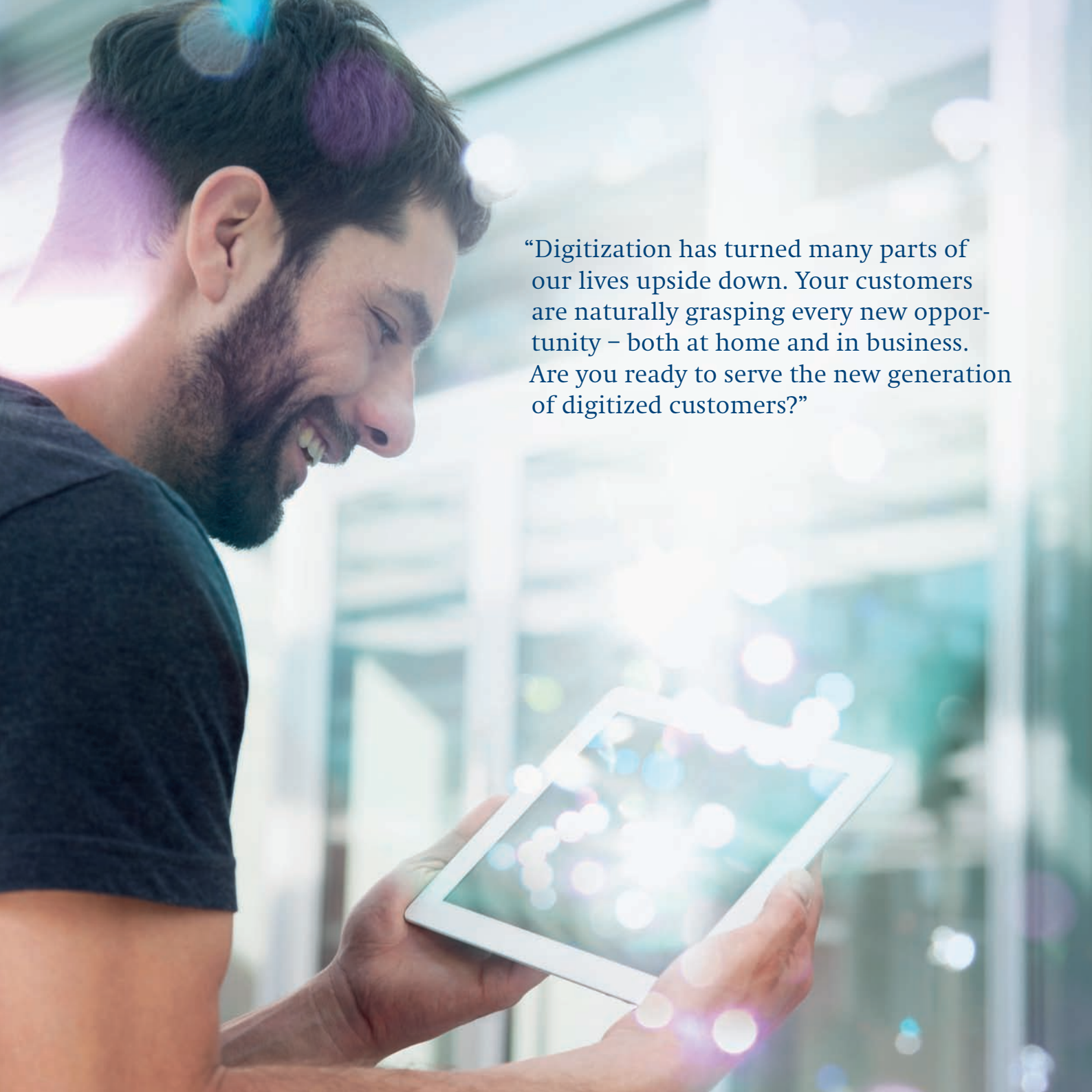


Your new success story.  
**Heidelberg Subscription.**



 **HEIDELBERG**



“Digitization has turned many parts of our lives upside down. Your customers are naturally grasping every new opportunity – both at home and in business. Are you ready to serve the new generation of digitized customers?”

# Your digital future.

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The printing business is going digital. Your order processing has to meet these new digital requirements. Your customers now operate online – whether purchasing goods, booking flights, reserving their favorite restaurant table, or even finding a partner. So where will your customers go to find you?

Digitization has almost certainly entered our business, affecting your entire portfolio, sales, customer service, and how orders are processed. A digital presence, new business models, and automated processes are crucial success factors.

