

November 7, 2008

Analysis

WorkflowOne: Positioning Itself for Growth

Authors

Michael O'Leary

Published by

Document Outsourcing
Consulting Service

Abstract

Large corporate businesses are seeking to ways to reduce costs, grow revenues, and improve marketing efforts. Doing these things means focusing on core competencies and engaging outsourcing partners for process efficiency savings and hard-dollar cost reductions. Increasingly, print management and strategic sourcing firms are stepping up to deliver this value. One example of such a partner is WorkflowOne.

In August 2008, WorkflowOne announced its proposed merger with Enterprise Acquisition Corporation. The company has also entered into a letter of intent to acquire two additional businesses in the marketing services and promotional products space. This analysis considers the evolving growth initiatives at WorkflowOne and explores how the company is positioning itself in the document outsourcing industry.

For More Information

If you would like to order extra copies of this report, receive permission to use any part of the report, or be informed of upcoming market updates, reports, and related projects, please e-mail us at info@infotrends.com.

© 2008 InfoTrends, Inc.
www.infotrends.com

Headquarters:
97 Libbey Industrial Parkway
Suite 300
Weymouth, MA 02189
United States
+1 781 616 2100
info@infotrends.com

Europe:
3rd Floor, Sceptre House
7-9 Castle Street
Luton, Bedfordshire
United Kingdom, LU1 3AJ
+44 1582 400120
euro.info@infotrends.com

Asia:
Hiroo Office Building
1-3-18 Hiroo, Shibuya-ku
Tokyo 150-0012
Japan
+81 3 5475 2663
info@infotrends.co.jp