

Objective Lune: Q&A Session with Co-Founder and CEO Didier Gombert

We selected main statements by Didier Gombert to get OL's vision & mission plus its role at drupa 2016 at a glance.

- *What guides you as a visionary entrepreneur?*
 - **Didier Gombert:** I like to think of how I can make life better for others and finding real solutions to customer problems. This has driven us for the last 20 years! Our goal was modest at the beginning and we have certainly exceeded our expectations.

- *If innovation is OL's cornerstone how do you deal with it?*
 - **Didier Gombert:** Innovation is created by being challenged with sets of problems. We seek solutions that offer efficient processes and we do this from multiple perspectives.

- *And in relation to your customers and projects, was it possible to run experimental efforts?*
 - **Didier Gombert:** Our experiences with customers has led to our structured approach, driving constant innovation. The catalyst of an idea is undoubtedly something that was shown to you, asked of you, or something from your environment. It is created out of your personal experience.

- *Do you agree that innovation also means having great teamwork and reliable partners?*
 - **Didier Gombert:** People are the true assets of any company. Most companies place much value on intellectual property. What is important are the people who create and maintain it. Trust is vital with partners, employees and the customer. It sets a platform that drives innovation.

- *From your personal point of view, what is the secret of connectivity?*
 - **Didier Gombert:** Connectivity, or connecting is synonymous with communication. The company of the future will need to adapt to new requirements, new ways of doing business, new ways of talking to their customers. Hence connecting to their customers, their employees or even connecting between systems is crucial. There is an ever-increasing amount of systems which enable more ways of

communicating with a person. That is what connectivity is to me. Better communication is and always will be a universal goal. That has importance far beyond technology. We offer effective communication from every aspect - humans talking to machines, machines talking to machines, or machines talking to humans, providing the ability for seamless connectivity. Creating and optimizing these processes is what we bring to the market.

*Drupa 2016 should enable looking at print with a new mindset. Productivity is a prominent factor in all of this. In challenging times we all want to perform better! The audience needs to open their minds and then they might be touched by seeing what the future has in store for them! —**Didier Gombert***

- *According to my personal view Drupa 2016 will be very different compared to the past. The expectation is already extremely high to celebrate “Print 4.0”. Beyond relevant digital technologies what will be key to augment the customer experience and to “orchestrate” the (new) customer journey?*
 - **Didier Gombert:** Digital has evolved tremendously, but print is also evolving. Attaching a PDF to an email is not just doing a digital print. This year we will show some web technology and some tablet technology, demonstrating that we can print directly from a tablet or an email. Drupa 2016 is a grand opportunity for the print community. While the digital world is increasing skills in web technologies etc. there are very few people who understand the value of print. There is still a need to compose a proper page on which information is easy to find, is appealing to the eye, is attractive and efficient. Then if you add all the other technical aspects, you begin to see how print is still relevant.
- *You mean print and the print industry are not out-of-date?*
 - **Didier Gombert:** Definitely not! I consider the print industry to be an industry capable of competing with many other industries, enabling impeccable and better communications. Consequently, at drupa 2016, we need to emphasize to the world that we understand communications, that we are capable of undertaking web technologies such as email, web pages and portals. That is what Print 4.0 is; it is multi-faceted.
- *What kind of visitors do you expect to come to OL’s Drupa 2016 booth? What will be their benefit?*

- **Didier Gombert:** The who's who of the industry is going to be there. We expect key visitors from abroad and as we sell our expanding seller community. We also expect end-users, including mail-service providers, creators of big print rooms, medium to large and migrant customers. This definitely gives us a great opportunity to demonstrate our newest and latest technologies.
- *You are experienced in running a global business successfully. What is your key success factor to "harmonize" all those different cultures, different levels with different needs?*
 - **Didier Gombert:** The first ingredient of success is luck. I don't think you can be successful without being lucky. The ability to recognize it and act on it is what drives success. Finding talented and bright people is critical. You have to think local and act global. Local talent have their ears on the ground. This enables specific regional strategies, targeting local needs. We look for people with the right kind of attitude. Aptitude comes second, because it can always be learned, but attitude can rarely be changed. This helps to forge better relationships with your partners.
- *Do you monitor the happiness of your customer base dealing with your products, do you have the possibility to monitor that?*
 - **Didier Gombert:** We do minimally invasive customer surveys. I am especially pleased with our customer satisfaction and we strive to always do better. This is evident in our large customer base.
- *What is your advice for the Drupa 2016 audience to transform the Drupa 2016 motto "touch the future" into sustainable business success?*
 - **Didier Gombert:** Show up with an open mind! The future is very hard to predict. This has been a very conservative industry. When I came out of university, the goal was paper technology and what you could do with that. The development in the past years has been astounding - the smartphone has become a radio, a walkman, a TV, a movie theater, a concierge and so on. I don't think the industry was ready for that.

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