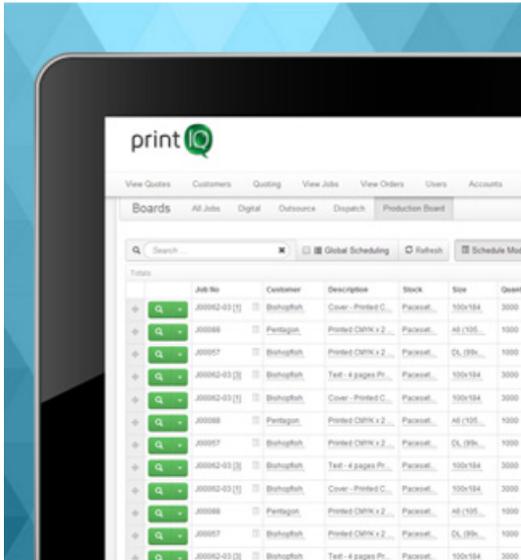


Partners In Print

Printing
Craigs and printIQ



Case Study



“The savings we’ve made by changing to printIQ certainly justified our investment. The new levels of accuracy have positively impacted our costs and competitiveness. And the lifecycle of a job has changed. We can turn a job around more quickly than ever before.”

Richard Wills, Director at Craigs Design & Print
Photo shows the Wills family (Owners and Directors of Craigs Design & Print). From left: Rodger, Richard, Eleanor and Tony.



Fuji Xerox and IQ have teamed up to help New Zealand printers to streamline their business processes and services

Founded in 1876, Invercargill-based Craigs Design & Print produces a mix of offset, digital, and wide-format printed products. This family-owned Fuji Xerox client employs 30 staff

Locally owned and operated IQ, develops home-grown software solutions such as its printIQ that manages print production with dedicated workflows and streamlined job management tools.

Partners in print

IQ recently formed a partnership with Fuji Xerox to deliver end to end workflow solutions to the local print industry

The 100 per cent web-based printIQ Core comprises eight modules, covering the process from estimating, through ordering and production. It integrates fully with Fuji Xerox’s XMPie and StoreFlow, which enables printers to create and manage online web-to-print storefronts and marketing portals

selling print and electronic media.

These solutions place ease of use and client access front and centre. Fuji Xerox stands behind its customers’ decisions in changing to printIQ with easy finance options.

Connecting production and print

Despite maintaining a successful print business in a strongly competitive environment, management at Craigs Print & Design could see that its old MIS lacked the capability to keep up with the company’s requirements and, critically, it didn’t integrate with Craig’s financial system or its web site.

Richard Wills, a director at Craigs, says, “It was clunky to use, and we didn’t have a great deal of confidence in it. We wanted a solution that would offer us real improvements, including supporting the range of print we offer and streamlining how we work.”

The company needed to shorten the turnaround time of its quotes; keep its account managers on the road and minimise their admin time spent in the office; improve business

processes; and bridge the gap between its website and MIS.

It implemented printIQ early last year. Wills says, “We chose printIQ for its wide-ranging functionality, the fact that it was cloud-based, and very competitively priced. These factors made it a very compelling offering.”

Accurate and efficient

When clients use the quote function on the new integrated website, printIQ drives options and pricing directly with no data set-up required from the web site itself. The solution automatically calculates the pricing for any print method and the customer can accept the quote online or have it emailed back. Confirmed orders appear automatically in the production workflow; negating any manual order entry.

Account managers don’t need to return to the office to process quote requests. They can generate complex quotes, emailed directly to an estimator, who then only has to review it and send it back out.

Wills says, “As it is cloud-based, our

account managers can access it to generate quotes for print jobs on the spot, no matter where they are. As long as they have their iPad and an internet connection, they're in business."

Complicated quotes used to take up to 48 hours to turn around but the new system has halved this, with 90 per cent of quotes turned around in less than 24 hours and many of these within the same day. Pressure on the company's estimators eased to the degree that when one retired, Craigs found they didn't need a replacement.

Faster and more responsive interactions have led to more satisfied clients who can have their entered directly into printIQ, on the website or by an account manager, with no need to fill out forms or manually rekey information. It offers a faster and more accurate information capture process. Wills says, "There's no doubt that the accuracy of the data we're collecting is improving. We certainly find printIQ easy to use, and the information in it is always right up to date."

Easy proofing and tracking

The system enables quick and simple proofing. Wills says, "We used to email proofs to our customers. It was often time-consuming as we'd have to send proofs back and forth to view and approve changes. Now our customers are automatically sent a link when their proof is uploaded, and they can view it directly within printIQ. We can make changes in real-time, and immediately see when they've approved their job to go to

print. The proofing process is now very fast, and very simple."

The company's account managers can remotely check on a client's job and give confident and accurate real-time updates on printing and despatch.

Richard Wills sees all the information he needs on a daily basis right in front of him on the dashboard. The company's production manager has gone from manually moving T cards around on a pin board as a job progresses, to a single graphical dashboard with a clear view of where everything is in the prepress, print and finishing stages at any given point in the day.

Changing for success

Making the move to printIQ represented a substantial leap of faith for Craigs but it has proved worthwhile and, with the partnership with Fuji Xerox, the company can feel confident IQ has the backing it needs from the industry's digital leader.

Wills says, "I don't think we'd ever go back to the way we used to do it - this way is just so much simpler. It's been a successful relationship too. The support has been fantastic. IQ has a great team of guys, and when we have an issue they get straight on to resolving it.

"We firmly believe that it's important to keep in front of your clients to generate sales. We want our account managers to spend more time out on the road rather than in the office doing administrative duties. With printIQ they can do just that."

"The savings we've made by changing to printIQ certainly justified our investment. The new levels of accuracy have positively impacted our costs and competitiveness. And the lifecycle of a job has changed. We can turn a job around more quickly than ever before. printIQ played a major part in that change."

The company sees a bright future with the solution. Tony Wills, chief executive and director at Craigs, says, "Having used printIQ for almost a year, I'd have to say that it ticks all the boxes as a quality all round MIS/Workflow system. To date, we've been pleasantly surprised with how far we've come in such a short space of time. And there's still plenty of scope for further advancements in our production environment.

"With a strong focus on product development and continuous improvement, the printIQ R&D team are thinking big picture and regularly release new features to improve an already brilliant product. printIQ has pointed the way forward for us."



At a glance

Organisation:

Craigs Design & Print

Industry sector:

Printing

Size:

30 employees,
customers nationwide.

Business requirement:

Management information and workflow system that integrates with other business systems and has flexibility for future development.

Primary Objective:

Web-based printIQ workflow system that integrates with Fuji Xerox XMPie.

Outcomes:

- Savings in time and labour costs.
- Efficiencies mean more satisfied clients.
- Complicated quotes used to take up to 48 hours to turn around but the new system has halved this, with 90 per cent of quotes turned around in less than 24 hours and many of these within the same day.

About Fuji Xerox New Zealand

Fuji Xerox delivers market leading document services and print solutions to the New Zealand market place. Our core philosophy is to be 'strong', 'kind' and 'interesting'; a 'strong' company that delivers excellent products and services that satisfy customers, and is able to reward its shareholders continuously; a 'kind' company that contributes to local and global communities with a particular focus around young people; and an 'interesting' company at which employees find their life and work fulfilling. We aim to be a company with a good balance of all three attributes. Visit us at www.fujixerox.co.nz

For more information about our printing technologies, visit us at www.fujixerox.co.nz

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