



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?**



Total cost of ownership?

Automation?

Shorter delivery times?

Equipment efficiency?

Production flexibility?



2 or 3 shifts?

Declining run lengths?

Complexity?

Higher customer expectations?

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



Recruiting?

Consistent quality?

Working environment?

Knowledge and skills?

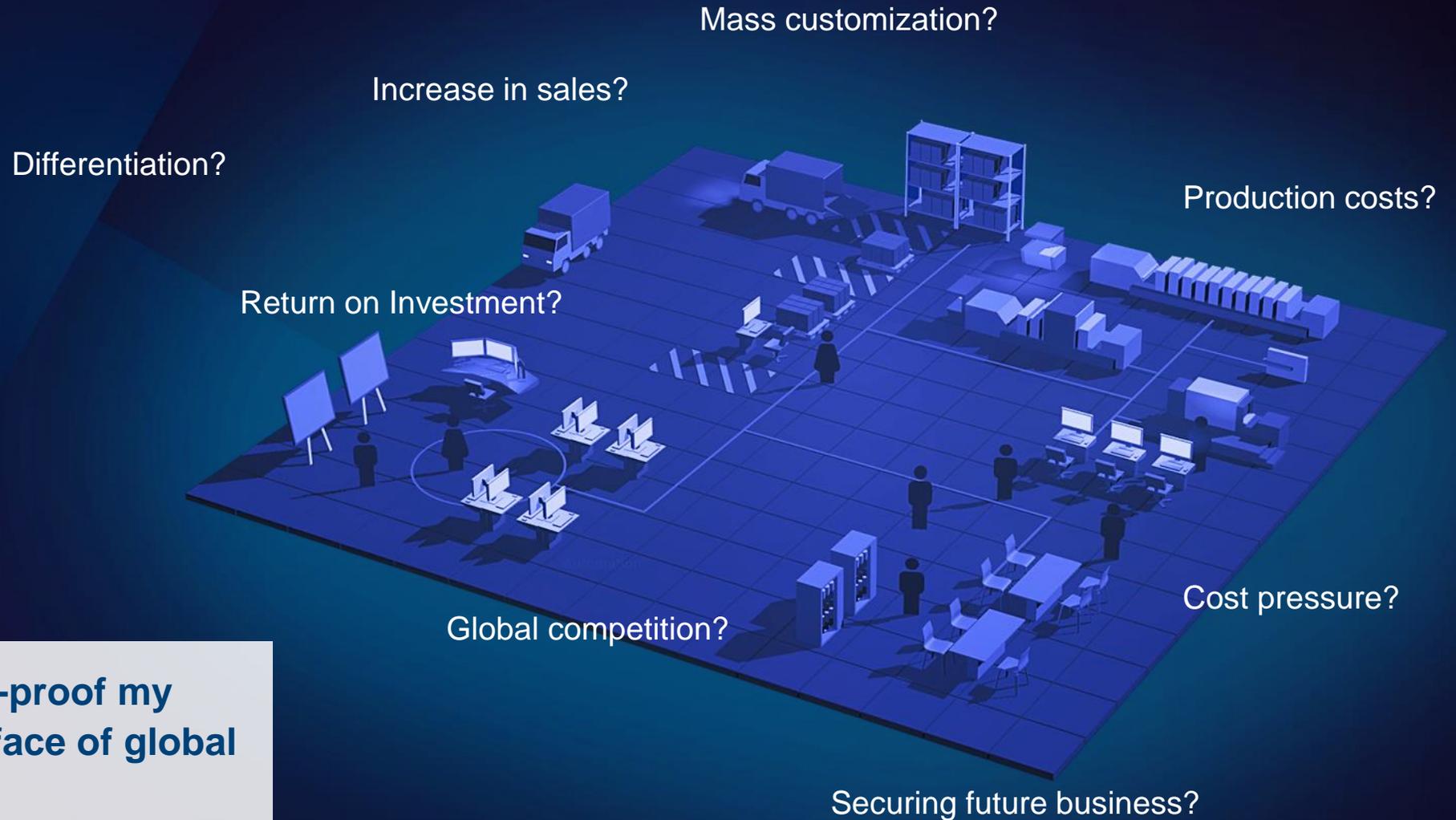
Retaining staff?



