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Adjacency



The New “Must Do”





WHY?



***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***



Thank You!