Boise State University is Idaho’s metropolitan research university, located in the state capital. Offering more than 190 fields of interest, Boise State is the largest university in Idaho, with an all-time state enrollment record of approximately 19,000 students. Undergraduate, graduate and technical programs are available in eight colleges: Arts and Sciences, Business and Economics, Education, Engineering, Graduate Studies, Health Sciences, Social Sciences and Public Affairs, and Applied Technology.

With a relatively small staff, Boise State University’s Printing and Graphics Services caters to the printing needs of university administration and all eight colleges. While 80 percent of the work done by the center is specifically for the university, Idaho’s state, county and federal governments are also demanding customers.

Challenge
With more customers requesting increasingly shorter turnarounds for increasingly complex jobs, including graphically-intense variable data printing (VDP), Boise State University’s Printing and Graphics Services needed a highly automated, feature-rich, production-class digital printer - one that could approximate offset quality at top speed. They also wanted the digital front end of their new production-class printer to readily fit into their mission-critical workflow, which included an EFI Print MIS solution, as well as an EFI Pre-Press Workflow solution, and greatly increase efficiencies.

Solution
After evaluating alternatives, Boise State University’s Printing and Graphics Services chose the Fiery-driven Xerox iGen3™ Digital Production Press (iGen3), largely based on the Fiery server’s leading edge WYSIWYG (What You See Is What You Get) job composition and imposition tools, increased workflow automation, professional quality color, advanced production tools, and flexible and open VDP capabilities – all of which enable them to drive the iGen3 at peak performance. Via the EFI Fiery JDF Connector, Fiery-driven systems integrate with EFI Print MIS Solutions and pre-press solutions, providing a more accurate, more efficient production workflow – from capturing the designer’s original intent to real-time estimating, accounting and billing, to producing brilliant digital output. Further, EFI’s compliance with open standards, and EFI’s collaborations with leading native pre-press workflow providers, ensure that Boise State University’s EFI solutions readily integrate into their workflow.

Results
With the Fiery-driven Xerox iGen3 digital press, Boise State University’s Printing and Graphics Services reports that a complex digital four-color job that would typically take from five to seven days can now be speedily handled in just two days at most. The increased efficiencies of the EFI workflow enable the center to be much more responsive to their customers and take on more jobs, resulting in a more profitable business.
Business was booming at Boise State University’s Printing and Graphics Services, and Manager Ted Bailey realized that the center would need a production-class digital printer to handle the high demand. “With more customers asking for increasingly shorter turnarounds for increasingly complex jobs, a production-class digital printer became an absolute necessity. We needed a feature-rich solution that could approximate offset quality at top speed,” said Bailey.

Boise State University is a long-time EFI customer. For more than eight years they’ve been using EFI Print MIS Solution PrintSmith to automate their entire business process, from estimating to invoicing. They use the PrintSmith Site add-on for e-commerce to streamline the order entry process and get jobs into production as quickly as possible. “PrintSmith Site integrates with our workflow and requires minimal intervention. Job tickets are created automatically. We check the details, add a few production notes and expedite,” said Bailey. Boise State University also deploys an EFI Pre-Press Workflow solution to automate their workflow. And they’ve “grown up on Fiery color management,” according to Bailey, having used Fiery servers to drive light production engines. They had been very happy with their EFI solutions, and knew that if they stayed with a total EFI workflow when they moved to a production-class engine, they would further increase automation and efficiencies, enhance their workflow, and continue to achieve excellent color.

Integration and Connectivity
A Fiery digital front end was a primary consideration in their evaluation process. They chose the Fiery-driven Xerox iGen3 digital press largely based on the increased speed and quality in the workflow provided by the Fiery server, its ready integration with their predominantly EFI workflow and superior capabilities.

Via the EFI Fiery JDF Connector, the Fiery-driven iGen3 integrates with EFI Print MIS Solutions and prepress solutions, providing a more accurate, more efficient production workflow – from capturing the designer’s original intent to real-time estimating, accounting and billing, to producing brilliant digital output. Further, EFI’s compliance with GRACoL, CGATS, ICC, JDF, PDF, PPML and other open standards, and EFI’s collaborations with leading native pre-press workflow providers, ensure that EFI solutions readily integrate into Boise State University’s Printing and Graphics Services’ workflow and will grow with them.

