



# 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."

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### 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

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## 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

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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. 🌈