CASE STUDY Featuring:

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University of Wisconsin Parkside Streamlines In-Plant Workflow with Aleyant Pressero™ Web-to-Print

Company Background

Since 1968, the University of Wisconsin-Parkside has been enriching minds and changing lives of those who attend. One of 13 four-year institutions within the University of Wisconsin System, Parkside has a student population of more than 4,500 served by more than 250 faculty members. Its Creative Services Department, which reports to the Chief Information Officer, offers a broad array of print and non-print products and services to the University community. Creative Services has 5 full-time, 2 part-time and 7 student employees operating its all-digital shop.

Challenge

The University's Creative Services Department had been offering web-to-print services for some time, but with limited adoption within the community. Creative Services Manager, Don Lintner, decided to look for a new web-to-print solution to enable the department to take advantage of the many technological advancements in the world of web-to-print. He wanted to provide internal customers with a more intuitive and flexible user interface while also improving back-end operations. "We not only wanted to be able to manage print work, but all of our other services as well," Lintner says.

including graphic design; instructional support such as course packs, exams and handouts; large format signs and display graphics; photography; and video and multimedia."

Results

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Solution

"After looking at a variety of options, we chose Aleyant Pressero as the ideal solution for our needs," Lintner explains. "The cost is about the same as our previous solution, but Pressero offers significantly more flexibility for both our users and our shop workflow. We now manage orders across the board through Pressero,

Lintner says. "That equates to almost 400 jobs per month, and it has improved productivity and cycle time for us and for our customers." One example of that improved productivity and cycle time is the process for ordering and producing business cards and stationery. "Using the Aleyant eDocBuilder™ variable data capability included with Pressero," Lintner explains, "our customers can quickly

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and easily update or reorder these products online. While our previous solution had a template capability, it was so complicated that hardly anyone used it. Customers would submit orders, and someone in the design group had to lay out each business card or letterhead. eDocBuilder took all of that work off of our shoulders, enabling our designers to spend their time doing real design work!"

The Music Department has also benefited with more efficient and high quality production of its "potty promotions." "These are posters that are displayed in the University's restrooms promoting various events. We previously produced printed shells which the Music Department ran through their office printer. Now they simply enter the information into Pressero and we produce the entire job in a single pass with higher quality," Lintner says.

Users can also use eDocBuilder to customize a variety of other printed products, including inserting their own images on thank-you notes and posters, creating pop-up display stands and more. But that's not all. "When I say we do just about everything through Pressero," Lintner adds, "I really mean everything. We have a huge array of products and services – some would say too many! – and virtually everything goes through Pressero." He points out that this includes taking orders to cover events with photo services, to do video sessions and for graphic design services as well as promotional products and the wide range of printed products the Department offers.

"We also like Pressero's cloud storage," Lintner says. "Our previous system automatically deleted files after 10 days, and that caused a number of issues. Now we have storage in the cloud for in-process jobs, reprints and other important assets."

Lintner's shop also handles outsourcing of print and other related work on behalf of the University. "People can order prints for photos we have taken through Pressero, for example," Lintner explains, "and the order is seamlessly transmitted to the local photo lab we have set up as a vendor. We can do the same with any other external vendors we have set up, including commercial printers. It's a very nice option that saves us—and them—a lot of time and effort, and gets the finished product to our customer faster."

Lintner also likes Pressero's reporting features. "That has saved a lot of time on the back end, especially in billing," he says. "Before we had to print out all of the job tickets and track and bill them manually. Now our billing operation simply pulls down the report, converts it to the State billing system format, and away we go."

Lintner concludes, "Pressero has made a huge difference in our operation. The folks at Aleyant are great to work with, and we already have some enhancements in mind for the future!"

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