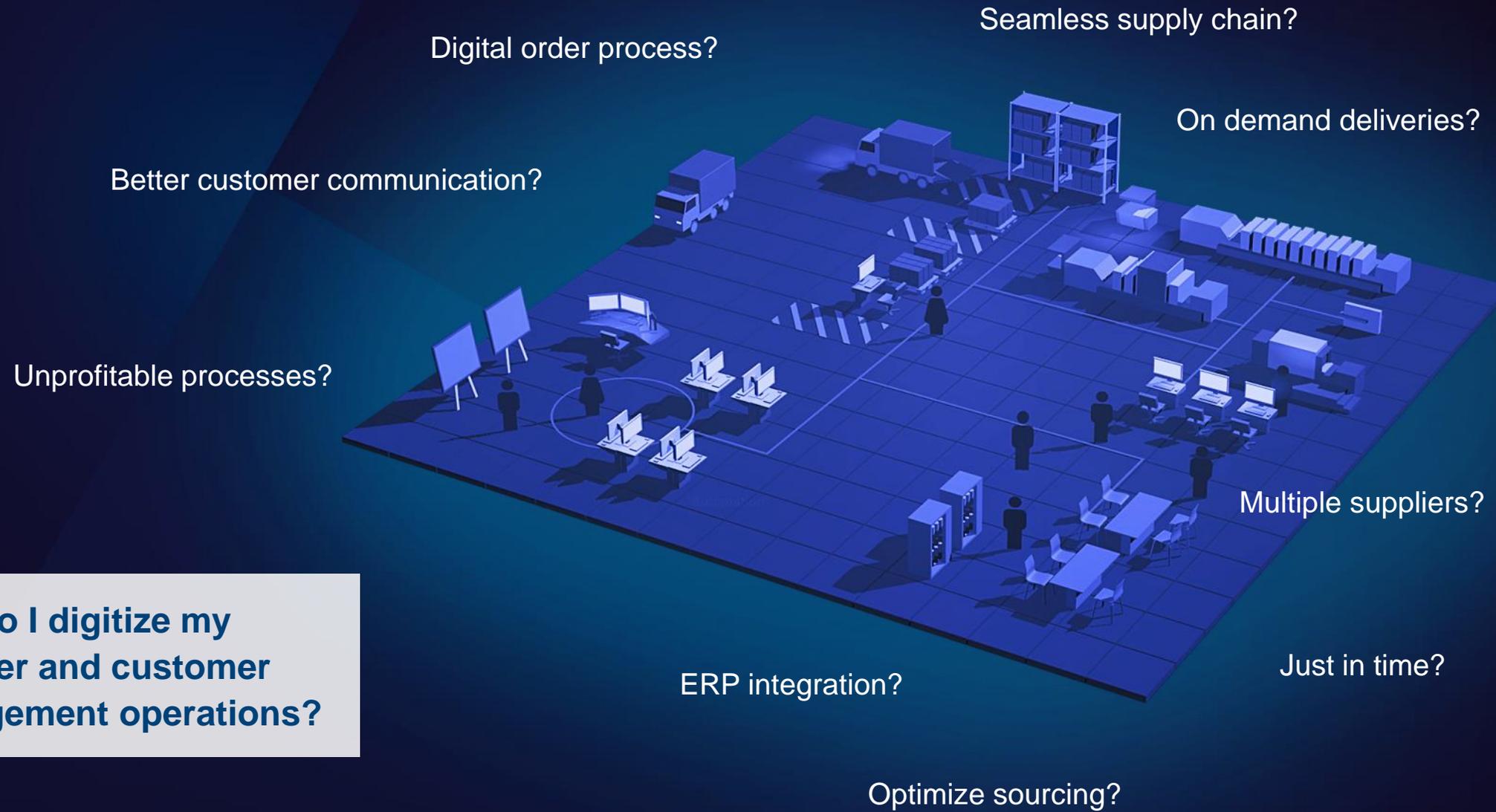
Exhausted staff?

