



THE DSCOOP EMEA 4 3-5 JUNE 2015

DSCOOP
OPEN

DRIVING PROFITABILITY



Dscoop

Digital Solutions Cooperative
A Cooperative of HP Graphic Arts Users

#ItsTheBusiness

@GaryPeeling



#TogetherWeCan

**What we can do together
that we cannot do alone**

In your pocket in 2005...



And in your shop we got this



#MeTo

#ItsSorted

- Sharing knowledge on how to get the best from the technology
- Best applications and how to deploy.
- Using the network to find solutions, direction, inspiration, opportunities and even friendship

2007 we got this...



We are going to be less prickly



Know it all?, yeah we thought so too

printbeat weekly stats

BETA

	Hi Precision Printing, Here are your weekly stats for Sep 15-14 — Sep 20-14	Weekly Points 69 /100 Weekly average: 63	Total points 1322 21 weeks in the program
	Print volume 745K _{clicks}	▼	Daily Average: 124K clicks Last week: 901K clicks Gained 9 / ₂₀ Points
	Failure Rate² 128	▼	Your target: 74 Weekly best: 9 Last week: 78 Gained 13 / ₂₀ Points
	Jam Rate³ 770	=	Your target: 914 Weekly best: 123 Last week: 782 Gained 20 / ₂₀ Points
	Restart Rate¹ 12	=	Your target: 17 Weekly best: 0 Last week: 13 Gained 20 / ₂₀ Points
	LifeSpan Rank⁴ 62%	=	Last week: 76% Gained 7 / ₂₀ Points
How you're doing:  Great  Good >  Average  Below Average			
Week's most active day Wednesday 241K Clicks			
Week's least active day Saturday 10K Clicks			

Find out how @11.30 Friday Liffey Hall 2

printbeat weekly stats

BETA



Hi Precision Printing,
Here are your
weekly stats for
Dec 01-14 — Dec 07-14

Weekly Points

100/100

Weekly average: 80

Total points

2,569

32 weeks in the program



Print volume

3,424K clicks



Daily Average: 489K clicks

Last week: 1,662K clicks

Gained 20/20 Points



Failure Rate¹

49



Your target: 73

Weekly best: 7

Last week: 59

Gained 20/20 Points



Jam Rate²

306



Your target: 909

Weekly best: 77

Last week: 1,066

Gained 20/20 Points



Restart Rate³

6



Your target: 17

Weekly best: 0

Last week: 8

Gained 20/20 Points



LifeSpan Rank⁴

116%



Last week: 74%

Gained 20/20 Points

How you're doing:

> 😊 Great

😊 Good

😊 Average

😊 Below Average

Week's most active day
Friday

560K Clicks

Week's least active day
Sunday

346K Clicks



ONLY WORKS WITH YOU



Things work better when you delegate and that includes Dscoop

I'm CEO, Bitch.

mark Zuckerberg

facebook. CORPORATE HEADQUARTERS
3156 university avenue,palo alto,ca 94301-1605
phone: 650-543-4800 fax: 650-543-4801

