

**CASE STUDY** Featuring:



**PRESSERO™**

# Parksons Graphics Gains Business Synergies with Aleyant Pressero™

## Company Background

Parksons Graphics, founded in 1957 and located in Western India, began life as a producer of playing cards. Over the years, the company added more products and services, including the launch of an HP Indigo-based digital print division in 2012. Today the company has three facilities with 250 employees offering books, commercial print, tags & labels, digital print and playing cards. Its customers are in a diverse set of industries, including real estate, automobile, exporters, media and entertainment, apparel & textile companies, cosmetics and FMCG.

## Challenge

When Parksons introduced digital print to the mix in 2012 with the acquisition of an HP Indigo 5600, the company realized it needed to streamline operations to be able to more profitably handle the shorter run digital work and to make it easier for customers to place orders online. This initiated a search for a web-to-print application that could meet these needs.

## Solution

In 2013, Parksons chose Aleyant Pressero with eDocBuilder and the HP Indigo SmartStream integration to meet its web-to-print needs. The fact that it was an easy-to-use and affordable cloud-based solution was important in the selection process.

## Results

"We have been very impressed with the results we have received with Pressero," said Animesh Kejriwal, Director. "We initially used it purely for digital jobs but soon discovered that it had a role to play in commercial print as well, giving our customers a clean and easy way to centralize ordering and manage inventory."

Kejriwal reports that the company currently has 20 customers set up with branded sites on Pressero, and work coming through Pressero represents about 25% of all digital jobs, and 10% of the company's work overall.

"Pressero has helped us in many ways," Kejriwal stated. "A typical use case before Pressero was visiting cards. They were being ordered using Excel spreadsheets and the process had a lot of opportunity for error. In addition, approval times were long and it was hard to track orders through the system. Now those orders are placed through Pressero, approved at time of order placement by the customer and passed through the rest of the workflow including our homegrown MIS, with no errors. Pressero's API allowed us to automatically create an MIS job ticket. All of this eliminates a significant amount of manual intervention and has made us, and our customers, much more efficient."



*Parksons Graphics' employee, Dynesh Shivalkar, operating their HP Indigo 5600.*



*Sample brochures printed at Parksons Graphics using Pressero.*

Kejriwal cites one customer, a brand that operates with a nationwide dealer network, who was having difficulty managing dealer orders. "By putting it all online," he says, "they are now easily able to collate orders, manage distribution lists, and place and track their orders. It also lets their dealers place orders directly and eliminates manual updating of spreadsheets and the back-and-forth of approvals. It's a win/win for them."

Another Parksons customer had difficulty managing price lists. Kejriwal explained, "In India, taxes vary in different regions and adjusting prices to comply with the appropriate regional taxation was a manual process. With Pressero, we can handle all of that automatically. Users simply select their state, and the taxation tables we built in do the rest. This customer operates in 10 states and has 20 products with two or three variations on each product. They also maintain about 400 artwork items. Updating and managing changes was a nightmare. Now that we have moved everything into Pressero, it is a breeze!"

Next up for Parksons is to explore the Pressero integration with HP SmartStream to streamline its digital printing operation even more. "We'll also continue to market this solution to our customers and prospects," Kejriwal concluded. "We see a great deal of opportunity to expand usage of the system, and that will benefit everyone."



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