

THE BUSINESS OF AUTOMATION

Calculate the value of
prepress automation



What if you could compare your operation's numbers against the industry and determine if automating the manual steps in your prepress work makes sense for you?



Many printing operations use powerful tools to apply a variety of prepress functions to incoming print jobs, but still manually string together these individual steps even though automation tools exist. An InfoTrends survey of over 200 print service providers (PSP) sheds some light on why:

**ABOUT
50%**

think that the ROI is unclear or unknown

45%

**believe that workflow automation would
be too expensive to achieve**

**OVER
33%**

**feel they do not have the skills to
implement higher automation**

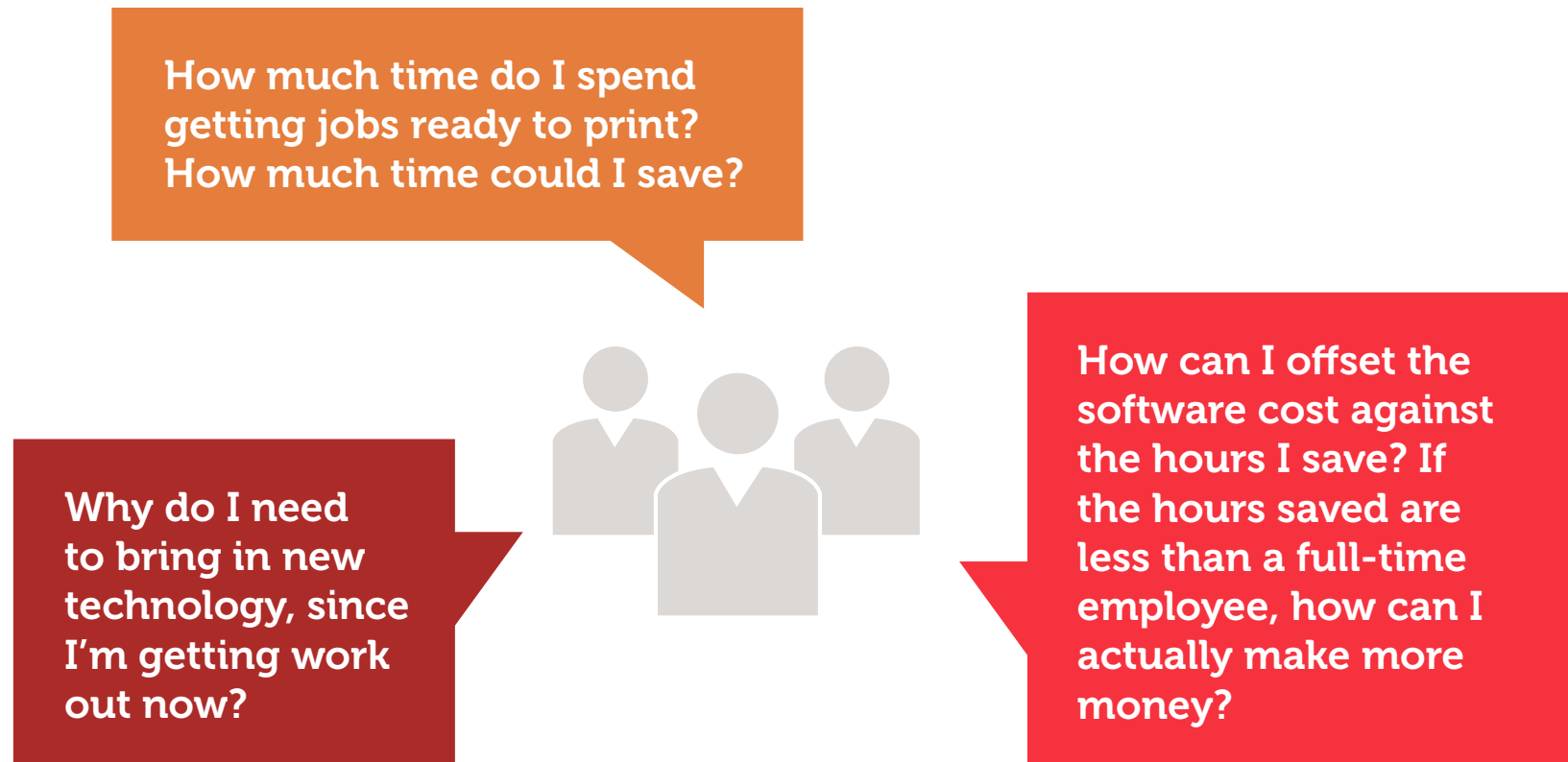
**YET OVER
80%**

**believe they could automate further without
having too many exceptions in the process**

Even though PSPs may have doubts about the ROI, or whether they have the skills to achieve automation, they know how automation benefits could change their business:



Understanding workflow automation ROI is critical because many printers wonder whether they do enough work to justify the investment.



