Canon
CANON SOLUTIONS AMERICA

aleyant | Pressero™
web to print. b2b & b2c. ecommerce



CASE STUDY

ON-DEMAND PRINTING COMPANY EXPERIENCES BUSINESS GROWTH WITH HELP FROM PRESSERO

SMART CHANGE STARTS HERE.



ON-DEMAND PRINTING COMPANY EXPERIENCES BUSINESS GROWTH WITH HELP FROM PRESSERO

This Boston-based digital on-demand printing company, was founded two decades ago and also offers scanning and mailing services. According to its Production Manager, the company had implemented a web-to-print solution in an effort to gain increased market visibility and to offer online ordering to its customers.

"Previously, we were an offset printer," the Production Manager said. "But now we are strictly digital, and that really lends itself to having an online ordering platform due to smaller job sizes and shorter turnaround times inherent in the digital printing business."

Other solutions we implemented did not meet our needs.

"We pride ourselves on being able to meet customer deadlines with all of our new digital technology," the Production Manager said. "And our first foray into e-commerce was less than satisfactory. Not only was it difficult to set up, but the vendor support was not as promised. It was originally billed to us as a B2C and B2B solution that would be all template driven, and that storefronts would be easy to set up. Unfortunately, that was not the case. Even something as simple as setting up credit card payments was daunting."

Choosing a New Storefront

Searching for a way to solve the problem, the company called on Canon Solutions America for help with finding a web-to-print solution that was more closely matched with its needs and those of its customers. The Production Manager was particularly interested in Aleyant Pressero based on information she had seen online and experiences she had heard about from others.

"The good news was we already had some experience with a web-to-print portal," the Production Manager said. "I knew what I didn't want. And I knew what I wanted to see in something new. It looked great during the demonstration, but I insisted on seeing how the backend worked. Based on my past experience, I knew that would be critical. And it was impressive."

Ease of Use, Robust Functionality

A key benefit of the Pressero system is the ease of managing pricing. "With Pressero, you only have to set up pricing one time, and I don't need a separate pricing sheet for every customer," the Production Manager said. "I simply set up to the product, such as a double-sided business card, and the pricing flows through the system based on paper selection, quantity ordered, and other criteria."

The Production Manager also liked the fact that once the template was set up, it was easy for customers to personalize their order.

"With eDocBuilder, it's very intuitive," the Production Manager said. "They can add graphics and text to customize their order. It looks more like a true website that people are used to working with. I have not had a single customer complaint about navigating through the system, and it's been really great for customers."

The Production Manager also likes the fact that jobs come in nice and neat on a work ticket with all of the files attached, adding, "I don't have to hunt around. I have a picture right there of what I will be printing. It makes life so much easier, and I can also hand the job off to someone else who may not be familiar with my filing system, and they have everything they need to get the job done."

The company's deployment of Pressero is currently integrated with QuickBooks and EFI Fiery, as well as Mailchimp, using Aleyant's Automated Workflow Integrator (AWI). SEO is implemented on the backend as well as with Google Analytics being collected from site usage. The Production Manager added, "That has been very helpful to let us know who's going to our site, where they went, and how long they stayed, as well as what keywords they were searching. That information will help us to continuously improve our operation and reach."

Support from Aleyant has been excellent. "When we purchased Pressero, we also purchased 50 hours of professional service time," the Production Manager said. "We have used that for initial set-ups, as well as to address questions as we moved along in the implementation process. Their expert did a lot of the set-up for us, including our pricing and specifications, but she walked me through it as she did it so I could be self-sufficient going forward.

"Aleyant's support was extremely responsive, and they were patient with the questions I had. It really made it a pleasant experience. When I send in a support ticket, someone gets back to me within hours, and, often, whatever the problem was, it has already been fixed. Based on past experience, I was actually shocked at how responsive the support was, especially given the impact of the pandemic. It's truly a pleasure to deal with them. Often when you call a company's support line, you get put on hold and you think, 'oh, no, I'm going to be on hold forever.' I don't get that with Aleyant. It's been great!"

Continuous Improvement is Key to Growth

Looking ahead, the company is investigating the addition of a Management Information System (MIS). Because Pressero already has more than 2,000 integrations available, the company has a lot of leeway in choosing an MIS system. Most integrations feature bi-directional communication between Pressero and the MIS so that changes made anywhere, whether in the storefront or the MIS, are automatically reflected across the system.

"This will be so much easier," the Production Manager said. "If I can link the storefront to the MIS, I can change paper types and prices in the MIS, and everything will be updated in the storefronts. Right now, it takes an inordinate amount of time to update pricing, but as we get busier, the integrated MIS will be critical. There won't be a noticeable difference for customers, but it will make our internal operations much more efficient."





CANON SOLUTIONS AMERICA

1-800-815-4000 CSA.CANON.COM

Canon is a registered trademark of Canon Inc. in the United States and elsewhere. PRISMA is a trademark or registered trademark of Canon Production Printing Netherlands B.V. All other referenced product names and marks are trademarks of their respective owners and are hereby acknowledged. Neither Canon Inc. nor Canon U.S.A., Inc. nor Canon Solutions America, Inc. represents or warrants any third-party product or feature referenced hereunder.
© 2022 Canon Solutions America, Inc. All rights reserved.
5/22-0545-6281