The Print Buyer He Knew It All

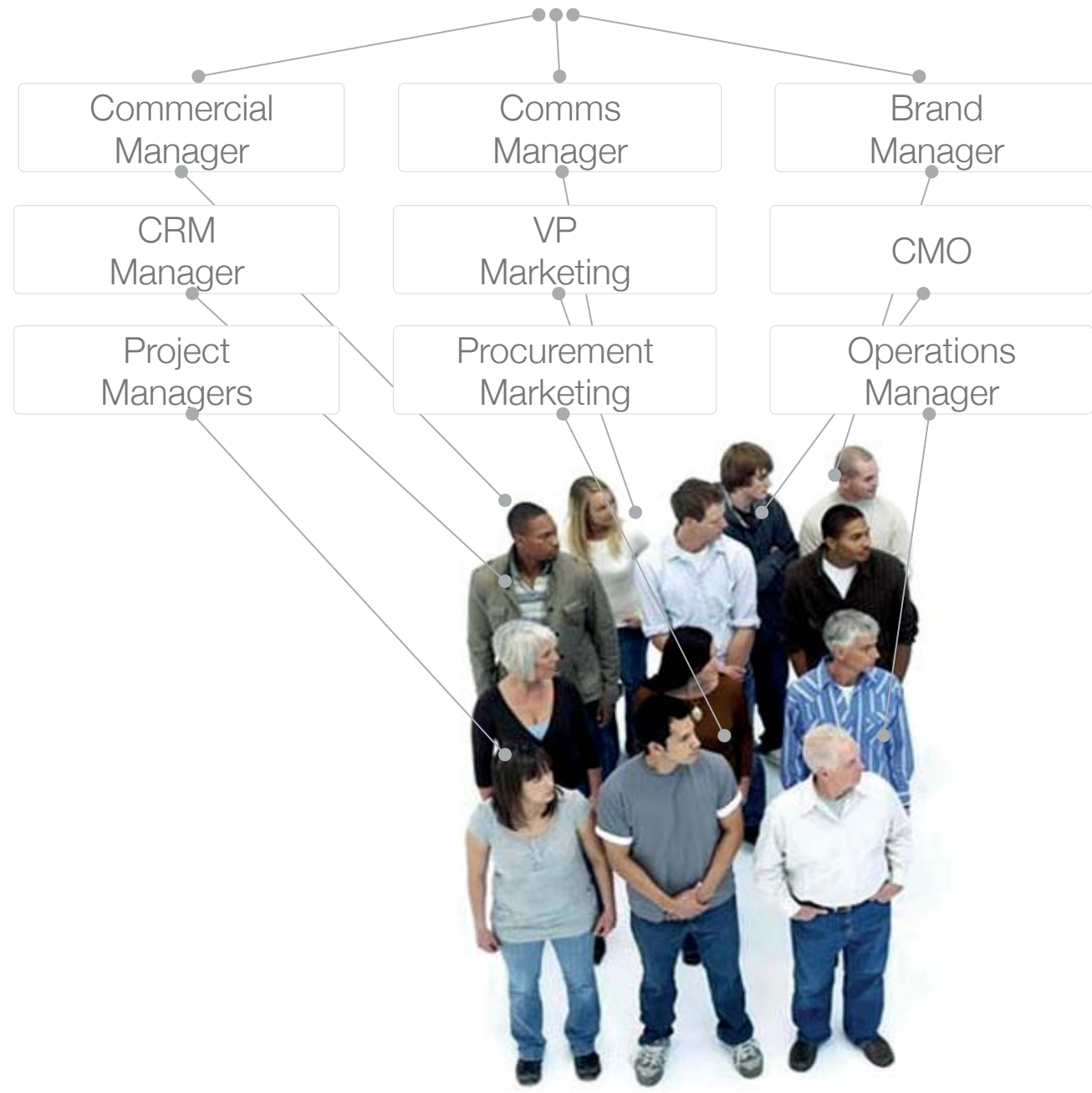


We tried the CM0 he had other issues

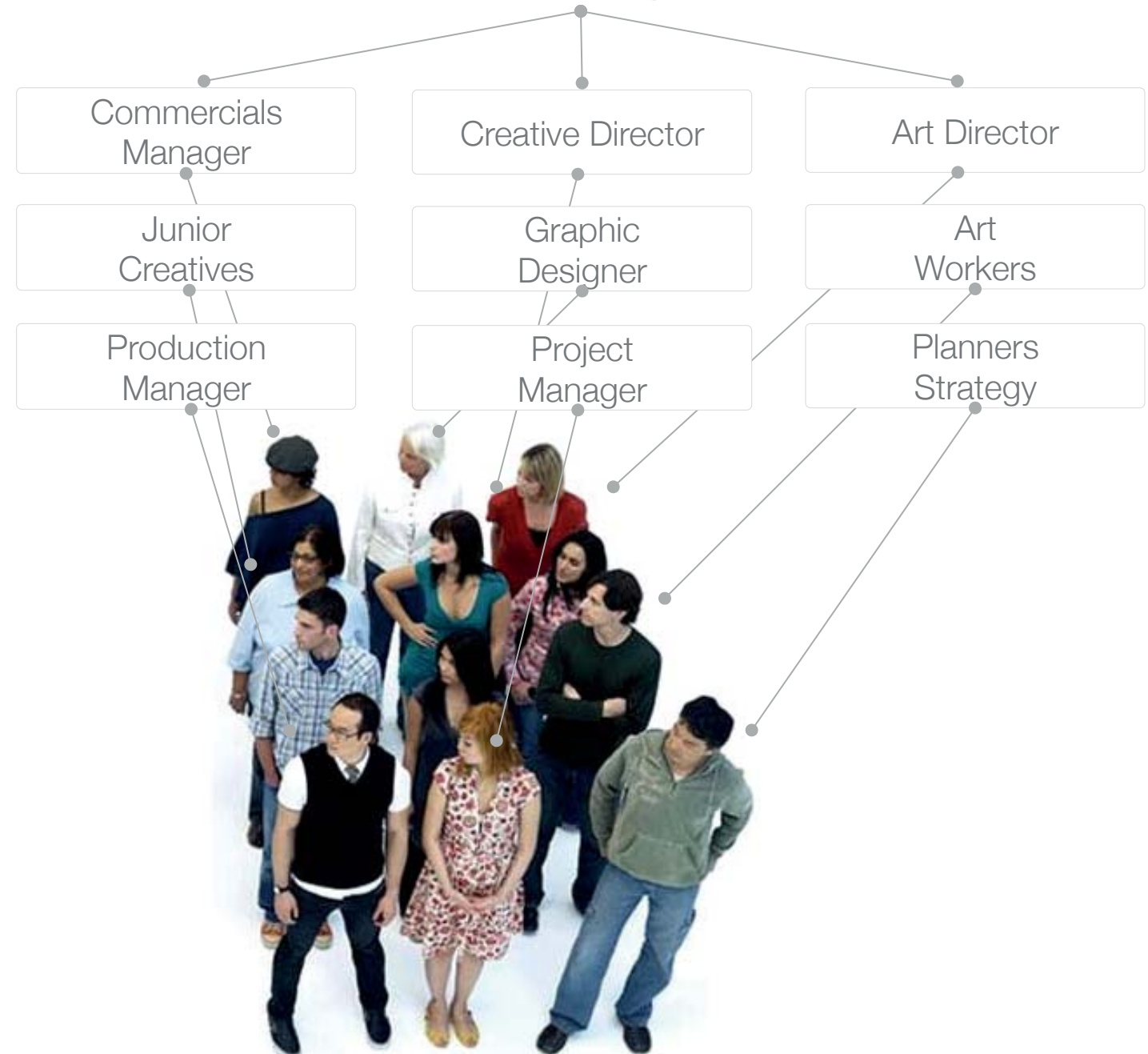


Understanding our audience

Brands & Enterprises



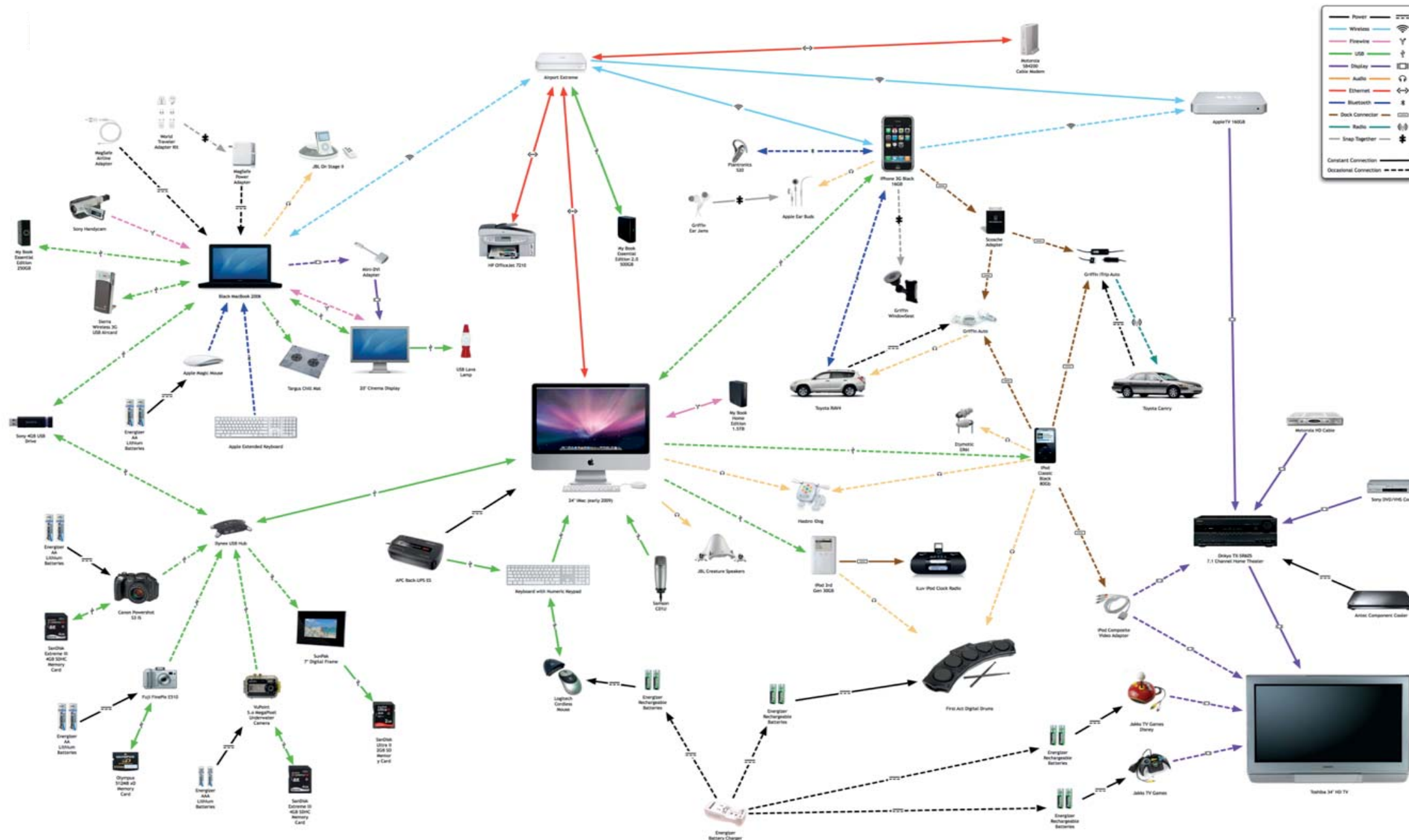
Brokers & Agencies



Jane this is our new customer
and tomorrow's CMO let's start again



Our New Customers increasingly think/talk/live digital





Alyson Hurst

1st

Graphic Art Consultant at G F Smith

London, United Kingdom | Paper & Forest Products

Previous Stephens & George Ltd

Education Wimbledon School of Art

Send a message

500+
connections



Contact Info

uk.linkedin.com/pub/alyson-hurst/11/875/955

Background



Experience

Graphic Art Consultant

G F Smith

December 2006 – Present (8 years 3 months)

Sales consultant

Stephens & George Ltd

2001 – 2005 (4 years)



Skills

27

Digital Printing



Education

Wimbledon School of Art

Fine Art

1977 – 1980

Connections

All (500+)

Shared (15)

