

IS THERE REALLY ANY ROI IN A PRINT MIS?

For many shops, the answer is "Yes."
But what about yours?








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The Changing Landscape for Print Professionals

Everyone in the printing world knows that we are currently experiencing a rapid rate of change. That means, as the owner or manager of a printing company, you have a tremendous amount on your plate. Chances are, you're managing a variety of print types including offset, large format and digital, as well as coordinating direct mail. You might be offering marketing services, data management, fulfillment services and solutions and more.

The combination of all of these factors can create a lot of frustration in your operations as you're constantly faced with the challenge of maintaining numerous spreadsheets, applications, and databases to run your business. Without having one source to access and control your islands of information, the impact to your bottom line can be staggering.

The era of "a handful of jobs a day" has been replaced with "hundreds of jobs a day." And the gap between those who are succeeding and those who are struggling is widening. The key difference between these two groups is that "the winners" have an intimate understanding of their costs, know where they are taking their business, and have a passion for constantly improving.

So what can you do to get ahead of the game and drive more jobs through your business, all while keeping your customers, staff, and bottom line thriving?

Your gut instincts probably tell you that taking the leap with a Print MIS is the right thing to do, but something inside you asks:

"After all the expense, time and work – where is the ROI?"

The Role of Automation in ROI

We've managed the successful transition to Print MIS for hundreds of companies since 1984. Like you, all of them were facing marketplace changes and challenges and were asking themselves that exact same ROI question.

The truth is that the biggest way to save is to cut costs – or grow without adding people. And for that to happen, you need to have a cold hard look at where your workflow is costing you money.

This eBook addresses the top three ways that automation, via Print MIS, delivers on the ROI promise. Importantly, these insights come directly from our own customers who have made the change and are now experiencing newfound levels of growth and profitability. These are their stories.

The Top 3 Ways that Print MIS Delivers ROI:

Determining ROI is a hot topic among our printers and we have conversations about it on a weekly basis. Based on what we have seen in the industry over the years, there are many ways in which printers see the benefits of a Print MIS. While increasing the number of jobs that go through the shop and improving customer satisfaction are great examples of ROI, it's when you dig into the hard data that you can measure the true and full return from your Print MIS investment.

We're going to look at three of the most common areas where printers see an ROI. They are:

1. Increased revenue per employee
2. Getting more jobs through the shop faster and with fewer touchpoints per job
3. Adding new products and services revenue





Increased Revenue Per Employee

Take a step back and look at the big picture. What is your revenue per employee? If growing sales always means having to add employees then any dream of increasing your profitability will likely remain just that, a dream. That endless cycle of increasing your costs to increase your sales is always going to stand in your way of increasing your revenue per employee.

Our customers have told us that their ability to increase their revenue per employee is the #1 benefit of Print MIS automation, and delivers the highest ROI above all other factors.

Those revenue per employee gains, however, are coming from different places with different companies.



For Bob Rottner, the CFO of Sull Graphics, the ROI was all about time savings. His “one-stop-shop” near Atlanta Georgia offers a wide variety of services that include digital and offset printing, finishing, and digital services including e-mail marketing and pURL programs.

For Rottner, the time savings after implementing Avanti Slingshot Print MIS were felt across the board. Each of his Customer Service Reps were able to cut 15 hours out of their week by

having access to all their customer's jobs and information at their fingertips, instead of having to chase it all down. By having all of the information that comes in with an order automatically appear in each invoice, as opposed to needing someone to re-input all the data, Rottner was able to drop his team's time spent invoicing from 13 hours/week down to just one hour.

This efficiency alone translated into an annual savings of \$24,440.

Importantly, he himself saved 15 hours/week of his own time since implementing a Print MIS.

Of course, that's just a glimpse into what automation can do, but it's a great example of how a Print MIS takes repetitive tasks out of every part of your operation. That time given back to your employees means you can grow your business without increasing headcount. Finally, sales can grow at a much faster rate than costs, and you can deliver more jobs.

PRINTING AND MARKETING, INC.

For COO Armando Pena of Printing and Marketing Group, Inc. (PMI) in Union City, California the biggest time savings came from their Order Entry and Shipping department. PMI offers creative services, printing and finishing, mailing services, and an online storefront.

After implementing Avanti Slingshot Print MIS, they were able to save hours every single day by automating job tracking and eliminating manual tasks. PMI was then able to use those freed-up hours to further develop its online storefront and drive new business growth – all with their existing team. The ability to

grow sales without increasing headcount meant higher profits. For Pena, automation has also had additional benefits, “We no longer need to run around and find information, Pena says. “Everyone’s finally starting to see the big picture.”

Entering orders manually or writing job tickets by hand takes an average of 10 minutes each. That cost adds up. For example, 50 orders a day = 500 minutes or 8.333 hours. Over the course of a year, that’s equivalent to 1 full-time CRS’s salary!



Getting More Jobs Through The Shop Faster And With Fewer Touchpoints Per Job.

