



eDocBuilder

Empowering Web-to-Print

CASE STUDY Featuring: 

Century Marketing Solutions Chooses eDocBuilder from Aleyant for Customization of Marketing Collateral

Company Background

Century Marketing Solutions is a wholly-owned subsidiary of CenturyLink, the third largest telecommunications company in the U.S. as a result of its acquisition of Qwest. Century Marketing Solutions provides marketing services to both CenturyLink and third parties.

Challenge

The marketing team at CenturyLink was seeking to develop a web portal to allow its more than 120 retail stores to order sales materials online. The firm turned to its subsidiary, Century Marketing Solutions (CMS), for a resolution.

Solution

Paul Eason, Jr., CMS Director of Information Technology, was no stranger to web-to-print solutions, having tried several different systems over the years and having purchased several solutions resident on the firm's internal server for variable data, template creation and storefront presentation. "With the volume we needed to handle, and the fast turnaround times required," he says, "our existing system simply was not going to be able to handle demand. That sent us on a search for a more robust solution that we could easily integrate with our custom-built marketing portals and our back-end MIS system to handle templates and variable data aspects of these marketing requests. We were thrilled when we found eDocBuilder, offered as Software as a Service (SaaS) from Aleyant."

Results

eDocBuilder found another admirer in CMS's programming staff. Eason says, "eDocBuilder was so easy to set up, and the API worked so well, that we were able to deliver web-to-print applications that worked better than anything else we had done in the past. Our programmers were delighted with it—it is now their software of choice when we are looking to create any web-to-print applications."

With eDocBuilder in place, CMS was quickly able to design and upload templates into an automated ordering system for CenturyLink's retail stores. Eason explains, "Stores order a variety of materials, from door hangers and flyers to catalogs and brochures. Some are customizable and others are static. Authorized store users simply sign on, select the materials they need, customize them with local information as appropriate, verify the online proof and order the materials."

Once a store places an order, a job is created in CMS's MIS system (CRC). All storefront materials, including templates, are pre-approved by the corporate marketing department, ensuring brand integrity and limiting the types of customizations that are available. When the online proof is approved by the store manager and the order placed, a print-ready PDF is automatically generated and data is passed to the MIS system to automatically generate a job ticket that moves the job through the production process. "No one touches the job," says Eason, "until the digital print operator pulls it down for production and then hands it off to shipping."

For CenturyLink store managers, the ordering process is faster and simpler, and materials are received quickly. There is no need to wait for business hours, call to check on order status, go through a three- to four-day fax proofing cycle, or worry that items will contain errors when they are received.

Eason states, "For production, we have had similar productivity improvements. Prior to integrating eDocBuilder into the mix, not only did we have to manually record customizations to materials, but someone in prepress had to manually produce them, proof the job and then enter it into production. This was time-consuming, and as our number of orders grew, unsustainable." CMS has handled hundreds of CenturyLink orders through this interface, with the volume continuing to climb as the business grows, and Eason and his team find new applications and new ways to help the parent company be more efficient.

"Support from the Aleyant team has been outstanding," reports Eason. "When we have high level questions, someone always responds in a timely fashion and provides answers. What we are building now are more sophisticated web-based solutions. We needed a partner that not only had a sophisticated web-to-print offering, but also had the support to back it up."

Eason and his team plan to continue to use eDocBuilder as its web-to-print and template creation tool for all of its portals moving forward because it integrates so easily, and because of the tools and support Aleyant provides. He says, "What we needed was a tool that allowed us to quickly and easily create templates that users can customize within corporate branding guidelines, generating a high-resolution PDF out the back end, and integrating both with the portals and our MIS system for a seamless, automated workflow. That solution was eDocBuilder, and since going through a near-flawless implementation, we have never looked back." 🌟

eDocBuilder is owned and operated by Aleyant Systems. For more information, you may contact us at:

WWW.ALEYANT.COM • 800-571-2138 • INFO@ALEYANT.COM



Pressero

Empowering Web-to-Print

CASE STUDY Featuring:



Creative Solutions Ink Corp. and Middlesex Water Co. Partner to Streamline Marketing Supply Chain with Pressero from Aleyant

Company Background

Middlesex Water Company, established in 1897, provides a full range of regulated and non-regulated water, wastewater utility and related services primarily in New Jersey and Delaware. The company has ten affiliated companies through which it designs, builds, manages, owns and operates water and wastewater assets, conducts municipal contract operations and public/private partnerships and provides water and sewer line maintenance services. Middlesex Water Company and its subsidiaries serve over 140,000 customers and serve a population of over 400,000.

