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CASE STUDY

SOUTHERN STATE UNIVERSITY REINVENTS ITS IN-PLANT PRINT SHOP WITH ALEYANT PRESSERO WEB-TO-PRINT

SMART CHANGE STARTS HERE.



This southern state university is home to nearly 20,000 students and almost 1,200 instructional staff. It offers a wide variety of study areas, including trade skills, to serve a diverse student body through both in-person and online learning. The university has had an in-plant print shop for more than 40 years which was largely operating with analog technologies up to 2019, when a new plant manager with more than 20 years of industry experience took over the operation. He set about modernizing the print shop with goals of being able to take in work electronically, benefit from real-time reporting and accounting, and position itself to better serve the staff and students at this world-class research institution.

Another goal was to centralize print production for 82 county offices across the state, improving quality, reducing costs, and eliminating redundancies.

The print shop team turned to Canon Solutions America, a major provider of high-quality print production equipment and software, for a solution. In addition to adding digital printing equipment and updating its bindery, the print shop also chose Aleyant Pressero, a business partner, as its web-to-print interface.

Modern Offerings Enhance Print Shop effectiveness

As well as better serving the university community, the print shop is now supporting many county offices attracted by its quality, responsiveness, and the ease of online ordering enabled by Aleyant Pressero. According to the print shop manager, the process of building and maintaining individual ecommerce sites for internal and external customers is fast and easy. To attract customers to its Pressero online interface, the shop started with creating samples of simple items such as business cards, newsletters and letterhead templates, posters for promoting upcoming events, and reminder postcards. In addition to its internal customers, the shop is now supporting a number of county offices, with more coming on board each week.

Why Choose Pressero?

The print shop manager noted that a key reason for choosing Pressero was its tight integration with Canon PRISMAprepare and PRISMAdirect workflow solutions as well as the ability to review and edit incoming jobs to ensure they will print correctly. He also appreciated the ability for a customer to enter all of the necessary information to create, for example, a new business card. The customer enters the information, proofreads it using a visual preview of the card itself, and approves it for printing. This approach removes a significant burden from the print shop staff—prior to using Pressero, customers would send an email request for a new business card, the staff would mock up a proof and email it to the requester, and often a back-and-forth review cycle would occur until everything was correct as desired by the customer. With more than 1,000 business card customers in the university community, this was a highly manual, time-consuming, and error prone process. Now in cases where the customer has last-minute changes, instead of the previous process of cancelling the order and initiating a new one, a quick email to the print shop gives them a heads up and they can intercept the order and take care of the requested edits.

Users access the appropriate business card template, enter and approve the information, initiate payment or an internal charge, and send it for production—the workflow takes it from there. The on-campus customer can choose to pick up their order or have it delivered via campus mail. This not only simplifies the process and helps ensure printable product, but it also significantly reduces the lead time for users to obtain their business cards. The card is then available to the user online if future orders are needed.

Another popular service Pressero has enabled for the print shop is the creation of social media posts and other materials the customer can download digitally, in PDF or image formats.

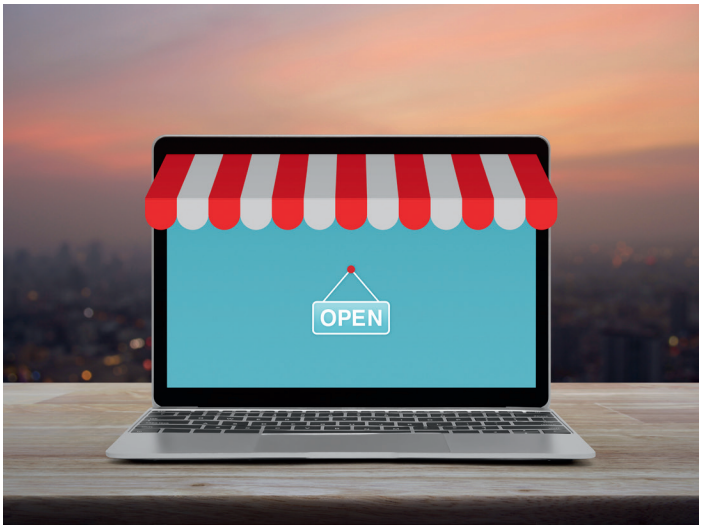
The print shop management also appreciates the ease of accessing both standard and custom reports at any point in the month. No longer do they have to wait until month's end to manually create status and financial reports. All necessary information is available at their fingertips to enable nimble, fact-based decision making.

All of this adds up to a streamlined, end-to-end, integrated workflow for online orders through to production and shipping. It has also eliminated the need, in most cases, to create manual price quotes for proposed work, since the user can see right from the Pressero storefront what the cost is online prior to submitting the order and make any necessary modifications to job characteristics, paper stocks, quantities, and more to keep the project in line with their budget.

Prepared for the Future

With its modern infrastructure set up—a fully integrated digital workflow from online ordering with Pressero to production and shipping through the Canon PRISMA workflow—the university print shop has achieved its goal of becoming a modern print production site that can offer exceptional services to its internal and external customers.

A key area of opportunity for expansion of services enabled by Pressero's unique open approach to integration is the ability to electronically connect with outside suppliers. One example is the ability to add T-shirts to the online store. Even though the print shop does not produce apparel items, it does have relationships with trusted outside suppliers that can deliver quality at a competitive price. The apparel items are added to the individual storefronts, and users can simply order from the print shop without worrying about finding an outside supplier. The entire process, including billing, is streamlined and simplified. And as user requirements change and new trends emerge, adding new products to Pressero is fast and easy. According to the print shop manager, every day brings new excitement about what the shop can do with the integrated Pressero/PRISMA solution. And every day they are able to build on existing customer loyalty and add new customers.





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