New (1)



Paul Antonio 2nd
Creative Director

Connect · 2



Rob Willmott 2nd
Partner at me&dave ltd

Connect · 3



Mária Rakušanová 2nd
Product Marketer

Connect · 1



Simon Griffin 2nd
Design Director

Connect · 2



Sarah Boris 2nd
Design & Art Direction

Connect · 3



Celeste Menich 2nd
Head of Design and Production, Tate

Connect · 7



Adrian King 2nd
Creative Director, Jackson Daly

Connect · 2



Chris Pollard 2nd
Business Development Director at Armo...

Connect · 11



Eiichi Kono 2nd
committee member at Edward Johnston ...

Connect · 3



Sandra Zellmer 2nd
Graphic Designer

Connect · 2

Next >

Groups



Print Networking Club

225 members

+ Join

Following

Schools



Wimbledon School o...

United Kingdom

+ Follow

Bridging the Disconnect

They don't have a mental bridge between old-world (print) and new world media (digital)



Just ask Google



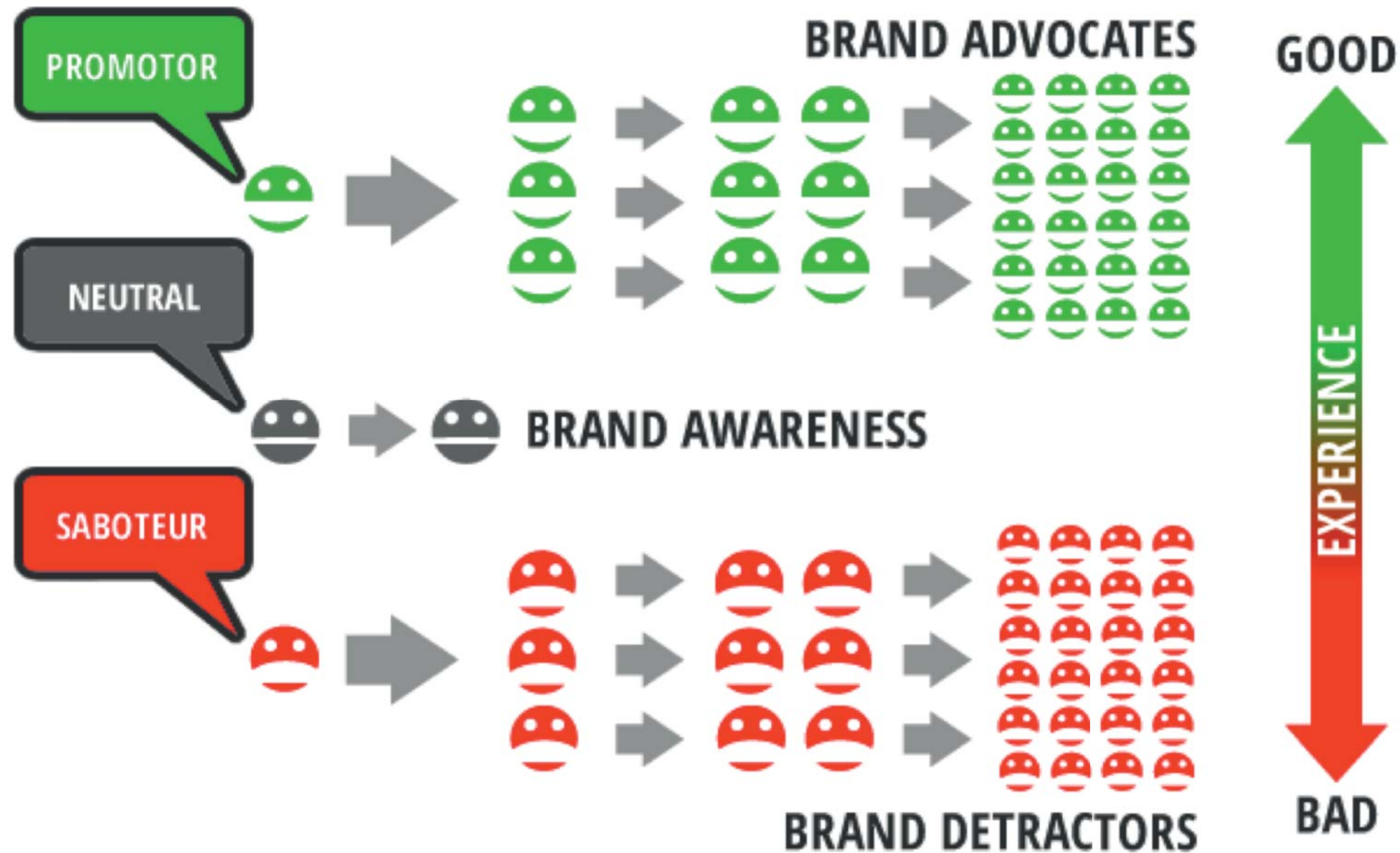
Does Jane really need to speak our language