Challenge

Middlesex Water Company was utilizing several different printers to meet its printing needs on a project-by-project basis. In addition, there was a significant amount of buying by individuals that limited the company's ability to take advantage of volume purchasing. Bernadette Sohler, the company's Vice President of Corporate Affairs, was seeking a more effective way to manage printing needs as the business grew. At the same time Sohler was interested in gaining greater control over brand integrity, overall print spend, and reducing both costs and waste.

Solution

Middlesex Water Company chose to consolidate much of its printing business with Creative Solutions Ink, Corp. "The web interface the company was using was user-friendly and we were very impressed," said Sohler. "Pressero is easy to use, yet lets us gain control over print spend while managing the needs of the multiple brands and organizations we serve." In addition, Sohler saw the benefit of using Pressero's eDocBuilder, a unique web-based variable data publishing (VDP) system integrated within Pressero that

allows authorized end users to customize materials within corporate guidelines. Using this process moves more of the administrative responsibility and accountability to the individual departmental level, allowing users to personalize materials and select appropriate messaging. "With a staff of one in my office," adds Sohler, "this ability to streamline the administrative process involved in purchasing print materials was critical."

Bernadette Sohler, the company's Vice President of Corporate Affairs, was seeking a more effective way to manage printing needs as the business grew. At the same time Sohler was interested in gaining greater control over brand integrity, overall print spend, and reducing both costs and waste.

Results

"Our Department is multi-faceted, serving a number of internal and external clients," said Sohler who's been with the Company for 15 years. "Our area handles all corporate

**Pressero is owned and operated by Aleyant Systems. For more information, you may contact us at:
WWW.PRESSERO.COM • 800-571-2138 • SALES@PRESSERO.COM**

Creative Solutions Ink Corp. and Middlesex Water Co. Partner to Streamline Marketing Supply Chain with Pressero from Aleyant *(Continued)*

communications, including internal employee communications as well as external communications with customers, investors, the media, shareholders and financial analysts. Items required by companies within our corporate umbrella include business cards and stationery, door hangers advising of service interruptions or other activities, forms and more. As our company has grown, the purchasing of print has grown burdensome for my staff of one, and we needed to establish a more structured framework to discourage the occasional rogue buyer who was seeking printed items quickly but for whom compliance with corporate brand, messaging guidelines and cost was less of a driving factor. Managing our public image as well as our corporate pocketbook is very important to us.”

were achievable by moving this process online,” adds Sohler, “not only in hard dollars but in staffing resources and time. We could leverage today’s technology using a print storefront which enables users to quickly identify the print item needed and modify it if necessary. This approach has become a more financially viable system for management and procurement of print.”

After just over two years on the platform, Sohler is pleased with the results. “We had over 100 different items in the system when we first started. But as business needs changed and we started taking a closer look and what items were being ordered across the enterprise, we have found that only 20% of those items were actually being used on a regular basis. So not only were we able to eliminate waste, but we were more conscious of

“...not only were we able to eliminate waste but were more conscious of costs and could determine who was using what, how frequently and whether certain historically purchased items were even still needed in our business. This has been huge for us,”

In 2007, Middlesex Water began thinking about how to change the way print was purchased. The process had become cumbersome; one simple order for business cards could take a significant amount of time to process, with multiple calls and proofs back and forth. In addition, someone might order business cards through one vendor, another department might have had a print contact elsewhere, someone else through a print vendor they met randomly, and so without a purchasing department, there was no consistency or uniformity in the products, and no real understanding of print purchasing and volume buying. “That’s when we thought we might be able to leverage technology to make it easier for users to get needed printed products while at the same time introducing brand integrity and more cost and process control,” Sohler says.

