



# Pressero

Empowering Web-to-Print

CASE STUDY Featuring:



## DigiCOPY Deploys Aleyant Pressero Web-to-Print for Multi-Site Efficiency

### Company Background

DigiCOPY was founded in July 2000 with the opening of facilities in Eau Claire and Stevens Point, Wisconsin. The company quickly laid a foundation for growth and development as it added a third location in Wausau just a year later. Today, DigiCOPY has grown to nearly 100 co-workers in 14 locations (seven of which are facilities management locations) in six major Wisconsin cities. The company's reputation for fast, friendly service continues to spread throughout surrounding communities and among business professionals. Now in its 13th year of service, DigiCOPY is poised to continue expanding throughout the Midwest and beyond.

### Challenge

When Patrick Buxton, Director of IT, joined DigiCOPY, one of the first priorities was to implement a web-to-print solution. "We specifically needed a solution that would allow us to manage work seamlessly across facilities managed (FM) sites and our shops," he says. "This included the ability to manage inventory, and to accept orders online for pre-printed and print-on-demand materials. We also needed the ability to direct more complex work from FM sites to a nearby shop where we have more capacity and operate longer hours."

DigiCOPY looked at a variety of offerings that were available in the market at the time as they did their due diligence on this important investment.

### Solution

"After looking at everything, we chose Pressero web to print from Aleyant as the ideal solution for our needs," Buxton explains. "Cost was a component of the decision, since Pressero was more affordable than other options. The overall functionality of the solution was also extremely important in our evaluation process. Since this was our first web-to-print implementation, and it would be operated by a variety of people across both FM sites and our own shops, it also needed to be intuitive and easy to use."

The Pressero web to print storefront met all of these requirements and more, according to Buxton.

"Reporting and the ability to connect to third party systems were important for us as well," he says.

### Results

DigiCOPY has been very pleased with its relationship with Aleyant. "We have a fairly unique business," states Buxton. "Along the way, we have asked for a number of changes, including some that were customized specifically for us, and the team at Aleyant has always been extremely responsive. Even as Aleyant has grown, we are still able to readily contact

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and work with people as needed. And the system is flexible enough that we can do a lot on our own, with sites unique to each customer and with a minimal amount of work on our side.

Buxton points out that when DigiCOPY started using Pressero, it was a relatively small company with one FM site. Pressero's SaaS model offered centralized control and the ability to scale as the company grew. "Pressero allowed us to offer a great

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service to an important customer, and then leverage that to sell a similar service to others and scale the business,” he says.

With today’s multi-site FM and shop structure, orders come in to DigiCOPY via storefronts running on the Pressero system and are automatically tagged to the right location. “We have the ability to define multiple print sites within Pressero,” Buxton says. “That could be an FM site or a retail site, and the system automatically notifies the appropriate personnel that the job has been submitted. Even orders that are physically brought in or emailed by the customer are entered into Pressero so that we have a single point of control for web to print order status, production and reporting.”

Buxton explains that some customers require the ability to compare quoted pricing with invoiced pricing to keep tabs

integration, one of several available credit card payment options. Buxton explains, “PayPal has allowed us to expand to franchises. Now we can sell to Wisconsin-based franchises that have operations outside the state. Their franchisees can order online, regardless of where they are located, and there is no delay in payment. As you can imagine, corporate franchise offices are very happy with this capability.”

DigiCOPY has trainers on staff to get new customers up to speed quickly as well as to ensure ongoing internal training. The company also has technical sales support staff who can deal directly with larger companies to address more technical issues, freeing the sales person to continue to build new business. Both of these staff additions have been critical to the company’s business growth, according to Buxton.

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on DigiCOPY’s service level agreements for legal reasons. If there is a pricing error, the Pressero order admin area offers the flexibility to allow the invoiced pricing to easily be changed. The web to print storefront instant pricing calculator also comes in handy. “One large account uses the Pressero reporting capability to take a sample of jobs and calculate averages to ensure that everything is within the scope of the contract,” he says. “We also like the fact that whether a job is submitted online or not, Pressero gives us the ability to give the customer instantaneous pricing. We also use it to work with outsourced vendors for offset work and to manage inventory for fulfillment purposes.”

One large account, a hospital, has a printed product it sells to other hospitals. Buxton says, “We send out a lot of binders full of material, and they use Pressero to track inventory levels, tell us what we need to pull from inventory, etc. Pressero tracks everything for us.”

Another Pressero feature that has been fantastic for DigiCOPY is Pressero’s PayPal credit card payment

“Another benefit of Pressero,” Buxton adds, “is the ability to quickly mock up a demo site for prospective customers. The built-in eDocBuilder online design tool enables easy editing of templates by our customers. When we can do that, it is always the most impressive part of our presentation, especially when they understand the costs, which are affordable, and the fact that we can customize the site to address their individual needs.”

DigiCOPY continues to refine its Pressero installation and to add new capabilities on an ongoing basis. “We haven’t implemented device-specific file processing yet,” Buxton comments. “But we plan to do that, using Pressero’s Automated Workflow Integrator to download files directly into a machine queue or a specific customer workflow. Whether on our own or by taking advantage of Aleyant’s free web-to-print webinars, we are always finding new things to do with Pressero and new ways to make life easier for ourselves and for our customers. And the team at Aleyant has been right there for us as we have grown our business over the years.” 🍌