I do not need a drill.

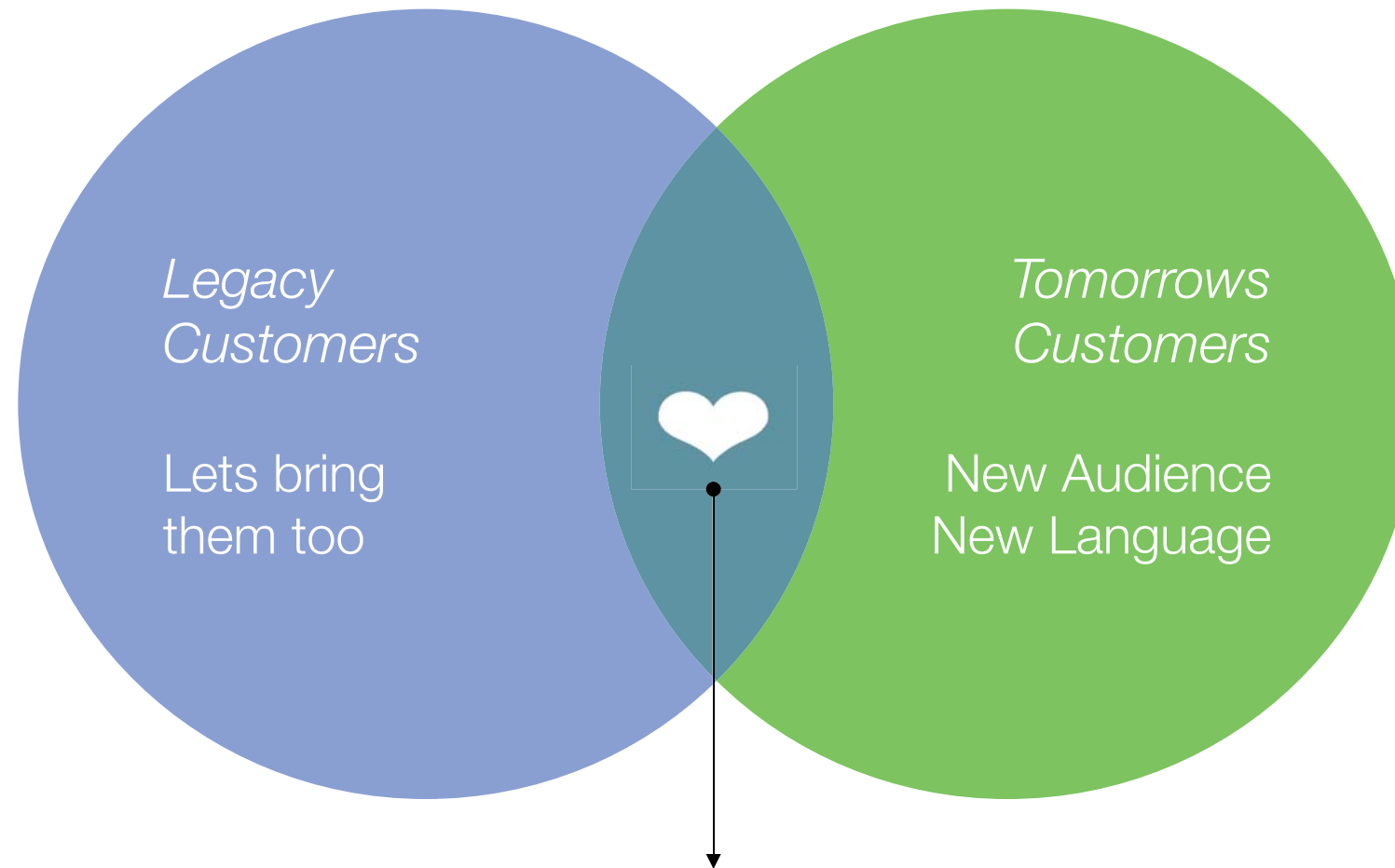
I need a hole in the wall



What Jane can do for us



Our core message



Digital printing driving deeper and closer
engagement
with your customers

The conversation between PSPs and tomorrows customers is broken, primarily due to our focus on *the “how to”* lingo.