Sohler turned to Creative Solutions to determine how she might achieve these objectives using Creative Solutions’ Pressero implementation. Creative Solutions worked with Sohler to analyze actual current costs, including costs of printing, the administration of the print, as well as waste. The second part of the study outlined what total costs would be by moving to an online print solution. “We learned that considerable savings

costs and could determine who was using what, how frequently and whether certain historically purchased items were even still needed in our business. This has been huge for us,” says Sohler.

Today, Middlesex Water has 181 items supporting 10 different companies in the system. “As we continue to grow our business and acquire other companies,” Sohler comments, “it is easy to integrate them into the system, transitioning their materials to new branding, affordable pricing and a self-service model very quickly. It’s also easy to quickly address regulatory and other changes that require us to modify content on forms, door hangers and other materials we print.”

Sohler’s users are also benefiting from the ability to more effectively monitor inventory levels, making it easier to budget appropriately for the printed items they need.

Before implementing Pressero, Sohler reports that paper was pushed through seven different hands before an order could be completed, and now, with appropriate approvals already built into the process, it just takes a click of the mouse.

Looking ahead, Sohler is exploring how Pressero might be integrated with the company’s Oracle ERP, which would add even more efficiency and productivity to the process. 🌈



Pressero

Empowering Web-to-Print

CASE STUDY

Pressero Drives Business Growth for Print Lynx

Company Background

PrintLynx was founded in 1984 as an instant print and yearbook company. This full-service sheetfed printer operates with 2- and 4-color offset presses as well as digital presses from HP-Indigo and Xerox.

Challenge

PrintLynx had been evaluating web-to-print solutions for some time but was unable to find a solution that met its needs, with some lacking adequate capability while others were more than the business required with a higher price tag than the company was willing to accept.

Solution

A PrintLynx manager discovered Aleyant's Pressero during a trade show visit, and the dialog between the two companies began. "Pressero was just what we were looking for and the price was right," said Bud Fisher, sales and marketing executive for the firm. "We were pleased with Aleyant's responsiveness during demonstrations and the sales cycle. That gave us an indication of what they would be like to work with post-sale. That assumption has proven valid in the three years we have been working with them."

Results

Fisher reports that his business has grown 35% in the past year, the majority of which is attributable to making Pressero available to both existing and new customers.

For example, PrintLynx had been producing static print and direct mail for a major textbook reseller. With Pressero in place, PrintLynx was able to offer this company versioned and variable data direct mail solutions targeted to specific school and/or students.

This allowed the company to deliver more relevant communications to its customers and prospects and enabled PrintLynx to significantly expand its business with this important customer.

"This customer sells textbooks online at all levels of the educational system," explains Fisher. "They will also buy books back at the end of the school year. With Pressero, they can easily create direct mail campaigns direct to students or personalized to the students but mailed in bulk to the school. In addition, they can order a variety of other marketing materials

in versioning/variable data solution, eDocBuilder, makes it easy for users to customize and proof materials online.

In addition, PrintLynx has placed a forms database online for several hospitals, allowing them to order forms and other materials online as they need them. "Once orders are received in Pressero," adds Fisher, "it is easy for us to then direct them to the appropriate print engine for production of the job in a very efficient manner."


Fisher indicates that he has worked hard over the past three years to educate customers and prospects about the value

"...once you get them (customers) to start building an online database of marketing and other materials, they love the convenience and their database almost always continues to grow".

customized to each school, including posters and brochures. Enabling them to better customize their book buy-back offers has significantly increased both response rates and program revenues."

PrintLynx also services a variety of other customers with Pressero. "We produce business cards and stationery for agents of a large insurance company," says Fisher. "It is much more efficient for the agent to go online, order what she needs, and pay with a credit card rather than having administrative staff at the insurance company handle the burden for all of the agents or risk having agents order from a local printer who may not be knowledgeable about the company's branding guidelines." Pressero's built-

of a web-to-print solution. "Often," he says, "customers think they would have no use for such a solution, but once you get them to start building an online database of marketing and other materials, they love the convenience and their database almost always continues to grow. And like the textbook reseller, they soon discover that results improve as they are able to make their materials more relevant."

