



# WELCOME TO DRUPA @ YOUR PRINT SHOP



# RAINER HUNDSDÖRFER

Chief Executive Officer  
Heidelberger Druckmaschinen AG





## MASTER YOUR VALUE CHAIN

With solutions from  
Heidelberg.

AGIL  
KOOPERATIV  
LEAN  
VIRTUELL

**Unfold your potential – our innovation initiative at drupa 2020 reflects the digital transformation sweeping across the printing industry.**



**We have asked for your thoughts.  
And we know the pressing  
challenges the sector is facing.**

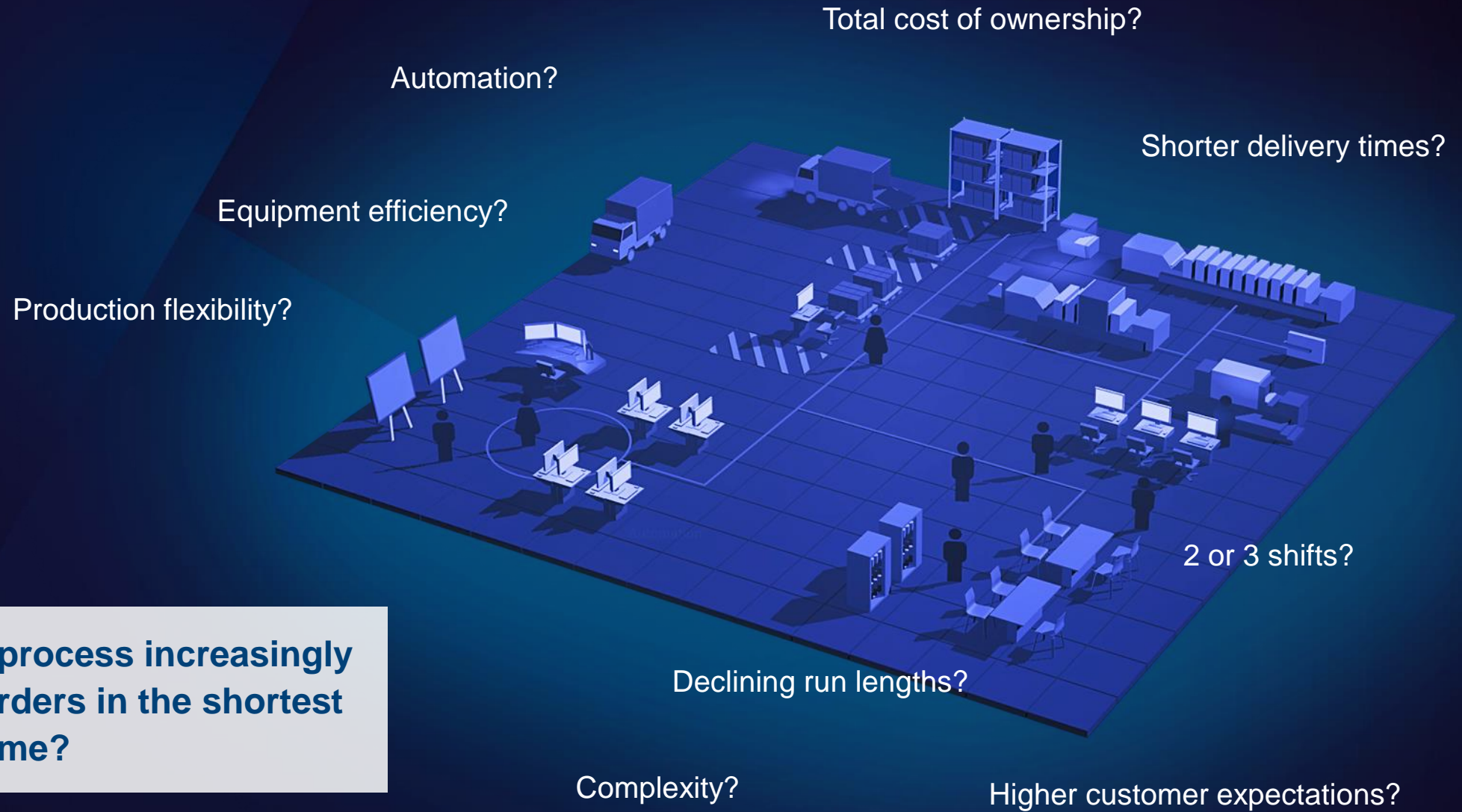




**We are eager to take the next step in the transition from the smart print shop to a smart print media industry.**



**But what are the  
burning issues  
for our customers?**



**How can I process increasingly complex orders in the shortest possible time?**



Recruiting?

