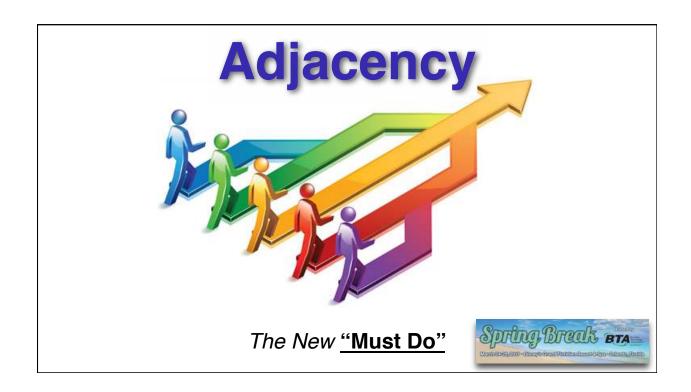


Ed McLaughlin

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Let's look at some of the popular adjacencies



Managed Network Services



Document Management



3D Printing



Label Production



Water Services



Production Print



Managed Print Services

A History Lesson



- In 1998 Eastman Kodak had 85% share of the Photo paper worldwide
- Delivered a net Operating Profit from Operations of 14.6%
- Twelve years later this 132 year old behemoth filed Chapter 11
- Other facts: Invented the digital camera in 1975, had nearly 100% share of Xray film business
- So what went wrong?
 - Kodak focused its energies on hybridized electronic products that utilized both film and digital technologies, while simultaneously ballooning into a massive corporate bureaucracy with little coordination between separate divisions.

Source: University of Tennessee Case study



So ... What is the lesson?



Escape or Investment

