
What They Think?

Market Intelligence for Printing and Publishing

The Number 1 Factor in Successful Print MIS Implementations

Implementing Print MIS software is an undertaking that touches every corner of your business. The belief system you go into this process with determines your success more than any other factor.

By Jennifer Matt

Print MIS solutions are complicated because the systems touch every corner of your print business. Most print MIS implementations fail, often miserably, meaning they fail to meet the expectations of the printer who wrote the check.

The number one factor in the success of a Print MIS implementation is the attitude of the printer.

What do I mean by attitude? It really comes down to one basic belief system.

Belief System A: Are you looking to force your workflow “the way you do business” into a commercial Print MIS solution?

OR

Belief System B: Are you looking at the commercial Print MIS solution and figuring out how to mold your business processes to best fit into the Print MIS software solution?

Behind Belief System A (like door number one in a game show) you will find months and months of frustration, a lot of money spent on “customization”, too many hours to count of your team describing how and why this software won’t work for your business, and finally almost zero return on your investment. For those who really don’t get enough with one round of this, they buy another system and rinse and repeat the process over and over again.

Behind Belief System B you will find some complaining employees about changing things where the only defense is “this is how we’ve always done it”, a few employees might quit who refuse to change (probably good for your business), an implementation that results in a positive ROI on your investment, and your use of the Print MIS technology aligns with the vendors so you’re a happy camper traveling down their product roadmap with them.

It is that simple, really – everything about your Print MIS implementation is rooted in your attitude on this belief. Are you so invested in your workflow that any system you implement has to bend to this perfect workflow? I used the word “perfect” on purpose, really how many printers have a perfect workflow?

Workflow is a process that you're constantly iterating and improving on, so why not see a Print MIS implementation as an opportunity to evolve, change, adjust your workflow to the way that optimizes your use of the Print MIS you just spent a sizeable investment on?

Do you know how liberating this attitude is? Instead of printers asking question after question after question that starts like this; can your system handle order entry by a CSR that only types with only their left hand while standing on one foot? You would have a line of questions like this; we have customers who require a PO before we do any work on their projects, how would you recommend best handling this business requirement in your Print MIS?

The first statement isn't a statement, it's a command, "please make your system bend to my will." The other is a question about what is the best way to solve this business challenge in your system. There is a huge difference between these two different attitudes. Your workflow should be in a state of constant iteration – this does not mean it changes every day, it means you're looking for ways to improve it every day. Why then when it comes to Print MIS implementations do printers dig in and defend their current ways of doing business like it's their first born?

You have way more control than you think you do, YOU as a leader. You need to set the attitude of, we are willing to question everything and "bend" our workflow into what best fits into this software. This is radical. This is not the norm. This is necessary. If you want one way to prevent a Print MIS implementation disaster, start here because you have 100% control of this.



About Avanti

Since 1984, Avanti has developed innovative, award-winning Print MIS solutions that help print and communication organizations automate all facets of their business and cultivate a more meaningful relationship with their customer.

Award-winning Avanti Slingshot is the only JDF-certified, cloud-based Print MIS in the market today. It incorporates business intelligence (CRM, dashboards and reporting), production planning (estimating, planned purchasing, sales orders, inventory management and scheduling), fulfillment, shipping, and billing into one easy-to-use, modular and scalable system. It can be cloud-based or hosted on-premise and supports companies of all sizes and types.

Avanti Slingshot allows for the sophistication required to run multiple lines of business, handle large format, digital, conventional print, as well as mailing and fulfillment workflows. The platform provides you access to the data that you need, when and where you need it, and uncovers the answers required to make informed business decisions that maximize customer and product profitability. Decisions that directly impact your bottom line. Decisions based on key ROI drivers – cornerstones to the growth and success of your business – Efficiency and Automation; Flexibility; Control; Visibility; Analysis; and Communication.

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