Consistent quality?

Working environment?

Knowledge and skills?

Retaining staff?

Exhausted staff?

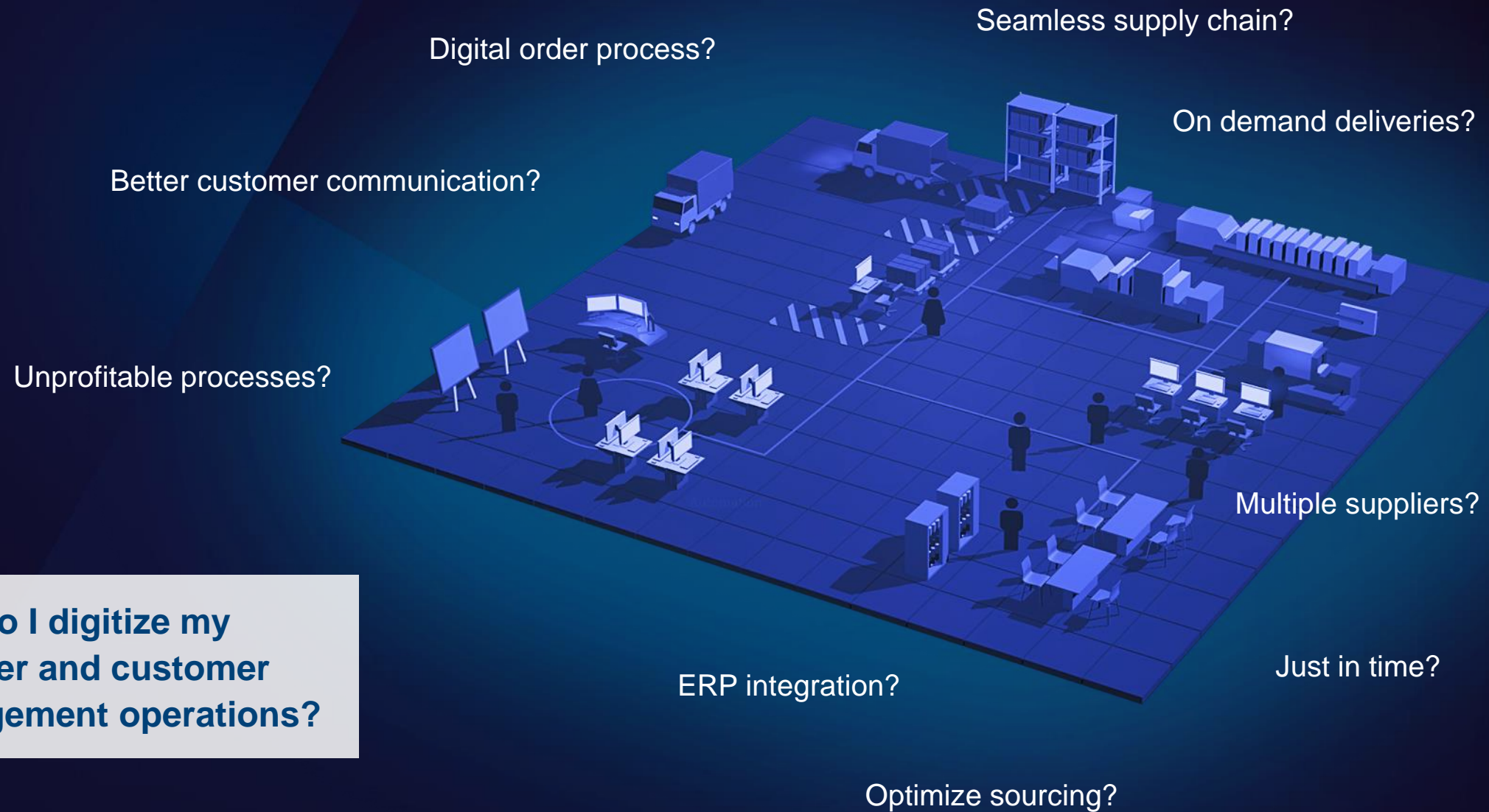
Staff development?