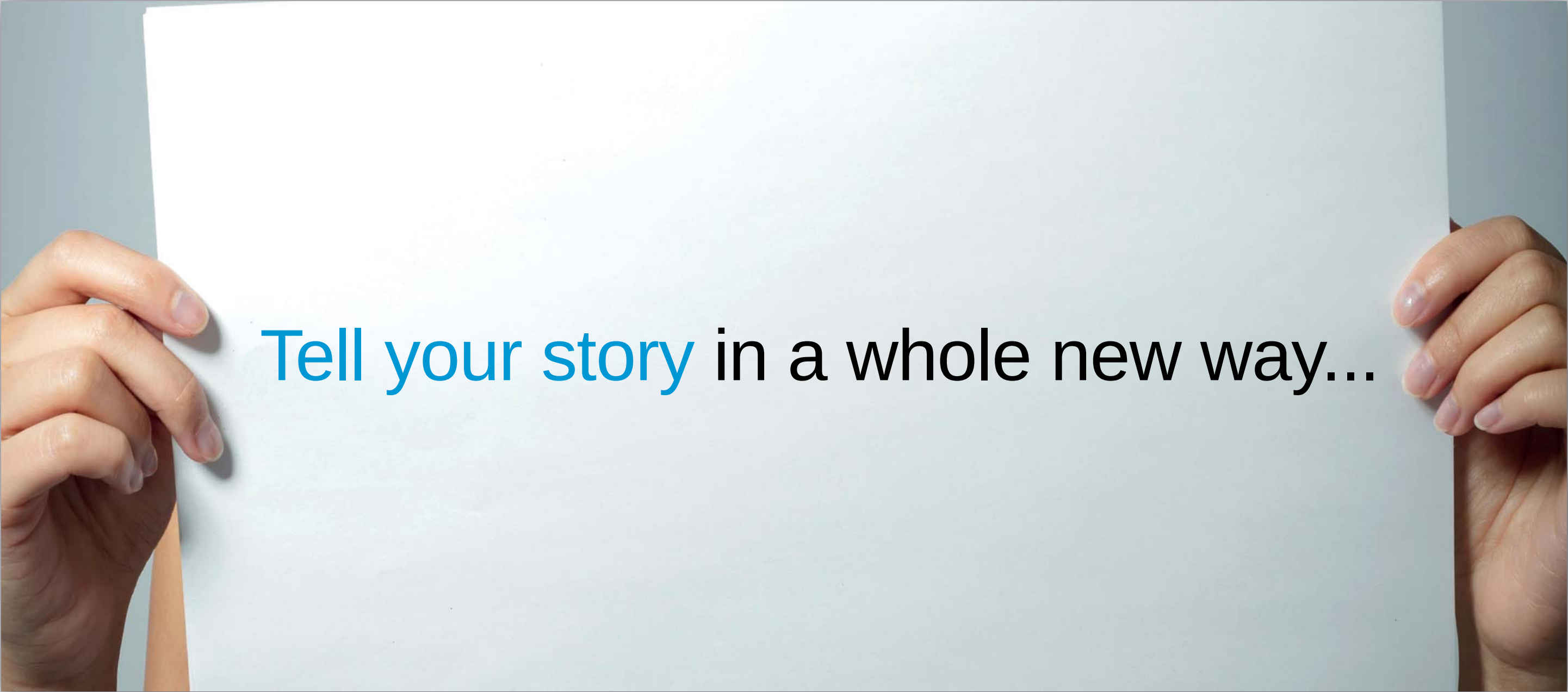
Yet, there is a rising demand from brands to to engage with their customers using unique new memorable experiences.

Digital print can do that.

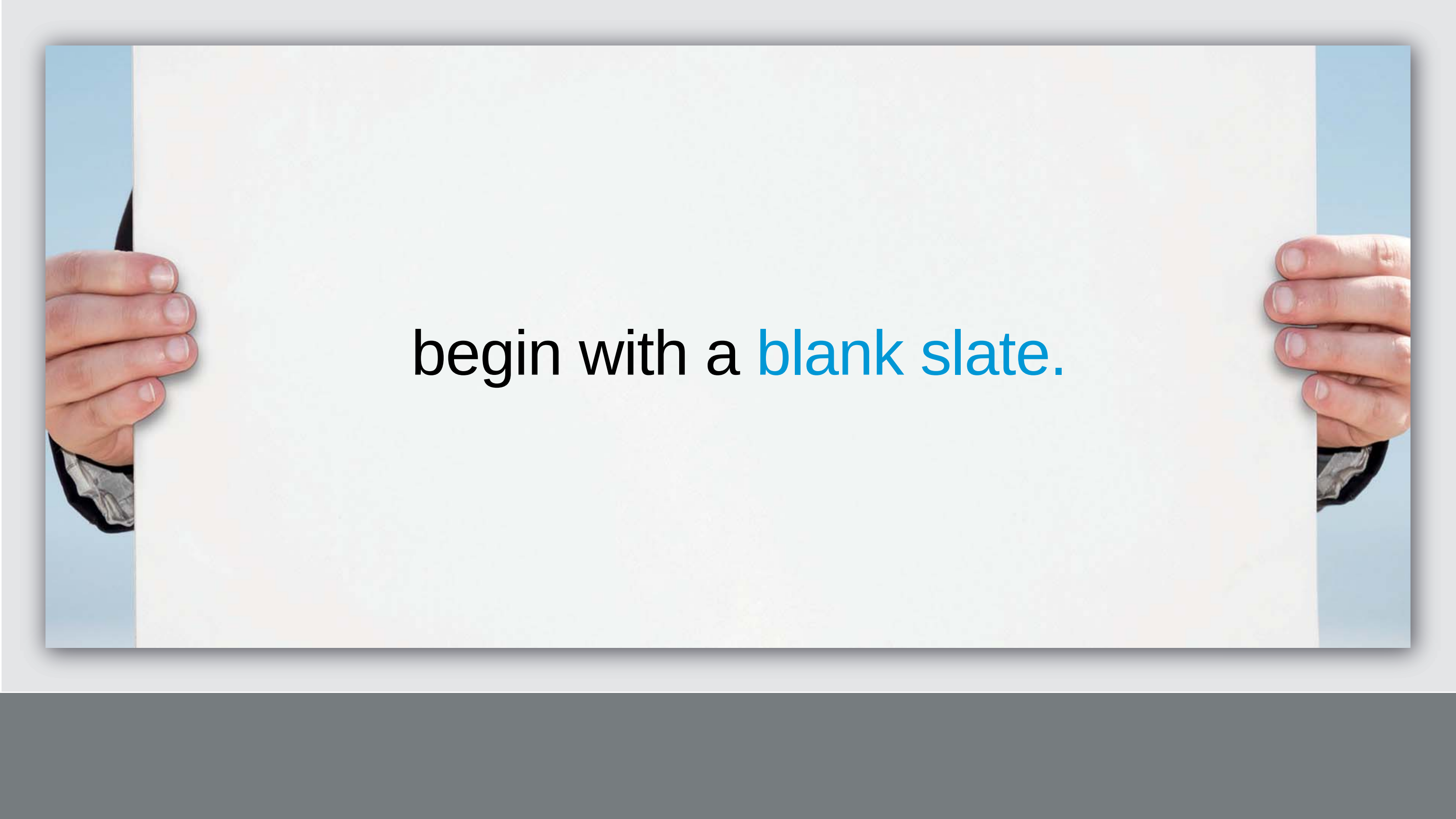
But do the *brands* know that?

