Imperial Communications Relies on EFI Technology to Streamline Operations and Increase Profits

In late 2010, Imperial decided the time was right to replace its aging print management information system (MIS) with a more robust offering. Management started researching MIS solutions because of growth and wanting to collect more data, while also streamlining and hopefully reducing the CSR estimating and ticket production workload.

Ecommerce Manager Thomas Koceja led the charge to offer web-to-print services. "Our previous solution was not able to keep up with our growth. We needed more flexibility, more integration and more data collection," he says. While searching for the right MIS solution, Imperial decided to integrate a web-to-print platform with its MIS rather than implementing a stand-alone system.

Solution

After a lengthy review, Imperial selected EFI Pace™ and EFI MarketDirect StoreFront® (DSF) to add to its EFI™ arsenal of Fiery®-driven digital printers.

"EFI Pace and DSF have everything we need to fit our diverse business," comments Koceja. "One of the main reasons we selected MarketDirect StoreFront is that it integrates with Pace and has JDF capabilities. And we know we have a true business partner in EFI—the company is always upgrading and improving products, so we're confident that Pace and DSF will grow with us and fit our needs for years to come."

Challenge:

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THOMAS KOCEJA, ECOMMERCE MANAGER
IMPERIAL COMMUNICATIONS

IMPERIAL
A VISUAL COMMUNICATIONS CO.

In business for more than 100 years, Imperial is a full-service commercial printer in New Berlin, Wisconsin. With a staff of 80, Imperial serves a wide variety of customers, including well-known brands within the food, beverage and retail industries.

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"We researched around 50 web-to-print platforms over a one-year period and selected EFI MarketDirect StoreFront, for many of the same reasons we chose Pace," says Koceja. "Integration with our Pace system was the number one reason, along with the ease of use for customers and again, the knowledge that EFI will continue to develop the product," he says.

Results

Imperial began using the new systems in September 2011, and haven't looked back since.

The Pace estimating module worked with sheet-fed, digital and wide-format equipment to give Imperial the best pricing options. Imperial has seen noticeable time savings in turning quotes around.

"MarketDirect StoreFront is helping us bring in new work and streamline current orders all the way from job entry to accounting. Fewer touches equals more profits," adds Koceja.

The browser-based nature of Pace and its built-in reporting tools enable Imperial to track everything easily, and the CFO, COO and owners love being able to see all the reports in one place. "The reports enable greater tracking, and in turn, greater ability to control costs," adds Koceja. "Pace provides us with the most cost-effective way to produce a job, in turn getting us more opportunities. Since our company ranges from conventional sheet-fed, digital printing and wide-format printing, with Pace we are now easily able to find break-points."

By collecting costs, tracking purchases and analyzing shop floor data, Imperial is now able to run a more streamlined, productive, and controlled environment, and make more informed decisions.

Another favorite feature is Pace Station, an internal Pace reporting tool. Imperial's accounting team finds Pace Station's drop-down menus easy to use, and the tool saves the team a lot of time. Within the next year, Imperial expects to purchase the Crystal module for more advanced reporting options.

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As for the MarketDirect StoreFront implementation, Imperial is having great success with branded DSF websites. It has several sites up and running with 200 jobs now coming in via MarketDirect StoreFront every month. "The amount of monthly orders has grown every month and continues to do so, with many more sites in the works." Koceja says. "We are focused on digital technology in conjunction with DSF that will streamline our workflow and help our customers grow for many years to come."

Imperial customer Allen Edmonds, a large shoe retailer, uses MarketDirect StoreFront for ordering all of its point-of-sale, marketing and stationery materials. Allen Edmonds has told Koceja that the site has cut administration time on print orders by 50 percent, and the company
is anxious to add more products to the online catalog.

Imperial continues to enjoy steady growth, and is seeing a big jump in digital work. The company relies on Xerox digital printers with Fiery controllers to handle the load with ease. "We are very happy with the Fiery speed and color quality," says Koceja, "and rely on Hot Folders and Command WorkStation every day."

The company mantra during all of the new system installs has been to 'crawl, walk, and then run'.

"We've had great success so far with MarketDirect StoreFront integrated with Pace and Fiery, and expect to be 'running' in no time!" adds Koceja.

Results:

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THOMAS KOCEJA,
ECOMMERCE MANAGER
IMPERIAL COMMUNICATIONS

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