Print MIS enables profitable growth through business insights and a move to align with shifting industry trends.

Like many commercial print shops, Andy started in traditional offset and colour work, with a focus on the real estate industry. He identified a shift in the industry to print-on-demand and realised that was where he needed to be – but how to get there?

At the business level, one of the biggest growth challenges was the level of manual entry required to fulfill all the orders coming in, particularly through online storefronts where orders could be one item worth $7 to $8, or 100 brochures ranging from $30 to $40.

But breaks in the workflow, including all the manual keystrokes, copy/paste functions, multiple spreadsheets, and other time-consuming methods were holding them back from growth – and slowly eating away at productivity and at the bottom line.

Entering orders manually or writing job tickets by hand takes an average of 10 minutes each which adds up – at 50 orders a day, that's 500 minutes or 8.333 hours which over the course of a year is equivalent to 1 full-time CSR salary!

Would a Print MIS solution that meets today's needs limit growth opportunities in the future? What will be the next application to integrate with in a few years’ time? Is there a right choice for right now and for the future?
The RICOH Solution

The solution with the most open architecture wins. Built from the ground up to handle large format, offset and digital, as well as mailing and fulfillment workflows, a browser-based, device-independent and database-agnostic solution means integrating with 3rd-party applications and equipment as well as the flexibility to access the system at any time and from anywhere.

Order entry and shipping errors evaporate and savings – in the form of time and money – multiply as production output scales. When everyone sees the big picture through Print MIS, it’s easier to envision future growth strategies and to face the future with confidence.

Business Challenges

- Manual and time-consuming spreadsheet maintenance
- High level of manual entry and other time-consuming tasks were slowly eating away at the company’s productivity and bottom line
- Current system was unable to integrate and communicate with various web-to-print storefronts, which average 1,000-1,500 orders per month
- Flexible solution that grew as technology changed

Business Results

- Significant reduction in order input and shipping errors
- Quote from anywhere benefits the customers and the business
- Fulfilling more orders more quickly
- Significant reduction in overtime hours
- Effectively navigating industry shifts

Learn more at Ricoh.ca