Who is going to tell them ?





Tell your story in a whole new way...

A photograph of a blank white rectangular slate held horizontally by two hands. The hands are positioned at the left and right edges of the slate. The background is a clear blue sky. The text "begin with a blank slate." is centered on the white surface of the slate.

begin with a blank slate.

Hello Allen!



Sandy,
this will make
you laugh.



Acknowledge their **individuality...**



Anna,
a little something
special for you.

Rina,
get ready to
be wowed!



More rewards
for you, Andy.

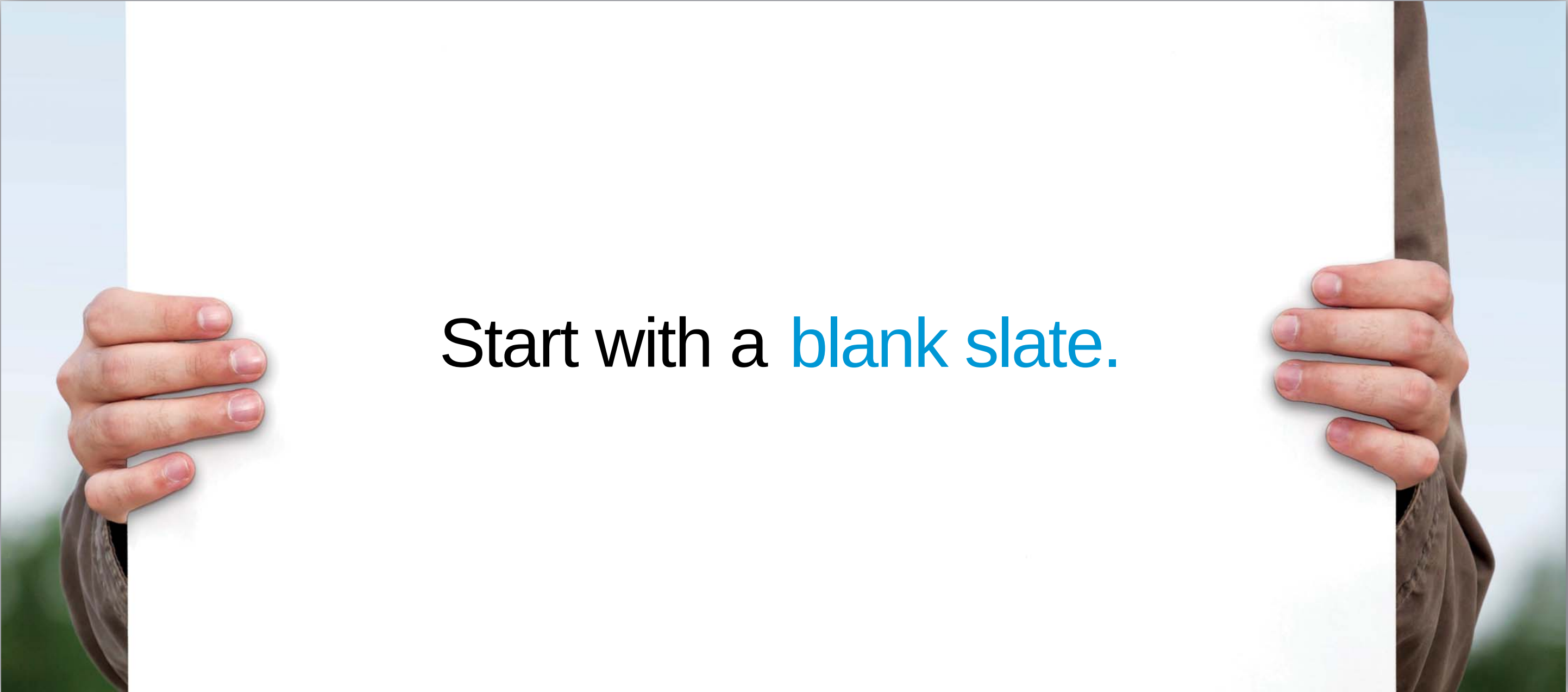




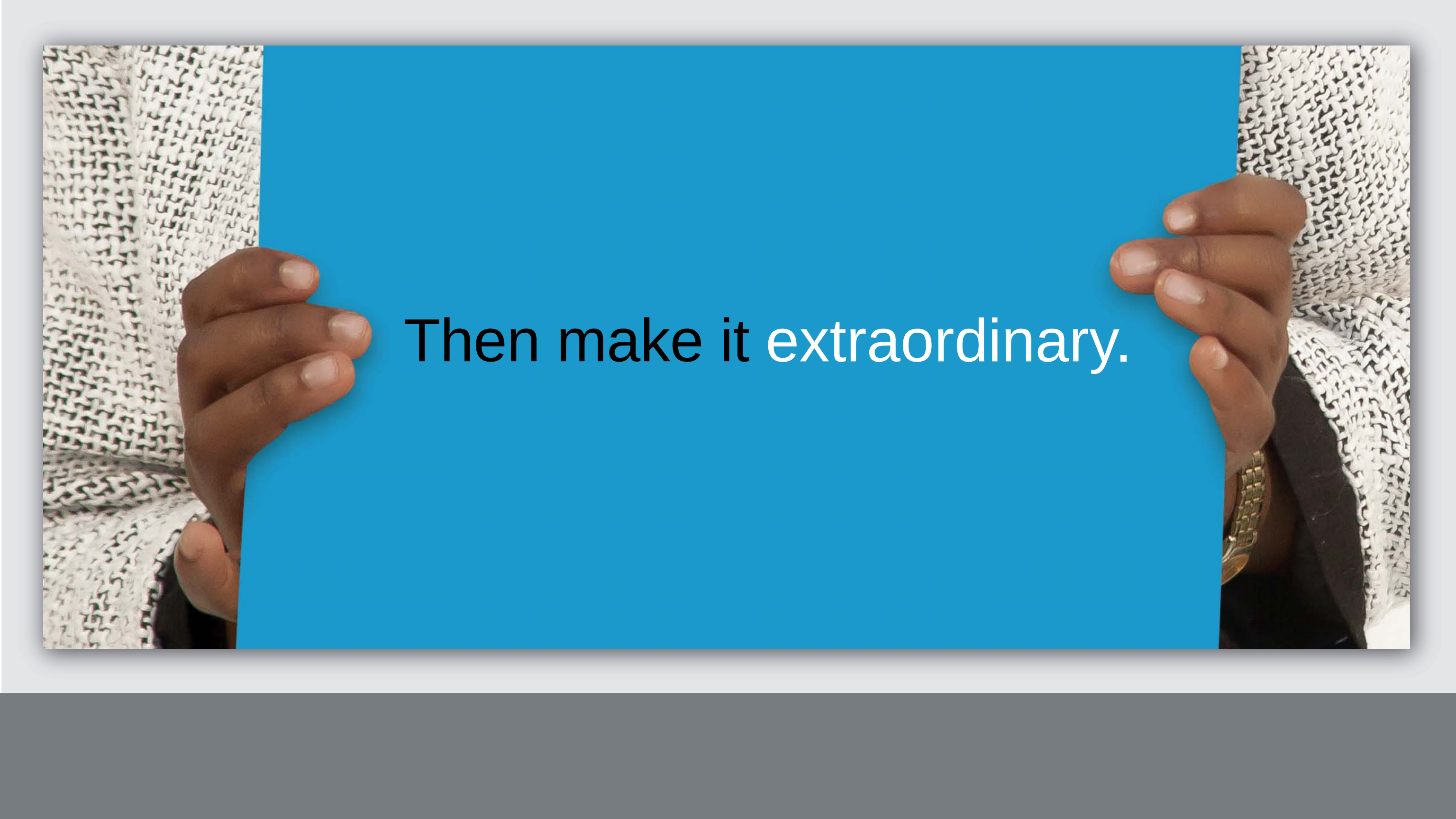
Relate to them...

Imagine an awe-inspiring environment...



A person's hands are visible on the left and right sides of the image, holding a large, vertical white rectangular object that serves as a blank slate. The person is wearing a brown jacket. The background is a soft-focus outdoor scene with green foliage and a blue sky. The text "Start with a blank slate." is centered on the white surface.

