

DNOW!® Announces DNOW! US with Strategic Focus on Customer Interaction Management

Milano, Italy and Fort Collins, Colorado — February 20, 2025 — As a subsidiary of eGlue, a leading company in Customer Interaction Management (CIM), DNOW!® is a global leader in facilitating digital transformations in Print Services Provider (PSP) markets.

DNOW!® is proud to announce its North American (NA) expansion, a move designed to help PSPs unlock untapped potential in an increasingly dynamic and evolving market. With its proven success in international markets, DNOW!® US is bringing unparalleled expertise to NA, driving sustainable growth and innovation to PSPs.

Strategic Leadership Driving NA Operations

To lead these efforts, DNOW!® appoints Andrew Young, an industry veteran with a proven track record and extensive experience in PSP trends and challenges, as Partner of DNOW!® US.

Young notes that the market's digital adoption and service revenues have plateaued, as many enterprises remain stuck in a legacy, volume-driven mindset. To address these challenges, DNOW!® US aims to generate 70% of PSP profits from digital services, necessitating a shift in mindset, new business models, and strategic client partnerships beyond outdated volume-based strategies.

Young continues “DNOW!® US acknowledges the pressure on businesses to adapt their strategies for increased digital engagement. We are thrilled to support PSPs in reimagining their communication strategies to foster growth and profitability and redefining new business opportunities with CIM as a service.”

Bridging the Digital Gap

DNOW!® US is dedicated to addressing the digital adoption gap in NA markets, enabling PSPs to enhance their digital offerings with improved margins. By combining DNOW!®'s innovative international approach with Young's expertise, the organization aims to redefine how businesses interact with their customers in this rapidly shifting landscape.

“PSPs that do not adapt face the danger of being left behind, or worse,” emphasizes Young. “For survival, innovation is crucial, requiring PSPs to prioritize adaptability. This could involve investing in digital platforms, broadening service offerings or developing strategic partnerships with their clients. The most successful organizations are those ready to move beyond traditional volume-based models and fully embrace CIM.”

This collaboration is a key milestone for DNOW!®, highlighting its dedication to digital transformation. DNOW!® US commits to providing solutions enabling NA PSPs to adopt innovative, CIM strategies ensuring lasting market relevance and success.

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