

THE BUSINESS OF AUTOMATION

Calculate the value of efficient imposition



What if you could compare your operation's numbers against the industry and determine if automating imposition makes sense for you?



Many printing operations still use labor-intensive manual processes to lay out and impose jobs, even though there are automation tools available. 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

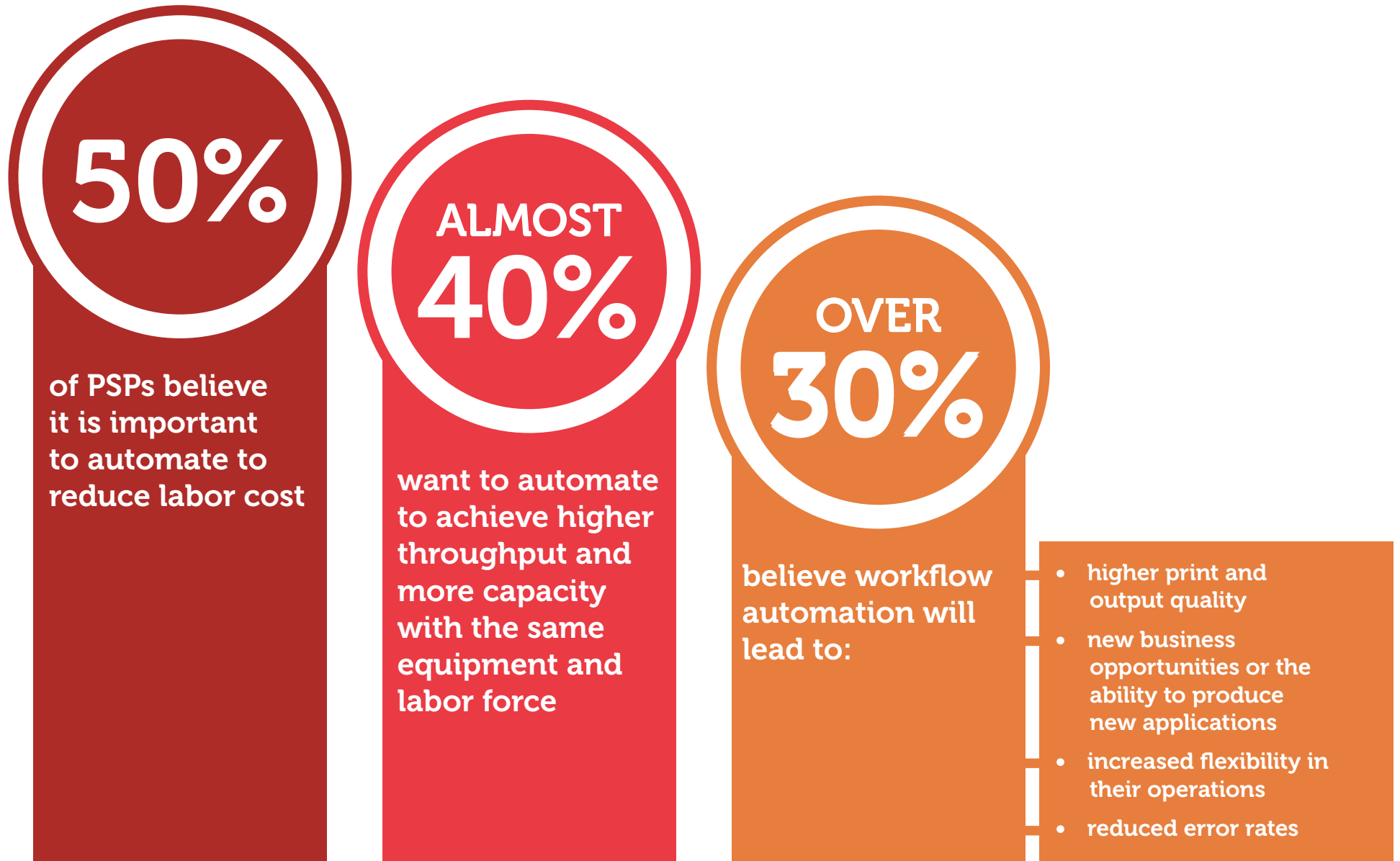
OVER
33%

feel they do not have the skills to implement higher automation

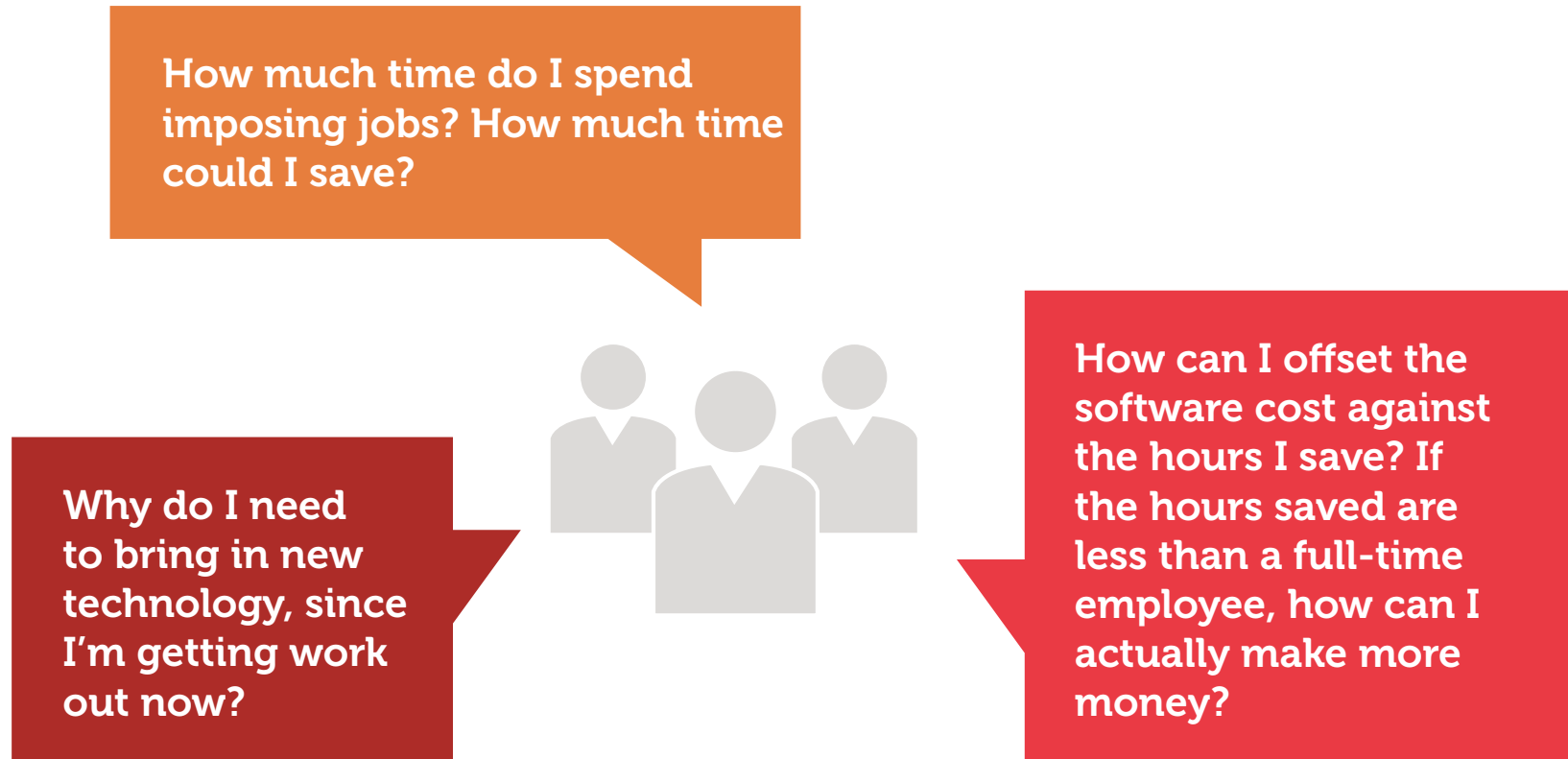
YET OVER
80%

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 imposition makes business sense for you:



