their respective perspectives on the opportunities and risks of digitalization projects, they increase their digital readiness. This also includes questioning long-standing methods and opening up to digital, often agile workflows. Because in many industries, it's becoming apparent that competition is increasingly being fought over how effectively providers refine data into information that brings them and their customers the greatest benefit. If you don't get to grips with this, you won't be able to shape today's often time-lapse innovation process and you will be overtaken by it in the long term. As a cross-industry megatrend, the path to the platform economy harbors many imponderables. However, it is already clear today that there is no way around the rapid development of digital competencies for companies.



More information

*Introductory overview study by Roland Berger and VDMA can be [downloaded here](#)

**A well-known example is Flyeralarm <https://www.beyond-print.net/news-flyeralarm-offers-new-crowd-design-service/>