Until recently, you were able to focus almost entirely on generating sales and running production, generating a return on your capital investments.

But now you face fierce competition for new markets, while current print services have to meet escalating requirements. This calls for fresh and innovative ideas.

Not only do you face severe price pressure, but you also have to stand out from your competitors with new business concepts.

And all this on top of the existing challenges we all know so well. As prices per sheet are squeezed down, productivity has to fly high. This calls for automation, fully networked components, intelligent use of data, and cutting-edge technology in the pressroom.

Do you have the time and space to fully focus on your digital future?

# Our proposition.


## **Subscribe to a smart future.**

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Team up with a partner who is skilled in all aspects of automation. A partner who will make the necessary investments in the pressroom, guarantee productivity, and balance out cyclical peaks and troughs. In short – a partner who watches your back and opens up new avenues of opportunity.

Heidelberg® Subscription offers a unique formula. With no need to buy anything extra, you just pay as you print. Maximum productivity at a price that reflects the volume you actually print.

Push to Stop, our new production concept, offers precisely that. Networked processes and intelligent machines independently organize and optimize your print jobs. You gain an invaluable tool that frees you up to focus on what really counts. Invest where it matters most.

A woman with blonde hair tied back, wearing a bright blue long-sleeved shirt, is sitting at a desk in a modern office. She is looking up and to the right with a thoughtful expression. Her hands are resting on a white laptop. The background is a blurred office environment with computer monitors and a desk lamp.

“With Heidelberg Subscription,  
we take an economic stake in  
boosting your productivity and  
forge a genuine performance  
partnership with you.”

**Prof. Dr. Ulrich Hermann,**  
Head of Digital Business & Services

# Invest in your ideas.

## Heidelberg Subscription.

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Heidelberg Subscription opens the door to an end-to-end system for industrialized print production.

Heidelberg provides the machines, workflow, perfectly matched consumables, expertise, and service you require. And we ensure an optimal and stable printing process at maximum availability.

We cover everything from service, ordering spare parts, and selecting and providing consumables to continuous training for your staff. You pay a fixed monthly rate for an agreed print volume.

This provides you with planning you can rely on and frees up your time to focus entirely on your customers and your business.

### **A perfectly tuned solution:**

- **Prinect workflow.** This system smartly links all the processes in your print shop – for top efficiency and maximum output.
- **Automated processes.** Minimized makeready times and optimized production speeds.
- **Software and equipment.** Always bang up to date – for reliably high productivity.
- **Saphira consumables.** Consumables that are optimally tuned to your processes ensure higher production speeds and fast makeready times.
- **Performance consulting.** Performance data is key to optimum print shop management and greater effectiveness.
- **Worldwide service network.** Predictive service planning and worldwide service and spare parts provision ensure maximum machine availability.



**Princt**

**Consulting**

**Subscription:  
pay-per-sheet**

**Training**

**Equipment**

**Consumables**

**Service**

# Working together.

## The subscription model.

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### Performance analysis

The Heidelberg team analyzes your KPIs and compares them to the rest of the sector.



### Development

We use this analysis to plan together how to boost your productivity.



### Targets

We agree ambitious targets for your monthly or annual print production – way above your current productivity.



### Subscription

You receive the printing press, consumables, workflow, advice, and service. You pay a fixed monthly fee – and anything beyond the agreed volume is charged at an additional cost per printed sheet.



### Sharing opportunities and risks

If the set monthly target is reached, both partners benefit – you and Heidelberg.







# Productivity on demand.

## Time and space for new ideas.

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The subscription model places performance at your fingertips – without tying up capital in investments. You only pay for the sheets that you print and can focus entirely on turning your business ideas into reality.

**No need to invest in machines.** Extremely flexible contract – no expensive loans or investment risk.

**No outlay** for selecting, comparing offers, and procuring consumables.

**Maximum flexibility** in deciding the targets and limits for print volume and price per sheet so as to precisely meet the requirements of your business model.

**Higher earnings, faster throughput times, and less downtime** thanks to performance optimization and service.

**Continuous training** linked with performance and quality tracking.

# Simply get in touch. **And talk to Heidelberg.**

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We want to understand your business goals and requirements so that we can provide you with the best service. This enables us to devise the perfect solution for you.



We look forward to hearing from you so we can explore the possibilities further, compile your customized offer, and answer any questions you might have about Heidelberg Subscription.

**E-mail**

[subscription@heidelberg.com](mailto:subscription@heidelberg.com)

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