**How can I achieve consistently high quality and productivity no matter who is operating my equipment?**





**How can I future-proof my company in the face of global competition?**





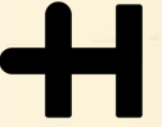
**At drupa 2020, we are  
giving you **the answers.****





**Push to Stop – covering everything  
from prepress to postpress.**





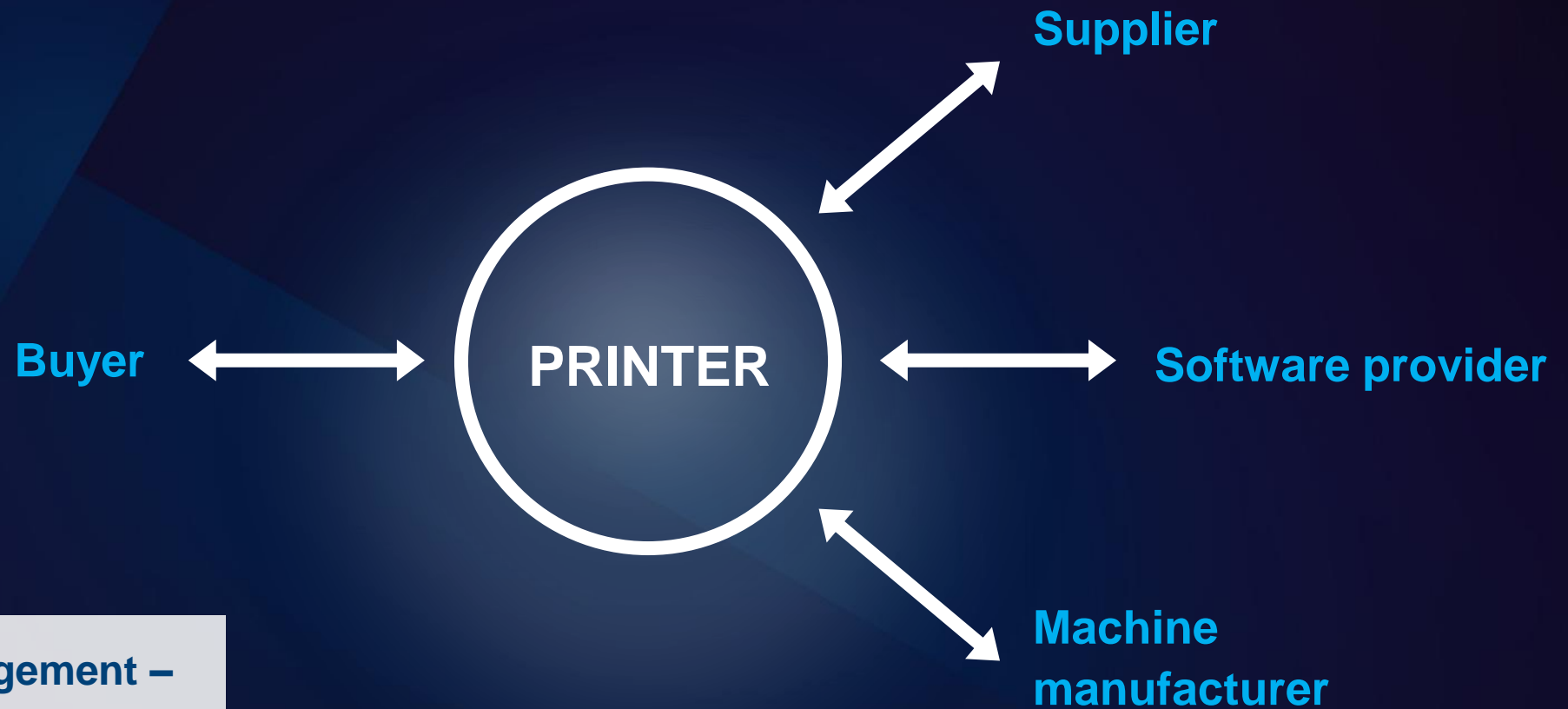
**Ease of use – productivity and  
quality independent of the operator.**