Fisher has been very pleased with his relationship with Aleyant. "The system is robust, affordable and reliable," concludes Fisher. "We have gone to Aleyant a number of times with suggestions for making the system even easier to use and have always found them to be very responsive and excellent to work with." 

Pressero is owned and operated by Aleyant Systems. For more information, you may contact us at:

WWW.PRESSERO.COM • 800-571-2138 • SALES@PRESSERO.COM



Pressero

Empowering Web-to-Print

CASE STUDY Featuring:



Stuyvesant Press: MIS Integration Increases Web-to-Print Value

Company Background

Stuyvesant Press was founded in 1977 in a 400-square-foot storefront, primarily producing small runs of business cards, letterheads, envelopes and sales sheets. Today the company occupies a state-of-the-art 15,000-square-foot facility from which it serves a number of high-profile clients. Stuyvesant Press is dedicated to making the proper investments in new technology and implementing cost savings efforts to ensure continued growth.

Challenge

Stuyvesant Press was an early adopter of e-commerce solutions and has had a Print MIS solution installed for more than a decade. The company saw the benefit of integrating the two solutions to further automate the process, reducing opportunity for error and ensuring accurate, real-time business information with which to manage the business.

Solution

"I had a good relationship with both Aleyant Systems and our MIS provider, Printers Software," says Mike Roesch, President & CEO of Stuyvesant Press. "Both solutions were great, but I knew I could obtain even more benefit by introducing the two companies, encouraging integration, and letting them both work their magic."

Printers Software uses shop floor data collection terminals to keep track of work as it migrates through the shop. But as a job was processed through Aleyant's Pressero web-to-print solution, employees had to manually update the MIS system to ensure that all job data was captured in a single location. Integrating the two solutions eliminated the manual effort.

Results

"With the integration in place," says Roesch, "everything is now automated. When prepress takes an order from Pressero to prepare it for production, both the MIS and Pressero are automatically updated. Not only does this capture all relevant job information, but it ensures that customers have access to the most recent status when they go online to check their orders." Roesch points out that this makes his operation more streamlined, and it is also more convenient for customers, eliminating the need for them to make multiple calls to customer service to check status.

Prior to beginning to use Pressero, Stuyvesant Press had experimented with two other web-to-print products. Roesch reports that the first solution carried unreasonable transactional

charges, and the second one, while more reasonably priced, was very difficult to use. "I met Greg Salzman of Aleyant at a trade show a few years ago," he explains, "when I started once again looking for a web-to-print solution that would better meet my needs, I was very pleased with what I saw. We quickly built a good working relationship, and Aleyant was very responsive in terms of adding features and functions that we felt would make the solution even better."

Pressero is a critical service for two of Stuyvesant's largest customers. "We transitioned the first customer from an older

..."Aleyant was very responsive in terms of adding features and functions that we felt would make the solution even better."

system," says Roesch, "but the second one was acquired because we had Pressero. They had 11 different divisions in 100 locations, each with its own specifications, and with each division managing its own locations. Although it was an extended implementation period, Pressero has allowed us to lock in this exceptionally good customer for a long time." Among other things, the client is taking advantage of eDocBuilder, Pressero's variable data/versioning tool, to make ordering of business cards online simple, straightforward and error-free.

Stuyvesant also took advantage of Aleyant's integration services to integrate Pressero with his client's Oracle procurement system using cXML. "Just like integration with my print MIS system automates my back-end processes," says Roesch, "the integration with my client's Oracle system offers them a seamless transfer of data that makes their procurement process much smoother."

Roesch reports that he is receiving 200 to 300 orders per month through the system from these two large clients, work he likely would not have had without Pressero.

"With this proven solution in place," concludes Roesch, "and the integration with our MIS system finalized, we are geared up and ready to go, with several other opportunities in the queue. Both web to print and MIS are critical business tools for running today's print business. Integrating the two systems creates a value whose whole is more than the sum of its parts. Working with Aleyant to make this happen has been a terrific experience." 🌟

Pressero is owned and operated by Aleyant Systems. For more information, you may contact us at:
WWW.PRESSERO.COM • 800-571-2138 • SALES@PRESSERO.COM