

One click to print

TRAVAIL A EFFECTUER

- 1** - Rédigez **en français** un compte-rendu du document proposé (180 mots \pm 10 %). Indiquez le nombre de mots utilisés. **8 points**

- 2** - Traduisez **en français** le passage suivant : depuis la ligne 19 "For Sir speedy..." jusqu'à la ligne 32 "...and company stamps, online". **4 points**

- 3** - Répondez en **anglais** aux **deux** questions suivantes :
 - 3.1** According to you, is the Internet good or evil for the printing industry ?
60-80 words. **4 points**

 - 3.2** Would you like to run your own business ? What are the qualities required to succeed in this venture ?
60-80 words. **4 points**

**L'USAGE DU DICTIONNAIRE PAPIER BILINGUE FRANÇAIS/ANGLAIS
EST AUTORISÉ**

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Printing via the Internet : service providers like Sir Speedy complete print orders in the shortest of time.

Promoting business. Sir Speedy, with its 1,100 Copy Centers in 23 countries, is one of the first major printing businesses to allow itself to be carried along by the digital revolution. Here, a website is not a cost factor, but promotes business, not a necessary ward off future problems. "Small and medium-sized enterprises will place all their printing orders via the World Wide Web in the future", prophesies Zayas. "If you can't adapt to that, you'll go under".

For Sir Speedy, online business has been at the heart of all its operations since the company presented itself on the Internet with a new service-oriented website last summer. At www.sirspeedy.com, the customer creates his own folder in which he designs and organizes printed business papers, such as business cards, letterheads, envelopes and company stamps, online. The website presents a dozen layout proposals and he enters the specific data. All other printed materials then appear with the same design. But even large documents with photos and graphics, such as catalogs or brochures, are sent to the Speedy server by the customer in electronic form.

The website serves as a digital reception point and as an archive in which the layout of all documents is standardized : for example, the user replaces product information in his catalog by simply calling up the electronic

version and updating the document – a "unique web model in the printing business", according to marketing boss Zayas. Another click of the mouse and the catalog is reprinted and mailed. The printing company is thus not only a computer center, but also a mail office. According to a study by Sir Speedy, 65 percent of all printed corporate documents are intended for dispatch to business partners or customers. Large American printing houses, such as Bowne & Co. and Sir Speedy, have offered a mailing service for years, but small, innovative Internet companies are now making it standard.

Sir Speedy
PRINTING • COPYING • DIGITAL NETWORK



Ever faster. For its part, print giant Sir Speedy accelerates its web services with intelligent software. Network engineers have linked its national print centers and the other 400 all over the world to the "Global Digital Network" that transports the quantities of data in comprehensive and complex documents at high speed.

This network makes it possible for a small entrepreneur in Amsterdam to sing the praises of his products to potential customers in Asia. On the Sir Speedy website, he is guided through the order process in Dutch and sends the catalog files to the server in California. From there, they pass through the "Global Digital Network", feed the printing presses in Singapore and are printed and bound into finished catalogs there. In less than 24 hours, they are in the Asian postal system. "The Network is our backbone", explains marketing expert, Zayas. "The website gives us a head start in the global market".

In order to obtain competitive advantages, printing companies have to prove their innovative abilities not only in the print shop, but also in the data processing department. Since January, Sir Speedy has offered its customers a digital galley proof. As soon as a customer has delivered the document to the Speedy computer, a window opens on the customer's monitor in which the document appears just as it will later come off the presses. The new technological era is, however, only just beginning and nobody knows how the printing industry will still be shaken up by it.

Bernd HENDRICKS
Print Process
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