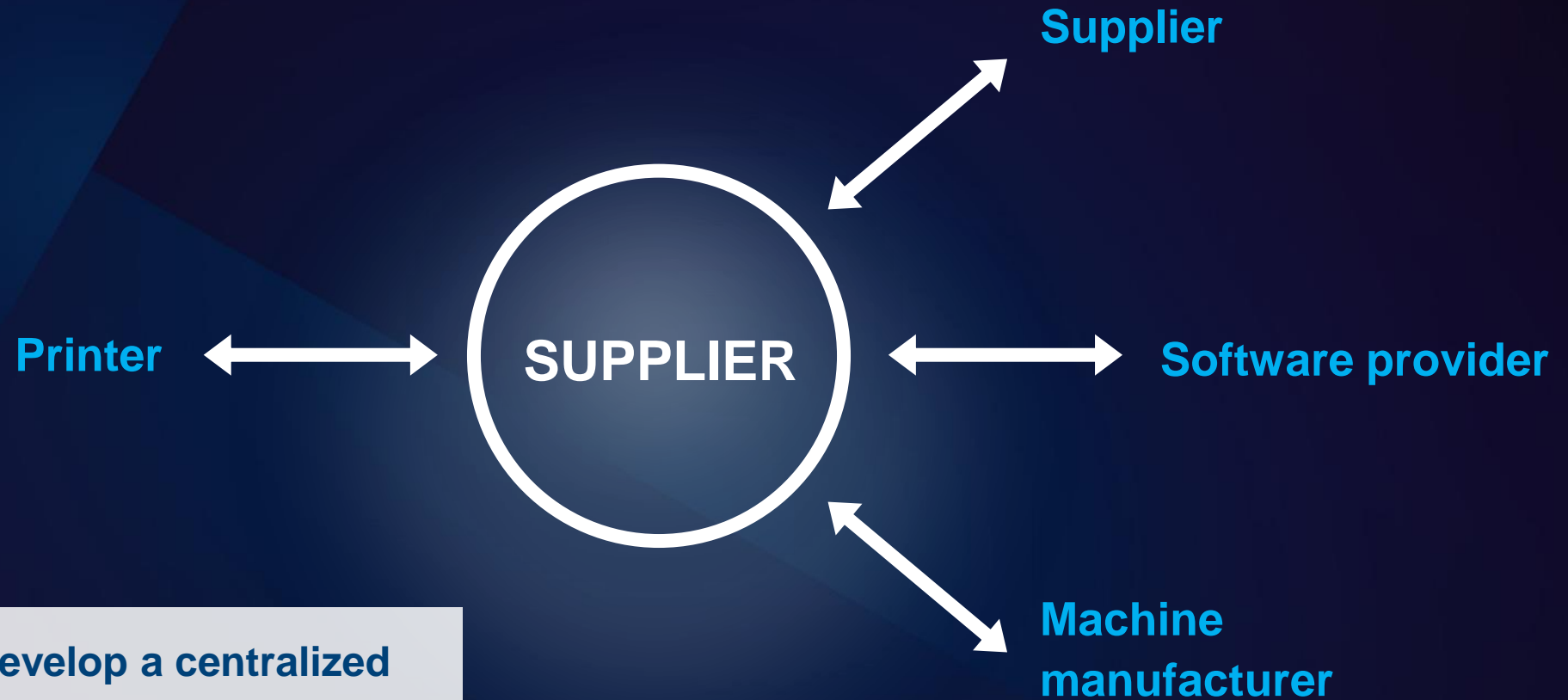


**Big data & new business models –  
success on the global market  
thanks to data-driven solutions  
and innovative contract models.**





**Value chain management –  
digitized supplier and  
customer management**



**Our vision is to develop a centralized platform for automated supplier and customer management. This will bring together every single partner involved in the value chain.**



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**Single sign-on  
for all systems**



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**Standardized  
data formats**



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**Uniform  
interfaces**



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**IoT – machine  
data capture**



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**Vendor-managed  
inventory system**





**Visit us at [drupa 2020](#).  
We'll show you more.**