American River College Relies on EFI Digital StoreFront and MicroPress to Meet Deadlines and Guarantee Quality

CHALLENGE:
“Because of a decade of record enrollment, the faculty was becoming more and more unhappy with the slow turn-around times and missed deadlines of the Printing Services Department. We had outgrown our home-produced job submission system and it was time to upgrade to a professional solution.”

—Don Reid, Supervisor of Printing Services, American River College

The Printing Services Department at American River College (ARC) serves a large customer base, handling one to two million impressions per month. Together with another staff member, Supervisor Don Reid developed an online job submission tool that served their needs well for several years. But as ARC and its staff grew, the home-grown system couldn’t keep up. Reid conducted a six-month review of Web-to-Print solutions, looking closely at six different vendors.
SOLUTION:
“EFI Digital StoreFront was the best solution to meet our demanding needs, and the addition of EFI MicroPress gave us a seamless workflow which has made a huge difference to our productivity. These solutions make our lives a lot easier.”
— Don Reid

After close review, Reid selected EFI Digital StoreFront® (DSF) for its intuitive commands, visual user interface, and ease of use. Because the Fall semester was starting soon, Reid completed a fast 6-week implementation before going live.

Soon after, Reid was introduced to EFI MicroPress®, a scalable production workflow solution that streamlines prepress work, automates manual processes, and optimizes engine speed to efficiently produce color and black and white documents. ARC decided to purchase MicroPress, and implemented the solution about a year after going live with Digital StoreFront. Today, the systems are working together in a seamless workflow through Printing Services’ EFI Fiery®-driven devices.

For Reid and his operators, Digital StoreFront has made their jobs easier, removing guesswork and streamlining the shop’s workflow. For the faculty and staff that use DSF, they find it more convenient than sending jobs hardcopy or bringing them to the print center, and especially like the ease of re-ordering jobs. The system has ensured better quality and faster output than the previous solution, while giving users the ability to easily track jobs 24/7.

ARC also uses DSF for variable data print jobs, including business cards, envelopes, note pads, department forms, schedules and calendars.
RESULTS:

“MicroPress gives us the ability to easily process a mountain of work. With DSF and MicroPress working together, this is the first semester that mountain didn’t bury us!”

— Don Reid

Reid estimates that almost half of the staff use DSF today, and he’s working hard to ensure that number keeps growing. To help educate everyone on how to use the system, Reid conducts classes several times a year on campus and has even posted “how to” videos on the department’s YouTube channel. “It’s great to see peoples’ ‘ah-ha’ moments with DSF, especially the professors and staff members who have been hesitant to use it. Once they feel comfortable with how it works and how easy it is, they prefer it hands-down,” says Reid.

The addition of MicroPress has meant huge improvements in productivity. “With MicroPress, we’re able to push more jobs through in a day,” Reid notes. “Before MicroPress, we’d process about 100 jobs per day. Now, we can process those same 100 jobs in about 90 minutes! The turn-around time is so much faster that we’re getting lots of positive feedback from faculty and staff.”

“With the help of EFI, we’re much closer to meeting our goal of having all jobs done on-time and error-free, which is leaps and bounds ahead of where we were 18 months ago,” concludes Reid.
Print to win with EFI.

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