1. Estimate time savings



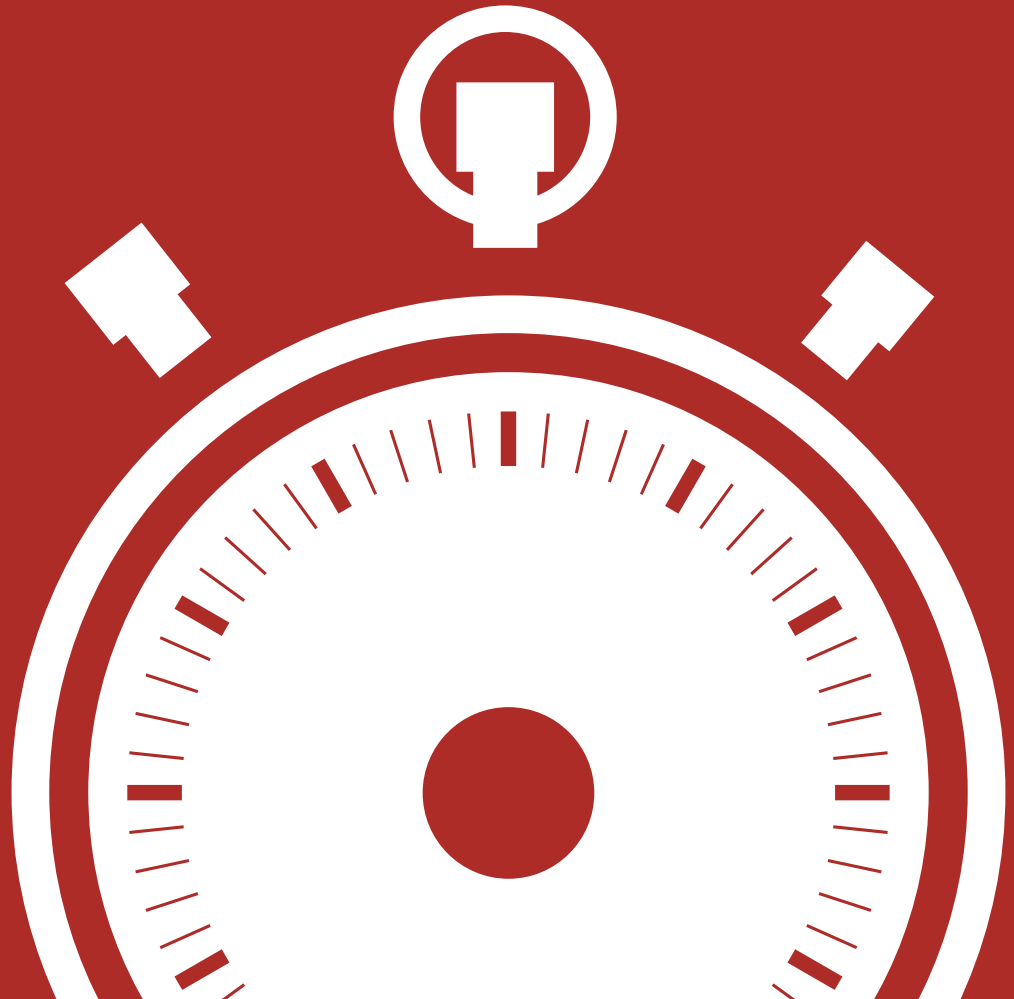
2. Calculate cost savings



3. Determine payback time



1 Estimate time savings



Monthly time-savings model

Think about the types of imposition 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 process designer time (min:sec)	Manual Fieri [®] Impose [™] process operator time (min:sec)**	Automated Fieri Impose process operator time (min:sec)**	Your prep time (min:sec)	Prep time saved (seconds)
Business card, postcard, and other gangup jobs	8:00	1:50	0:10		
Simple booklets	8:00	1:00	0:10		

	Study	Study	Study	Your values
Total number of employees	<10	10-49	50+	
Digital jobs per week	217	832	3039	
Number of business card, postcard, invitation, and other gangup impositions per week				
Number of simple booklets per week				

Monthly time savings in hours:

* Source: Workflow ROI Study, InfoTrends 2014.
** EFI data. See video on page 18 for 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: Labor reduction



Model 2: Overtime reduction



Model 3: New revenue from design services



Model 4: Profit from outsourced job recovery

Model 1: Labor reduction

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

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

What could your labor savings be per month?

	Study (USD)	Your values
Budgeted hourly labor rate for imposition, \$/hour	\$67.50	
Monthly hours (from page 8)		

Labor 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 hours (from page 8)	

Overtime savings per month, \$:

[See results.](#)



Model 3: Revenue from design services

Many printers have their designers impose jobs with graphic design tools like Adobe® InDesign®.

If imposition is automated, you can free up those resources to do more sophisticated design work. 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 labor is already a sunk cost.

What could your design services revenue be per month?

	Your values
Billable hour rate, \$/hour	
Monthly hours (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 labor 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, \$:	
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[See results.](#)



3 Determine payback time



Determine your payback time

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

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

Investment	MSRP, \$
Fiery Impose cost	

Take the next step.



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



Workflow automation: more than the numbers

This exercise typically shows that the payback time for EFI Fiery Impose is under a year. If you currently impose a steady stream of jobs 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 imposition?

Fiery Impose is fully visual imposition software for Fiery digital front ends* that automates imposition for faster job submission. Its tight integration with Fiery Command WorkStation® makes it easy to turn time-consuming tasks into an automated workflow. Fiery Impose is installed with Command WorkStation — all you need is a license code to activate.



How do I get started?

You may be asking, “Do I have the skills and IT resources to achieve automated imposition?”

Watch a video to see how easy it can be, then test it yourself with a free software trial.



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

WATCH NOW



Click to visit [**efi.com/impose**](https://efi.com/impose) and sign up for a free, limited-time trial.

VISIT SITE



Contact your EFI Fiery reseller to purchase a license.

1 800-875-7117

* Fiery Impose works with both embedded and external Fiery servers, System 8 and above.

EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalized documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity. Visit www.efi.com or call 650-357-3500 for more information.



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