“We have been incredibly pleased with EFI over the years because they truly partner with us and continually support us with technology innovation that makes us more productive,” added Bailey. Boise State University has attended three of the last five Connect conferences. Offering expert-led classes and exposure to the newest technology and trends, EFI’s Connect is the largest annual user conference in the print industry. “In attending Connect, we always learn new ways to get the most from EFI solutions, and we rely on EFI to continue to offer the best of breed in job process functions as our business grows.”

WYSIWYG Imposition
And one job process function that particularly impressed Boise State University’s Printing and Graphics Services is EFI Impose Fiery Edition, a WYSIWYG client/server based imposition application that enables entire documents to be imposed quickly regardless of how complex the imposition template is - from N-up business cards to imposed booklets with variable data content and constantly varying number of pages reconciled automatically. Providing the unique ability to create an unlimited number of new custom imposition templates, this feature is independent of platform, application, and file format, and supports a wide variety of source documents, including all VDP languages. Boise State University Printing and Graphics Services Network Printing Technician Mark Southard explains, “Impose is particularly useful when I have to do something quick, on the fly – and that’s quite frequently. Impose enables me to immediately see exactly what I’m going to print before I print. I don’t know of any other solution that eliminates guesswork like this and offers such efficiency. Impose saves us a lot of time and supplies.”
Variable Data Printing
Boise State University’s Printing and Graphics Services purchased the Fiery-driven Xerox iGen3 digital press to take on more VDP jobs. The EFI Fiery server VDP solution is open, flexible, scalable, and includes the most comprehensive, proven range of VDP languages - Fiery FreeForm, industry standard PPML, and a host of legacy proprietary languages. A recent mailer done for the school’s Orientation Office and sent to incoming Freshmen is a prime example of a complex document Boise State University’s Printing and Graphics Services was able to quickly produce with the Fiery-driven Xerox iGen3 digital press. The piece was graphics intensive, double-sided, with several variable components – the student’s name, name and date of the orientation session the student is signed up for, a map that is variable depending on the student’s particular campus, and a parking permit specific to the student’s lot.

Production Manager Shalom Pennington said, “Variable data printing jobs used to be a big hassle, and because our capabilities were limited, the pieces had to be simple. The Fiery server delivers incredible efficiencies that enable us to produce the most complex VDP jobs quickly.” Added Bailey, “VDP is an untapped market we can fully address with the Fiery-driven iGen3.”

Precision Color
Pennington also credits the Fiery server for the offset quality of the jobs printed on the Xerox iGen3 digital press. He points to a poster offset printed for the University’s football team as an example. “We replicated the poster on the Fiery-driven Xerox iGen3 digital press and the difference between those and the offset was negligible,” he said. EFI ColorWise helped Pennington replicate the posters with that level of quality. The in-RIP color management system delivers consistent color across applications, computer platforms, color spaces, and color file formats. And ColorWise includes automated functionality and expert controls for managing color, productivity and automating color document workflow.

Increased Automation and Efficiency
Bailey has been very impressed by the customer service improvements made possible by the Fiery-driven Xerox iGen3 digital press. “It was ‘install and go’ with the Fiery server. We were already familiar with the Fiery, and the system scales up, so our transition to the iGen3 was a snap. With minimal training, we were immediately able to turnaround a complex digital four-color job that would have taken us from five to seven days in just two days at most. The higher levels of image quality and digital printing performance delivered by the Fiery server and its connectivity to PrintSmith, PrintSmith Site and EFI Pre-Press Workflow solutions enable us to speedily produce brilliant digital output and accomplish real-time estimating, accounting and billing in one smooth workflow. We’re able to be much more responsive to our customers while taking on more jobs, resulting in our being a more profitable business.”

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– Ted Bailey, Manager, Boise State University Printing and Graphics Services
Get Connected with EFI

EFI’s integrated solutions—Production Printing, Prepress and Graphic Arts, Web to Print, Print Management Information System (Print MIS) and Corporate—give your company a competitive edge in increasing profits, improving productivity, streamlining business processes, reducing overhead costs and enabling your team to work more productively and profitably. Visit www.efi.com to learn more.