

# 2005 CIPPI Honorable Mention

## Biggest improvement in efficiency and customer responsiveness as a result of process automation

### LaVigne Inc

LaVigne Inc, Worcester, MA USA. Submitted by Christopher Wells, CEO.

**Products incorporated:** Printable Technologies PrintOne Customer Center (ASP web to print software), HP/Indigo ProductionFlow Version 1.1

**Background:** LaVigne Inc. operated a 'print on demand' business that was basically a web site that emailed job tickets. It was nothing more than an electronic means of job submission. The internal workflow was very much similar to a conventional job. As a result, customer service was taxed with the normal order entry, file acquisition process and pre-press was taxed with the traditional imposition, layout, crop mark, etc. tasks that need to be done on a job by job basis.

Costs to the customer were high on small runs, internal costs were high and the business model was not scaleable.

**Objectives:** The main objective was to utilize technology to streamline and automate the order entry, prepress, press submission, tracking and billing functions of the print on demand orders.

The goal was that this workflow would reduce costs internally translating to a lower price for the customer, more flexibility on order size, faster turn around and better customer service by automating the order entry portion of the customer service function.

**Methodology:** LaVigne Inc. had many customers already utilizing Printable's PrintOne Customer Center for ordering of literature and fulfillment items. LaVigne Inc had the necessary data to recommend POD solutions to these clients. LaVigne did not want to disengage the Printable solution as the switching costs would be high for LaVigne and for its customers.

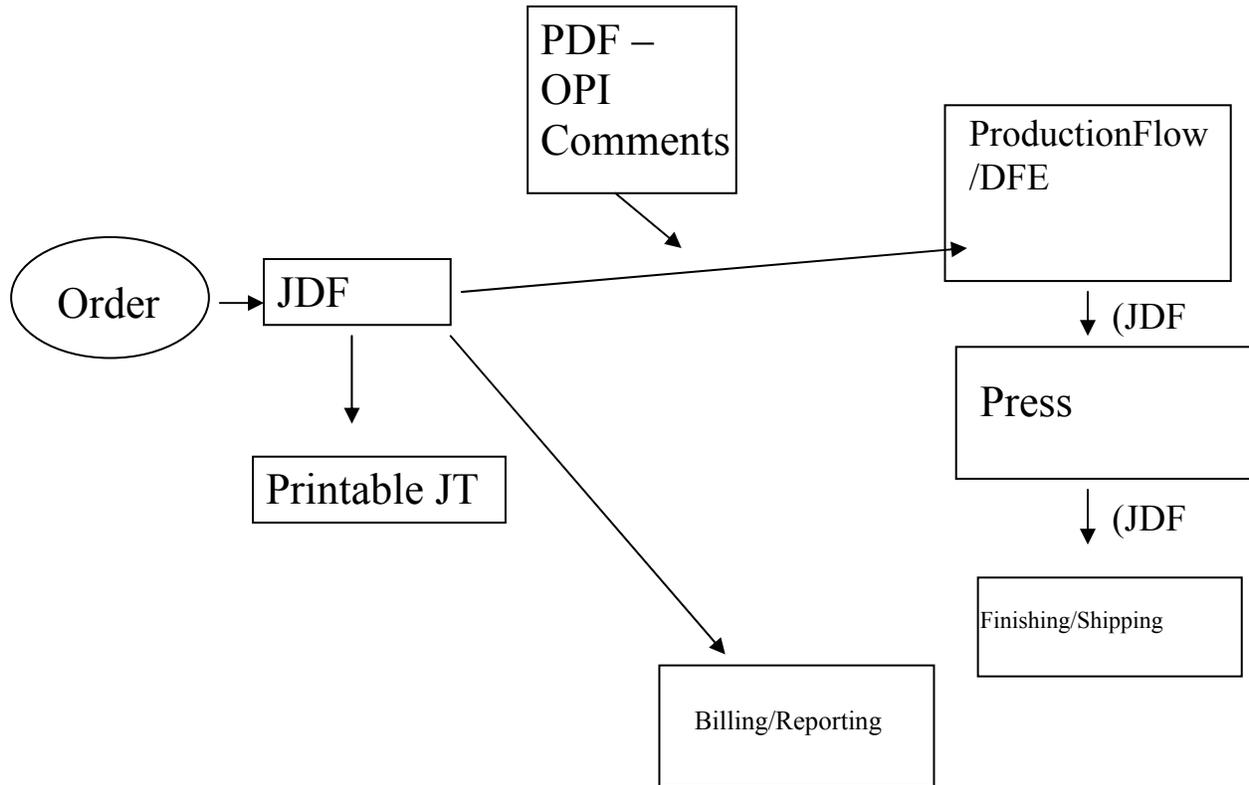
HP entered the equation upon their acquisition of Indigo. HP had developed ProductionFlow as a DFE to the digital press and had a seamless integration with Custom Publishing (an HP ASP software). LaVigne had been a loyal Indigo customer for many years and enjoyed the quality and service of the offering.

LaVigne requested a joint meeting between HP and Printable to see if JDF could be used to tie the 2 systems together and implement the workflow design.

**Implementation Story:** The entire implementation took approximately 3 months. The biggest challenges were in regards to using OPI from a digital asset management system to speed up the press submission process.

We identified the appropriate tags within the JDF spec that made the most sense, created workflow templates for the different types of jobs we would be producing, created invoicing and reporting templates that utilized the JDF tickets, created the folders in the digital asset database, tested with a 'dummy' portal and went live with a single piece for an existing customer.

**Resulting Workflow/Process:**



**Biggest improvement in efficiency and customer responsiveness as a result of process automation:** We were able to scale the division in 12 months as follows:

- 3 Corporate Sites to over 40
- 150 end users to over 42,000
- 25 orders processed per month to over 700 orders per month

We initiated a customer analysis that showed a 85% reduction in print costs and a 92% reduction in customer processing costs. We have added 2 people to the division total.