Of course, many offset printers felt the same way about digital printing at one time.

Use the interactive tools in this e-book to help determine whether automating prepress workflow makes business sense for you:



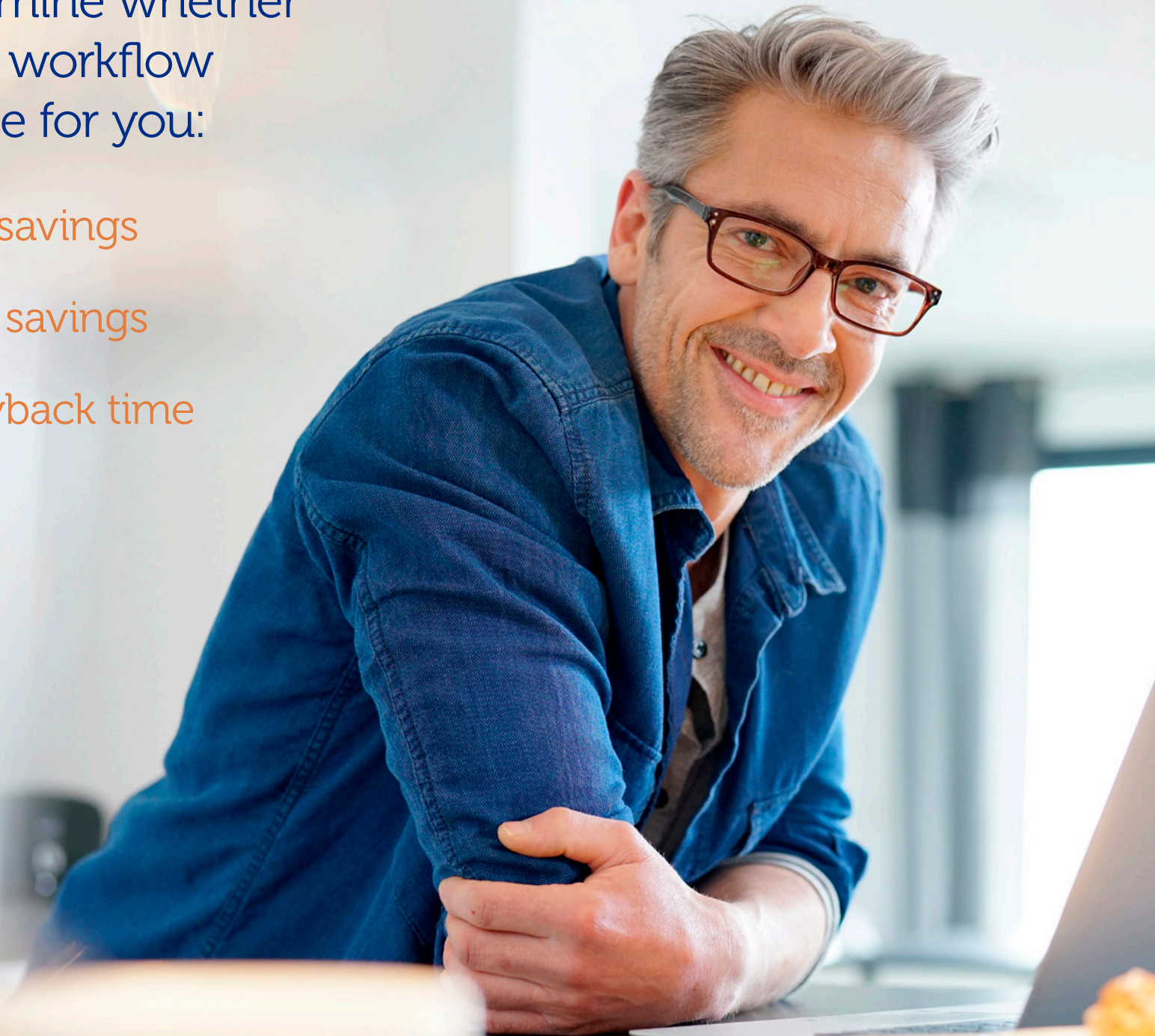
1. Estimate time savings



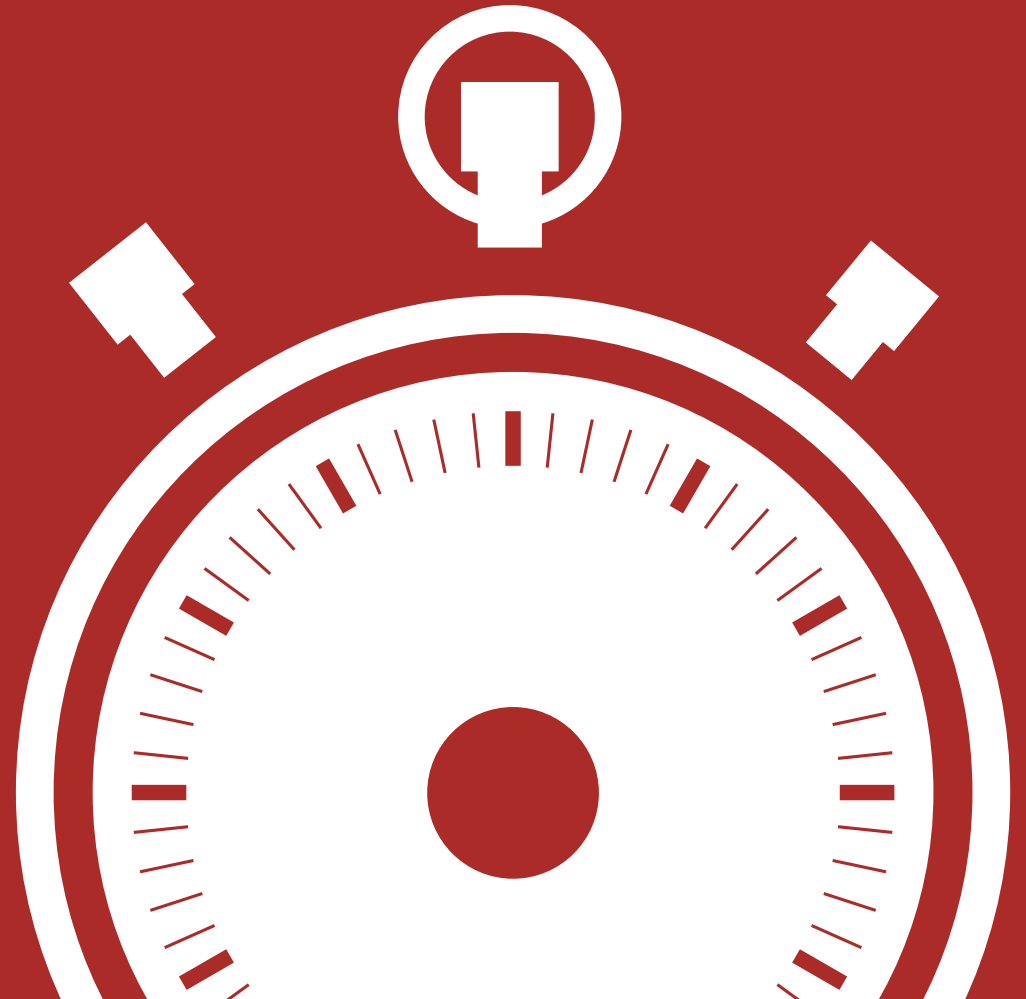
2. Calculate cost savings



3. Determine payback time



1 Estimate time savings



Monthly time savings

Think about the types of jobs you routinely do — business cards, brochures, postcards, etc.

Enter your data in the column on the right to see how your company compares to the results from an InfoTrends ROI study.*

Because automation benefits will be unique to your operation, use the InfoTrends numbers as a reference as you fill in your values.

