

PRINT RESOURCES CASE STUDY



THE CHALLENGE

Kurt Ellinger and Tim Browning, co-owners of Print Resources, are visionaries who grew their business by 30% in 2017 and an expected 30% in 2018 to become a \$6.5M operation. This incredible growth was due to hard work, innovation, and a little luck but it would not have been possible without the right Print MIS system in place.

"We have a major educational client who sends us XML files with up to 200 orders, each containing multiple line items per day. The volume varies by the school calendar, but we struggled to fulfill the orders during peak times and would've lost their business if we didn't find a better way to deliver on time."

Kurt Ellinger, Co-founder Print Resources.

Print Resources had a simple Print MIS system with limited capability. They had to process an average of 100 orders a day from a major client for manuals, science books, math books, and learning games, with 200 orders per day arriving in peak weeks. These orders required five staff to enter, pack, and ship them. In addition to a time-consuming order processing process their previous system also delayed invoicing for weeks during peak times.

They needed a more robust solution to:

- Quickly accept and separate multiple orders
- Automatically generate packing lists and shipping labels
- Quickly and accurately generate invoices
- Provide useful business analytics



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, their business model was selling annual reports with tight margins. Soon, Print Resources started noticing and serving smaller, previously-ignored niche businesses. They have continued to focus on this market, evolving their company into a 'marketing-products' business.

The company made the Indianapolis Business Journal's annual ranking of the fastest-growing private companies in the Indianapolis area, the Fast25, in 2005 and again in 2018.

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

Print Resources needed a new Print MIS system with the flexibility to handle the diverse range of jobs they received on a daily basis in a way which could adapt as their business grew. They were seeking to streamline their order entry and packing list generation to handle their growth for years to come.

Avanti Slingshot's tight integration with several third-party solutions was the perfect fit. Customers can order lists of product and print item orders in Excel, which are converted into XML, and ingested into the Slingshot order entry program. This allows customers' data, which was previously manually entered, to flow automatically and seamlessly into Slingshot without staff labor. Avanti Slingshot also automatically provides Print Resources with a detailed packing list for each order listing what needs to go into each box, allowing them to efficiently manage hundreds of orders for individual customers.

This means that Print Resources now only needs one person for order handling and packing instead of five, giving them the flexibility to repurpose four of their resources elsewhere in the business. Print Resources has also been utilizing Avanti Slingshot to eliminate the challenges they faced with inventory control and accounting processes. Moreover, detailed information on the cost of materials is now providing the company

Solution Requirements

- Open system
- Flexible and expandable
- Automated packing lists
- Integrated with shipping
- Handle hundreds of orders

with robust data to run their business better. For example, they can now more effectively track whether material costs are rising, allowing them to make better, more informed business decisions.

Previously, Kurt and Tim claim they 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 accurate packing list, shipping labels, and professional packaging, they feel much more in control of their workflow.

Switching MIS systems is not something either Kurt or Tim want to do on a frequent basis, but in this case the benefits outweighed the effort to implement Avanti Slingshot. "We feel fortunate that Avanti Slingshot has handled our growth and will continue to grow with us".

"In our previous Print MIS, there weren't as many ways to process estimates and tasks. However, 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.

"We have several clients that pick and pack things with hundreds of pieces a day. With Avanti, downloading orders, uploading packing lists, and tracking numbers and invoices are all automated to a certain degree. We have saved financially and 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.



THEIR FUTURE IS BRIGHT

Print Resources has seen their business grow fifty percent since Avanti Slingshot system went live in December 2017. Kurt and Tim can now process hundreds of new orders each day without needing to hire any additional personnel.

Key Results

- Winning and retaining a \$1M/yr. client with no additional labor
- Reallocating \$132K of labor resources to other business areas
- Managing work across multiple divisions
- Making better, more timely business decisions
- Ability to capture and charge all costs with a more robust estimating system.

The two are now looking also to expand their artisan-based promotional products division called Batch. Batch's lead generation marketing kits, called dimensional direct mail, have been their most significant growth area over the last 5-6 years, but Batch cannot operate as both a supplier and a distributor due to the nature of the promotional product industry. Therefore, they need a way to split invoicing across their two businesses to

start selling directly to customers. Avanti Slingshot's multi-company/multi-division capability and its flexible invoicing functionality allows them to do this by differentiating a Batch order from a Print Resources order easily – something their previous Print MIS was not able to accomplish.

"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.

PUT YOURSELF IN THE PICTURE

One way to calculate the value of Avanti Slingshot or an ROI is to estimate the labor value of allocating your staff into more useful functions for growing your business. Enter your business' numbers below to see how Print Resources' experience might apply to you.

	Print Resources	Your Numbers
Employees		
Orders per week		
Fully-loaded hourly rate		
Order-entry & packing staff before Slingshot		
Order-entry & packing staff with Slingshot		
Labor value/yr.		

Of course, Print Resources' big story is about being able to handle a million-dollar deal when the opportunity arose. Or, as Kurt puts it: "There are enough barriers preventing you from growing your business without your systems getting in the way. You can't implement MIS systems overnight, and you always want to be ready to say 'yes' to any opportunity."



BENEFITS AT A GLANCE



Integration with third-party solutions, such as Web to Print, allows automatic data transfer between Avanti Slingshot and your software applications, reduces touches and saves time. For example, hundreds of orders can be imported simply and easily in Slingshot significantly improving turnaround time and eliminating errors.



Avanti Slingshot provides an estimating module which correctly handles pricing and costing for the multiple services provided by printers and marketing service providers, including: offset, digital, large/grand format, fulfillment, mail and marketing services. This makes Avanti Slingshot an excellent choice for those companies which have expanded their offerings to multiple lines of business.



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



Real time data is available at your fingertips, which details material and labor costs to help improve decision-making within your print shop.

avanti

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.

www.avantisystems.com

1.800.482.2908

AskAvanti@avantisystems.com