Start with a blank slate.

A person with dark skin is holding a bright blue rectangular card. The card is held by both hands, with the fingers visible on the left and right edges. The person is wearing a white, textured, knitted sweater. The background is a solid grey. The text on the card is centered and reads "Then make it extraordinary." in a black sans-serif font. The word "extraordinary" is in white, creating a high-contrast effect against the blue background.

Then make it extraordinary.

Our strategy

Leverage engagement as it our mediums strength, utilize our scale and client facing numbers to take the message together to the market and to tomorrows customer and create advocates and multiply the effect

#PassingFancies

Selling sugar water while changing the world



Attract better Talent and train them to #BeOutstanding

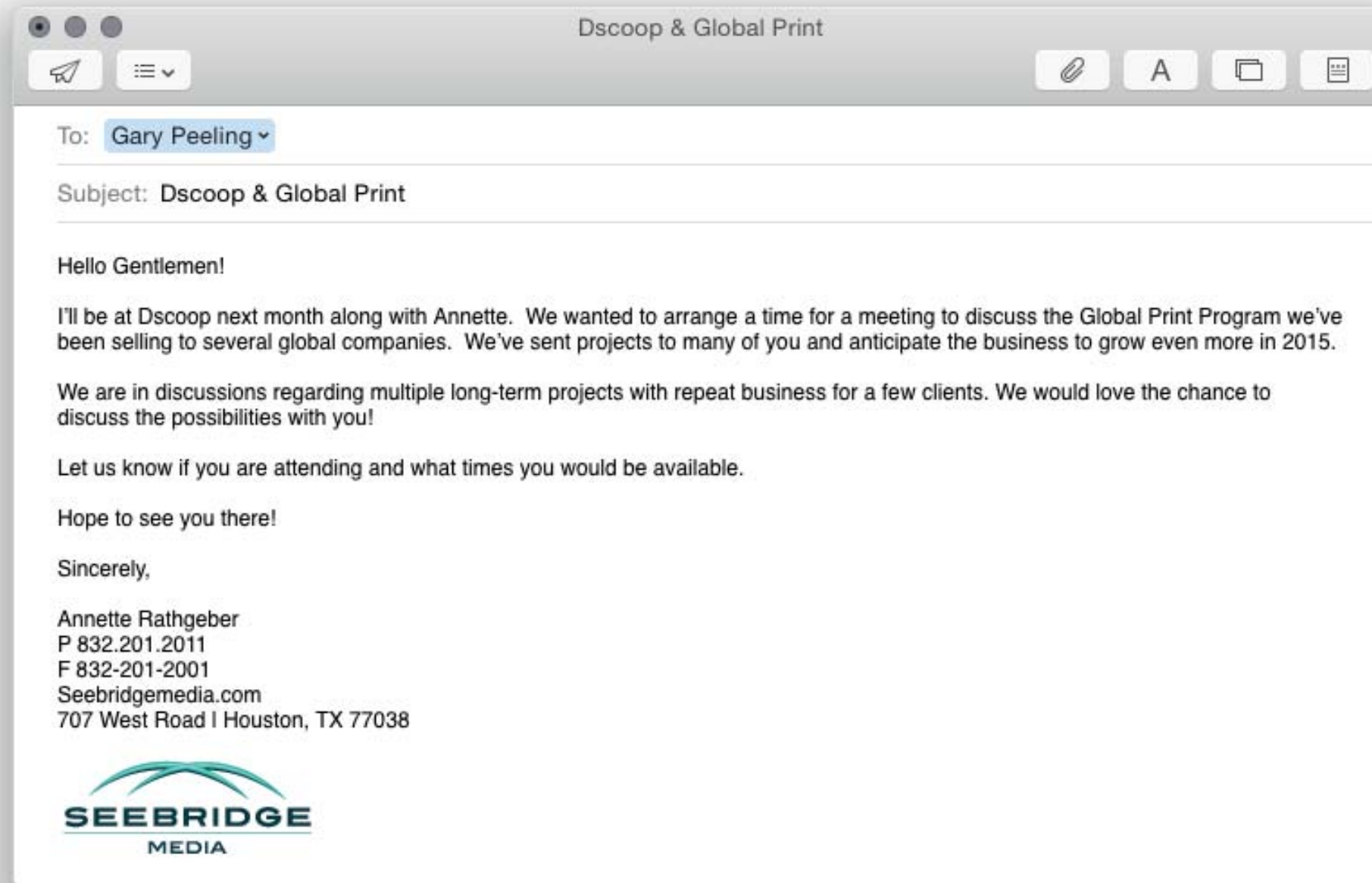
- Marketing
- Design
- Coding
- Engineering
- Social Media
- Business