Estimate your time savings here:

Job type	Manual prep time (min:sec)**	Fieri® JobFlow™ operator time (min:sec)**	Your prep time (min:sec)	Prep time saved (seconds)
Complex booklets	5:42	:10		
Business cards (portrait and landscape)	3:42	:10		
Adding finishing marks to a job	1:57	:10		

	Study	Study	Study	Your values
Total number of employees	<10	10-49	50+	
Digital jobs per week	217	832	3039	
Number of jobs like complex booklets done per week				
Number of jobs like business cards done per week				
Number of jobs like simple finishing marks done per week				

Monthly time savings in hours:

* Source: Workflow ROI Study, InfoTrends 2014.

** EFI data. See video on page 18 for click and time analysis.

2 Calculate cost savings



Choose a financial model

There are various ways to translate time savings into financial terms.

Choose one model that best fits your business:



Model 1: Labour reduction



Model 2: Overtime reduction



Model 3: New revenue from design services



Model 4: Profit from outsourced job recovery

Model 1: Labour reduction

One method to translate time savings into financial gain is to reduce labour by:

- Eliminating a full- or part-time position
- Or reassigning newly available staff time to eliminate the need for additional headcount

What could your labour savings be per month?

	Study, £	Your values
Budgeted hourly labour rate for prepress	£54	
Monthly hours saved (from page 8)		

Labour savings per month, £:

[See results.](#)

Model 2: Overtime reduction

Another way to translate time savings into financial gain is to reduce overtime.

What could your overtime savings be per month?

	Your values
Overtime hourly rate, £/hour	
Monthly overtime hours (from page 8)	

Overtime savings per month, £:

[See results.](#)



Model 3: Revenue from design services

Often the people who perform prepress work have skills (such as design or consulting) which could be used to bring in more work, either as billable hours or new opportunities.

If this is something you do, how many billable design hours do you think you could sell each month?

Bear in mind that this revenue is mostly profit, since your labour is already a sunk cost.

What could your design services revenue be per month?

	Your values
Billable hour rate, £/hour	
Potential billable hours per month (from page 8)	

Monthly billable hour revenue, £:

[See results.](#)



Model 4: Revenue from job recovery

Some shops need to outsource or turn away work during peak times because they don't have the capacity to handle it. This is usually due to labour rather than equipment constraints.

While you never want to turn away work, the amount you're outsourcing may not be enough to justify additional staff. Making prepress and operators more efficient can allow you to keep this work in-house.

How much revenue could you recover from outsourced work or from jobs you turn away?

	Your values
Monthly additional job revenue, £	
Monthly outsourced job revenue, £	

Net new monthly revenue, £:

[See results.](#)



3 Determine payback time




Determine your payback time

EFI™ Fiery JobFlow delivers real time and labour savings for a minimal investment. Here is how quickly you can expect it to pay for itself.

	Monthly benefit, s
Labor reduction model	
Overtime reduction model	
Revenue from design services model	
Revenue from job recovery model	

Investment	MSRP, £
Fiery JobFlow cost	
Fiery Impose cost*	
Total investment	

Take the next step.



To adjust your numbers,
go back to time/analysis.

* Fiery Impose is already bundled with some Fiery servers and would be available at no additional cost.
Enter zero if you already own Fiery Impose. Enter £1,910 for the Fiery Impose list price if you do not.

Workflow automation: more than the numbers

This exercise typically shows that the payback time for EFI Fiery JobFlow is under a year. If you currently get a steady stream of jobs ready to print manually, it could be far less.

However, if you only consider cost savings, you're missing half of the picture.

Automating workflows can have powerful benefits like:



Increased accuracy and quality



Reduced errors and waste



Faster turnaround time



Greater capacity with same equipment/workforce



Improved customer and employee satisfaction

Ready to automate your prepress workflow?

Fiery JobFlow automates job preparation steps to produce ready-to-print files with the fewest touch points and least potential for human errors. Its tight integration with Fiery Command WorkStation® makes it easy to turn time-consuming tasks into an automated workflow.



How do I get started?

You may be asking, “Do I have the skills and IT resources to automate my workflow?” Watch the video to see JobFlow workflows that take someone without IT skills 15 minutes to set up. Plus, you can download **JobFlow workflows** for many common tasks from the EFI website for free.



Click to view a short demonstration video to see how it works.

WATCH NOW



Click to visit efi.com/jobflow and efi.com/impose to sign up for a free, limited-time trial.

VISIT SITE



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