

Aleyant Pressero™ Web-to-Print Reaps Big Rewards Down Under

Company Background

A mid-sized Australian commercial printer, this company offers offset, digital and wide format printing as well as a full suite of finishing solutions. With printing, finishing and distribution in one facility, it is able to meet the tightest of deadlines with its talented staff of 55.

Challenge

The company had installed a web-to-print solution a few years ago, but had outgrown it. Its Managing Director said, "A web-to-print solution isn't just something you can purchase off-the-shelf and forget about it. Once you implement a system, you discover the complexity, and you learn things that help you make better choices the next time around."

Solution

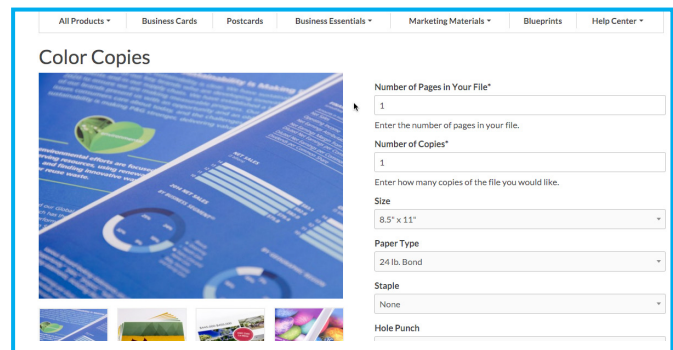
The company chose Pressero from Aleyant for its next-generation web-to-print solution, initially implemented for B2B customers but migrating also to public (B2C) sites. Aleyant eDocBuilder™ is used to offer customers template-based solutions, and Aleyant's Automated Workflow Integrator™ (AWI) to seamlessly integrate prepress solutions such as Ultimate Technologies' ImpoStrip and the HP Indigo SmartStream Suite into an automated workflow.

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The Story from Down Under

As an HP Indigo user, the company's Managing Director attended Dscope in the U.S. three years in a row. He says, "Every web-to-print application is different, and every business owner I have spoken with about web-to-print has implemented more than one system. We are no different."

The company has an extremely diverse product range, contributing even more to the complexity of building



an integrated, automated workflow that positions it for continued growth. "Aleyant has been a fabulous partner," he adds. "They were very attentive to our requirements and helped us through the process proactively, even as we challenged the system. With Pressero now in place and fully operational for the past two years, I am happy to say that our old web-to-print system has now been turned off!"

The Managing Director explains that Pressero with eDocBuilder was initially used for B2B sites, but that the company is now using it for public, or B2C, sites as well. It is also fully integrated with the company's MIS, imposition and prepress solutions. The goal is to have 10% of the company's revenue be generated through web-to-print by mid-2016, the beginning of Australia's financial year.

This will be facilitated by the company's plan to launch 10 new public sites in that timeframe. "Without Pressero," he comments, "we would not be able to have such an aggressive strategy in place. Not only do we expect to see significant growth from the public sites, but our B2B sites continue to expand as more customers experience the benefits of an ecommerce site."

For other companies considering a new web-to-print implementation or updating an existing one, he advises, "A successful implementation requires clear objectives to get to the desired outcome. And it is necessary to have a proactive partner who is willing to step outside the box and make modifications to address your specific requirements. For us, Aleyant was that partner, and the results have been outstanding"