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.****



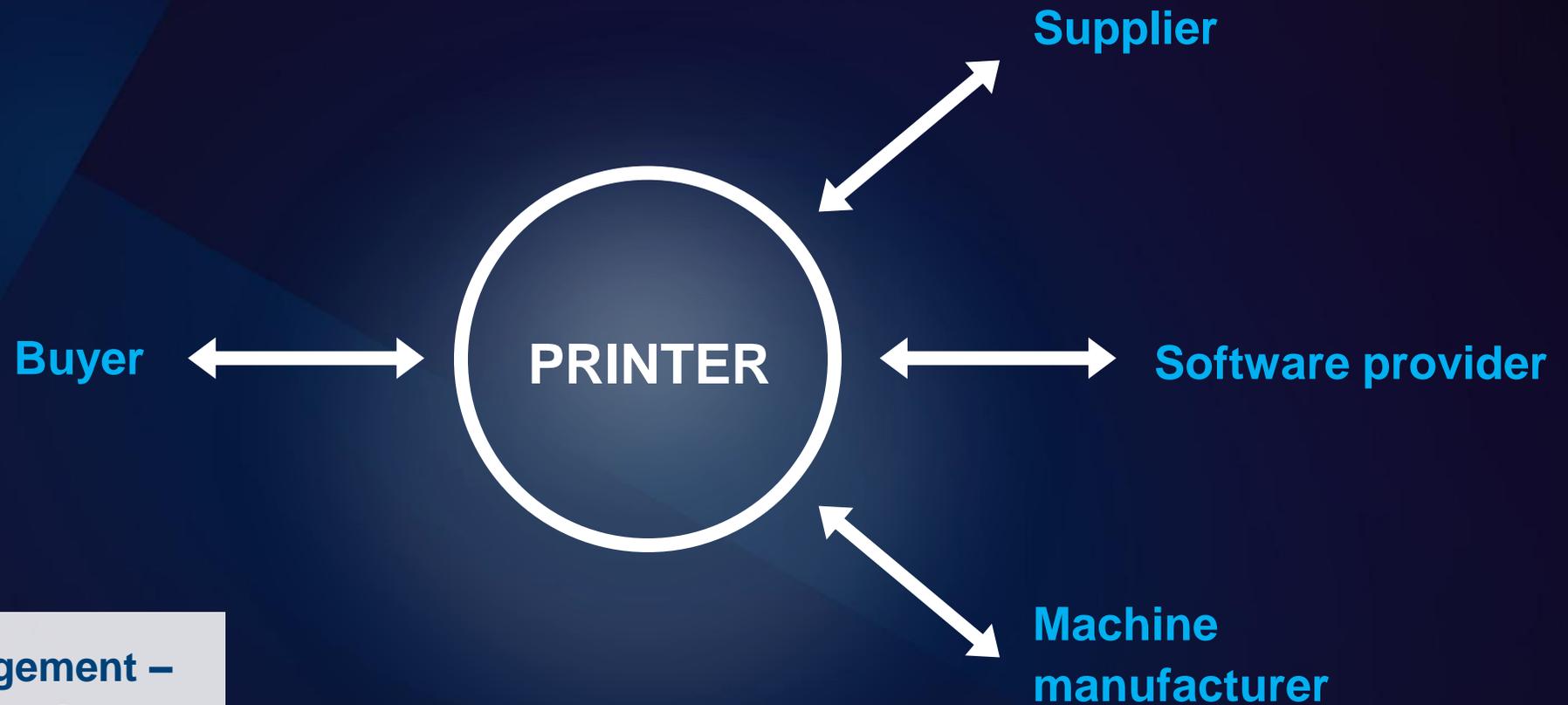
**Push to Stop – covering everything
from prepress to postpress.**