Some days, we spend so much time “in the business,” that we don’t spend enough “on the business.”

Think about it...if you are “capping” the number of jobs per hour per day that your equipment can manage, then you are going to “cap” your revenue upside potential. By scheduling jobs more efficiently, you are reducing downtime and changeover make-readies, giving you more saleable time with less waste.

Scheduling and production efficiency goes directly to your bottom line allowing you to take on more jobs, and more sales, per hour, per day.



Dallas-based direct marketing solutions company, Varispark, needed a streamlined solution to help get jobs through the workflow as soon as possible, with as few touches as possible, and still stay profitable.

“We knew we needed one system to capture inventory, production and shipping” said Todd McNett, Systems Implementation Coordinator. With jobs coming into the shop from both email and their web-to-print portal, they were also struggling to produce timely estimates. “We needed visibility into just about everything. Where is the project? Are we making any money?”

For Varispark, the ROI came in large part from integrating their Print MIS to their web-to-print storefront solutions, which include MarcomCentral and XMPie uStore, as well as with FedEx and UPS for shipping.

“Having a Print MIS with an open API positions us for future growth as we move in the direction of ecommerce and provides the scalability that we need to meet the ever-increasing demands of our customers.”

Allowing your business and production workflows to talk to each other without manual re-entry of information is fundamental to driving profitability. This includes all workflows - from creating a quote or job ticket, to producing and printing a shipping label or an invoice.





Adding Revenue With New Products And Services

As demand moves towards “one stop shops,” printers are adding in more services. Marketing Services Providers (MSPs) are moving beyond the production of a printed piece towards an omni-channel solution for their clients.

Expanding wallet-share builds your relationship with the customer, and is one of the best ways to drive and scale profitable growth.

Adding new services allows you to sell more to your existing clients, and expand your opportunities into new markets including mailing, fulfillment, wide format and more. If someone comes in for printed flyers for an upcoming event, you can add to the sale by offering everything from banners and signage, to branded giveaway items or even car wrapping.

One of the biggest challenges that comes along with this growth through new products and services is connecting all of the information islands to one central hub. Here is how a couple of our clients overcame the challenges and are seeing ROI.

Armando Pena, mentioned earlier, was able to add print-on-demand and fulfillment with a Print MIS.

"We saw a shift in the industry to print-on-demand and realized it's where we needed to be in order to grow our business. We still maintain a small offset press, but got rid of the large offset to concentrate on digital."

This shift allows them to run campaigns with PURLs, as well as set up and manage online storefronts for large, corporate clients. They also made a strategic move into the fulfillment.

The ability for a system to integrate with the web-to-print portals of today, and the open architecture to integrate with them tomorrow, were key for Pena.

"Now that we have a Print MIS, I'm seeing things I didn't even consider; things that make you go, 'Oh yeah, this makes sense!'"

PAZAZZ



Pazazz Printing is a full service, print-based company offering a range of comprehensive digital communication systems. Based out of Montréal, Canada, they were struggling to keep up with their growth. What began as a modest commercial print shop in 1992 has grown to become the industry leader in visual communications for all Cross Media Integrated solutions.

For Marcel Hetu, the company's CFO, the ROI of a Print MIS is not all about finance. "When I go to management meetings, especially

operational ones, I can see how the sales team is working hand in hand with operations to schedule project follow-ups and meet deadlines.

Of course, I can also see where the money is being made...and where it isn't."

It's not a secret to anyone that the people in the printing business are getting older. There is often resistance to change, particularly where technology is involved. Avanti has been a really good change agent for the team at Pazazz.

According to Marcel, "The real ROI of a system like Avanti Slingshot is the ability to meet customer needs. When Triggers and Alerts are firing, the customer is really happy because they know the status of their job every step of the way, from production to delivery. This eliminates phone calls, contains CSR costs, and results in happier customers. What more do you need?"



Ready for Change?

Over the past 30 years, we've overseen hundreds of successful Print MIS implementations. What's been the key to that success? It's always been about doing the workflow analysis and ROI calculations with each customer up front. Once you have the hard data showing you where the cost savings and efficiencies come from, making the decision to implement becomes not only easier, but that much more exciting.

Seeing is Believing!

Sign up for your demo now

Call: 800 482 2908

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avanti

WE HAVE ANSWERS®

At Avanti, our goal is to help you deliver more jobs, in less time, with the confidence in knowing that every aspect of your shop is integrated into one powerful platform.

Award-winning, JDF-certified Avanti Slingshot allows for the sophistication required by today's Print and Marketing Services Providers. The platform is able to manage multiple lines of business, handle large/grand format, digital and offset print, as well as mail and fulfillment workflows.

Connect islands of automation, eliminate breakpoints in your workflow, and get the information you want – when you want it, and where you want it – easily, with Avanti Slingshot.

From order entry through to production and billing, Avanti Slingshot enables you to work more efficiently, control your costs and move more jobs through the shop with ease.

Seeing is Believing! Sign up for your demo now

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