Not everyone can work for Google young talent
with these majors are required in our businesses today

#BeGlobal

Our customers businesses and tomorrows opportunity are global



**Use our print network so brands can use more printing,
more easily, more often and more effectively**



Cloud? #EverythingIsPossible



We have been doing it for a decade now it's a Mega Trend

COLLABORATIVE ECONOMY

An economy built on distributed networks of connected individuals and communities as opposed to centralized institutions, transforming how we can produce, consume, finance and learn.



PRODUCTION

Design, production and distribution of goods through collaborative networks.



CONSUMPTION

Maximum utilization of assets through efficient models of redistribution and shared access.



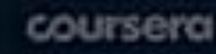
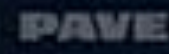
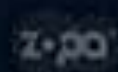
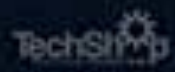
FINANCE

Person-to-person banking and crowd-driven investment models that decentralize finance.



EDUCATION

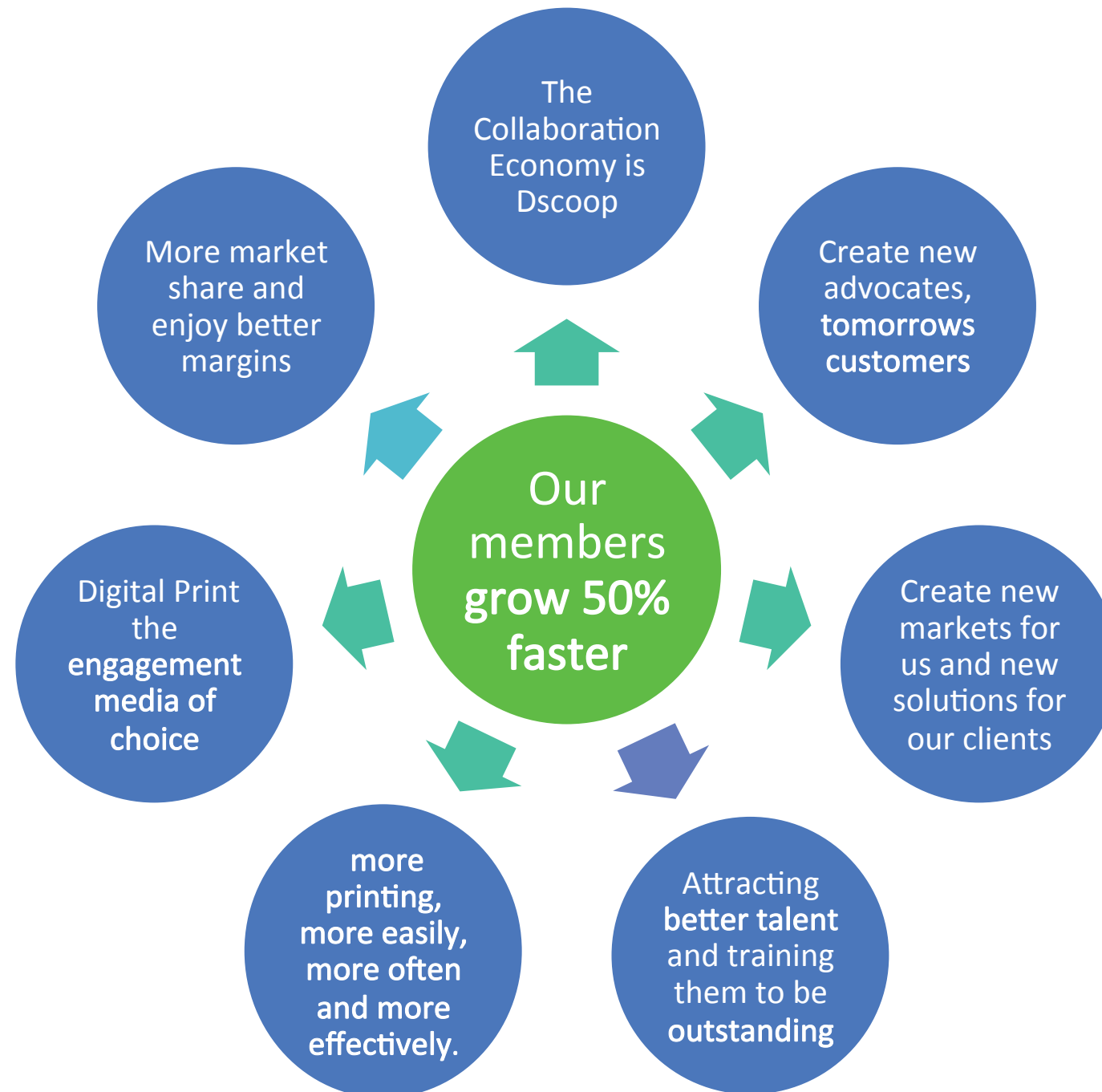
Open education and person-to-person learning models that democratize education.



Putting it all together

Challenge	<i>Evolution.</i> Now, equipped with scale and global reach digital we have to establish Dscoop as more than just a user group and mobilise our members
Audience	The creative people whose campaigns, ideas and words end up on the paper we need to talk their language, together we will surprise and delight
Insight	Print is seen as boring. Old-school. Its seen as the <i>older</i> rival of digital because of a disconnect between the modern creatives and our medium.
Strategy	Utilise our scale and work together to enable brands to use more printing, more easily, more often and more effectively
Key Message	Digital Printing drives deeper, richer & closer engagement between brands and their customers

Creating the 'Big Idea'





All together now1 2 3

#WeAreDscoop