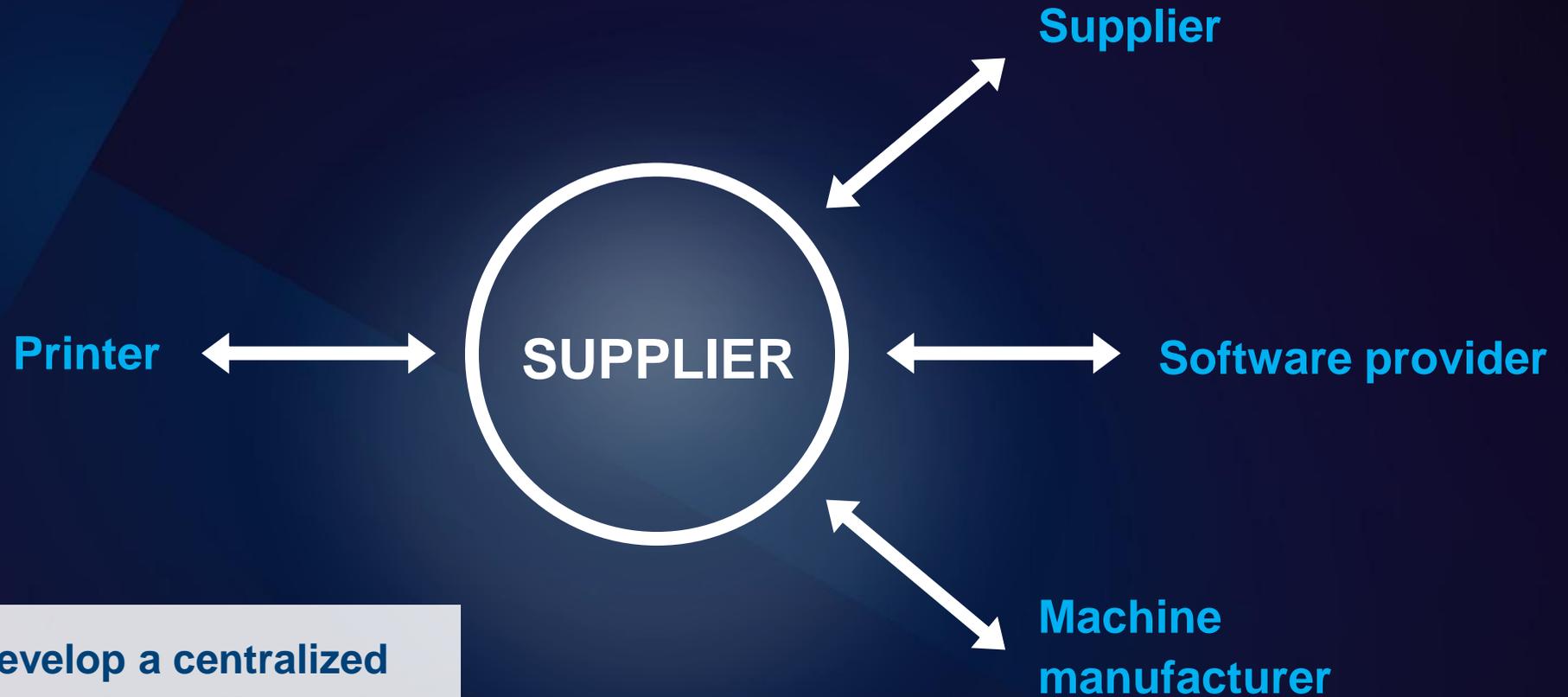
Ease of use – productivity and quality independent of the operator.



**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.



**Single sign-on
for all systems**



**Standardized
data formats**



**Uniform
interfaces**



**IoT – machine
data capture**



**Vendor-managed
inventory system**



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We'll show you more.