If you sell systems and software for the printing industry, then you need to read this …

JDF is the only job ticketing standard that exists in the printing industry, and you’ll find that there are many business partners and competitors that support JDF, but beyond the JDF specification, schema and tools, what are some of the reasons why a systems or software vendor should join CIP4? We asked member companies like yours, and here are some of the benefits that they singled out …

- **Deliver Customer Results** — Members report that there are printer customers that are looking for JDF support and who want an open interface for systems interoperability. Through your membership you can develop and delivery systems with working integration and interoperability with other systems.

- **Develop Partnerships** — Your membership in CIP4 can help develop strong relationships with other vendors, opening the door to new partnerships, as well as new sales and marketing opportunities.

- **Influence** — The ability to influence the standard when clarifying or extending existing functions and or defining new functions; and to co-design CIP4 standards for general applications, as well as niche markets your company may be targeting.

- **Interops** — For many systems and software vendors, CIP4’s face-to-face meetings provide a unique value not available anywhere else in the industry, including:
  1. The chance to test interoperability of products between your company and others, including partners and companies you are just getting to know.
  2. The opportunity to discuss the usage of JDF for specific use-cases.
  3. A forum to discuss new requirements you may encounter and to develop solutions to those requirements.
  4. An opportunity for your engineers and developers to exchange lessons learned and tips with others encountering similar challenges, or from others who have experience that your staff still needs to gain.

- **Leadership** — By joining and participating in CIP4, you have the chance to demonstrate to your customers that you are taking a leadership position in the industry and contributing to the future of print.

- **Stay Current** — Guarantee that you company has access to the latest developments and knowledge.