

PRINT RESOURCES CASE STUDY



THE CHALLENGE

As Print Resources began to expand into more niche work, co-owners, Kurt Ellinger and Tim Browning noticed that they had outgrown their existing Print MIS. It was not sufficient enough to deal with their order management requirements.

For example, the system that managed their shipping process felt like “a glorified QuickBooks that could also do estimating”.

We couldn't do anything that helped our business to forecast or do any kind of sophisticated cost analysis, so it really wasn't much more than a glorified spreadsheet. It just did some common things that any inexpensive business software could do but with a focus on printers. Kurt Ellinger, Co-founder Print Resources.

Without the ability to automate their order entry process and obtain a sophisticated packing list, they struggled to manage multiple orders coming in from a new customer account. Their existing system was forcing them to manually enter all orders individually. This led to greater inefficiencies in their workflow, along with the potential risk of human error.



Founded in 2000, Print Resources has been providing businesses throughout Indianapolis with extensive industry knowledge and expertise in printing services, promotional products and powerful partnerships. They take the hassle out of print and promotional projects, so their customers can focus on what they do best: driving business success.

Originally a print broker selling \$100k annual reports with 10% margins, Print Resources started noticing and serving smaller, niche businesses, which were being ignored. They continued to focus on this market and have evolved into a 'marketing-products' business.

In 2005 and again in 2018, the company made the Fast25, the Indianapolis Business Journal's annual ranking of the fastest-growing private companies in the Indianapolis area. Print Resources co-owners, Kurt Ellinger and Tim Browning, believe the key to their growth has been their ability to adapt to both industry and customer needs.

THE SOLUTION

From the start of their search, Print Resources knew that their new Print MIS would have to be an open system. Avanti's tight integration with several third-party solutions was the perfect fit. For example, Avanti Slingshot's integration with Print Resources' existing web-to-print software would allow data to flow automatically and seamlessly between those two critical systems.

For a growing company dealing with a diverse range of jobs on a daily basis, the ability for the new Print MIS system to be flexible and adapt to their changing needs was also paramount.

Avanti's XML loader provided Print Resources with a detailed packing list for each order including what needed to go into each box, allowing them to manage hundreds of orders for individual customers. Historically, this required the work of 5 people but now, with Avanti, it takes just one. Print Resources now has the flexibility to pool resources elsewhere in the business.

We have several clients that pick and pack things with hundreds of pieces a day. With Avanti, the download of the order, the upload of the packing list, tracking numbers and invoices are all automated to a certain degree. We have saved, not only financially but also with how we allocate our staff, due to the automation of these tasks when we experience temporary surges in our production.

Kurt Ellinger, Co-founder Print Resources.

Since going live in December 2017, Print Resources has also been utilizing Avanti Slingshot to eliminate the challenges they faced with inventory control and accounting processes.

Detailed information on the cost of materials is also providing Print Resources with powerful data to help them run their business better. For example, if material costs are going up, they can now track that more effectively which ultimately helps them to make better, more informed business decisions.

In our previous Print MIS, there weren't as many ways to process estimates and tasks. But now, with Avanti Slingshot, I can be much more thorough on how we estimate things so our pricing can be more accurate. We are not shooting from the hip as much.
Kurt Ellinger, Co-founder Print Resources.



Previously, Kurt and Tim felt like they were walking around with a glass full of water, trying not to spill it. They were stretched beyond capacity and losing control of their workflow. Now, with more accurate job information at their fingertips, an active packing list, shipping labels and professional packaging, they feel much more in control of their workflow.

"The thing we are most happy about is that Avanti listens, takes suggestions and work towards those goals, even if it is not immediate. We have confidence that they are working with us to deliver on the changes we want to make".

Kurt Ellinger, Co-founder Print Resources.



THEIR FUTURE IS BRIGHT

With the implementation of Avanti Slingshot, Print Resources has seen their business grow fifty percent. Kurt and Tim are now able to process hundreds of new orders without needing to hire any additional personnel.

Kurt and Tim are now looking to also expand their artisan-based promotional products division called Batch. Batch's lead generation marketing kits, called dimensional direct mail, have been their single biggest growth area over the last 5-6 years.

Due to the nature of the promotional product industry, Batch cannot operate as both a supplier and a distributor. Therefore, to start selling directly to customers, they needed a way to split invoicing across their two businesses. Fortunately, the multi-company/multi-division capability of Avanti Slingshot and its flexible invoicing functionality allows them to easily differentiate a Batch order from a Print Resources order – something their previous Print MIS was not able to do for them.

"Avanti Slingshot helped us with that growth. We could not have achieved it without changing our Print MIS system."

Kurt Ellinger, Co-founder Print Resources.

BENEFITS AT A GLANCE



Integration with third-party solutions allow automatic data transfer between Avanti Slingshot and your equipment and key applications, such as web-to-print and prepress, saving money and time.



Automated order importer will allow you to manage hundreds of orders from a single customer account by significantly improving turnaround time and eliminating errors.



Avanti Slingshot is a flexible Print MIS, with the ability to adapt to your changing business needs.



Real time data available at your finger tips, detailing material costs, helping to improve decision making within your print shop.

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WE HAVE ANSWERS®

At Avanti, our goal is to help you deliver more jobs, in less time, with the confidence in knowing that every aspect of your shop is integrated into one powerful platform.

Award-winning, JDF-certified Avanti Slingshot allows for the sophistication required by today's Print and Marketing Services Providers. The platform is able to manage multiple lines of business, handle large/grand format, digital and offset print, as well as mail and fulfillment workflows.

Connect islands of automation, eliminate breakpoints in your workflow, and get the information you want – when you want it, and where you want it – easily, with Avanti Slingshot.

From order entry through to production and billing, Avanti Slingshot enables you to work more efficiently, control your costs and move more jobs through the shop with ease.

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