

sheets of paper, and their HP7000 and HP5500 digital presses consume 6 million sheets of paper. Since 2011, the plant has grown by 10%.

THE CHALLENGE

A bulk of Our Daily Bread Ministries' production costs support a direct mail workflow. Our Daily Bread Ministries' main objective was to capture the scheduling and cost performance of all their mailings. They had access to information coming from a variety of departments, disparate islands of automation, and "spreadsheets all over the place", as Ron Underwood, Supply Chain

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Team Lead for Our Daily Bread Ministries, puts it. "We had postage stats in a spreadsheet over here, our third-party inserter had its own measurement over there, but there was no holistic view in terms of management."

In addition, the ministry was in the process of re-organizing work roles to further streamline efficiencies, yet they were missing the key component in the cost collection and tracking paradigm.

Every fall, Our Daily Bread Ministries produces a fundraising calendar which has become extremely popular to its members. This mailing initiative, produced and mailed alongside their millions of printed materials, is fulfilled upon receipt of a return postcard. To date, the ministry has been unable to systematically measure the



Ron Underwood,
Supply Chain Team Lead
Our Daily Bread Ministry

entire initiative from beginning to end against their donation base. This includes both tangible and intangible costs such as: printing and materials; postage; administrative; and third-party resources.

Given the breadth of products and the ministry's global presence, they needed a solution that could not only manage the printing requirements of the individual items, but provide the production staff a comprehensive, real-time view of the project – as a whole, including costs.

"Each mailing project is made up of individual components like booklets, brochures, address cards and envelopes", states Ron. "Our challenge was how to oversee the entire project, with each component having individual requirements. We needed the ability to measure... everything."

THE SOLUTION

Our Daily Bread Ministries looked at several Print MIS vendors. The ministry had history with Avanti;

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they have been an Avanti Classic client since 2006. With that history was a familiarity in Avanti's commitment to product improvement and assistance in getting the most out of the software. "We felt that the approach Avanti took in rewriting Avanti Slingshot from the ground up was the right one", declares Ron.

Our Daily Bread Ministries liked the user interface for its simplicity and organization. The fact that Avanti Slingshot is browser-based was



particularly appealing. "There are tremendous advantages to a browser-based solution", continues Underwood. "The visibility we get from real-time access to our information from both within – as well as outside – the plant is game-changing."

Avanti has a 30 year history and a deep understanding of the print industry. Additionally, the upgrade path to Avanti Slingshot was attractive from a cost standpoint. "Other systems were either far behind Avanti or over-engineered", proclaimed Underwood. "We could have spent far more on other MIS solutions, yet not received the benefits and personal attention we get from Avanti."

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THE IMPACT

The move to Avanti Slingshot was the first step in laying the foundation for Our Daily Bread Ministries' plans on improving efficiencies with their mail management processes. The Ministry now has real-time access to ALL costs, from setup to fulfillment, and visibility into where they align to each specific mailing. This enables them to set goals for improvement, flexibility, and efficiency both in scheduling and costs. With the ability to capture the scheduling and cost data, they are in a much better position to identify cost-savings opportunities as well as to analyze and set goals for future growth, retention, and membership loyalty.

"Avanti has been very responsive to our requests", claims Underwood. "It is clear they have a passion to make their system the best on the market, and have a desire to treat every customer request with respect and dignity."

The more ownership Our Daily Bread Ministries took for the application, and the more they provided feedback, the more Avanti was able to satisfy their objectives. "We are a complex organization", concluded Underwood. "But the Avanti team, starting with the President, have walked this journey with us; it truly feels like a partnership."

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ABOUT AVANTI

Avanti develops 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.

Since 1984, Avanti has been providing industry-leading and JDF-certified print management software to Commercial and In-Plant print shops. The company has developed the most open industry solutions for Sheetfed, Web, Digital, Large Format, and Binderies with integrated modules extending from the Internet through to the shop floor, CRM, and billing.

With hundreds of implementations, Avanti has a proven track record delivering stable, reliable, integrated solutions to companies worldwide. Avanti is a leader in best practices fostered in mutual trust, respect, fairness, and honesty.

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