Daily Digital Imaging Goes Digital and Makes It Personal, With EFI Fiery-Driven Xerox iGen3 Digital Production Press

Company Profile
Daily Digital Imaging, based in the San Francisco Bay Area, is a marketing and print solutions provider specializing in digital printing solutions, marketing and design services, print on demand and full color or black & white short runs. A Certified Green Business, Daily Digital Imaging offers one-to-one or personalized or variable data printing, marketing and design services, digital asset management, file conversion, preflight proofing, and scanning services, in addition to same day print and mail services. The company serves more than 900 customers in the graphic arts, advertising, print brokering and marketing fields. Daily Digital Imaging’s customer list includes Wells Fargo Bank, Weststaff, Inc., one of the largest staffing companies in the country, Toll Brothers, the nation’s leading builder of luxury homes, and Data 911, the leader in high quality mobile hardware and software systems for public safety.

Challenge
A small, well-established print shop, Daily Digital Imaging – formerly Daily Graphics – decided to transition from the four-color offset process to a completely digital workflow. They wanted to provide more for their clients, in terms of services and speed, in order to grow their business. A digital workflow would allow them to do that in a way that offset could not. Their more than 900 customers are all exceptionally discerning when it comes to color quality because they are all in the printing or marketing industry. The solution Daily Digital Imaging would choose had to deliver optimal and stable color at high speed, and support their plan to emphasize value-added services, such as variable data printing.

Solution
Daily Digital Imaging chose the powerful combination of EFI’s Fiery® color digital print server and the Xerox iGen3® 110 Digital Production Press to meet the exacting needs of their customers. They are now producing 100 percent digital color at a quality level that their customers report rivals offset, and offering additional, value-added services. They are making the promise of variable data printing a reality for many of their customers. Daily Digital Imaging also deploys EFI PrintSmith® to automate the company’s entire business process, from estimating to invoicing.

Results
More than 40 percent of the jobs Daily Digital Imaging produces employ variable data printing. Their customers report an increase in response rates, consistent with industry projections of more than 40 percent (see note). These results lead to high levels of customer loyalty and repeat business for Daily Digital Imaging. The company calculates a significant return on their investment in the Fiery within a year. And the company reports a savings of more than 50 percent on consumables over the offset press they had.
Daily Digital Imaging had been an offset shop for some time before deciding to go digital. As Vice President, Business Development, Pello Walker saw the rapidly increasing commoditization of printing and knew he would have to make major changes in order to stay a viable business. He transformed Daily Digital Imaging into a marketing and print solutions provider. Walker explains, “My business hinges on being able to provide more for my customers than they can get from my competitors. It’s not in my interest to compete solely on price, and I need to provide more than ‘simply’ high quality printing. With the Fiery-driven Xerox iGen3 press, I have all my bases covered. I don’t have to worry about color stability, accuracy and speed. These factors are crucial to my business, and with the Fiery I know that I’m getting optimal performance on all counts – as well as a powerful and stable variable data printing solution. I’m able to focus on the areas that take Daily Digital Imaging to the next level – value-added consultancy and services, and in particular, variable data printing.”

Fiery Sets the Industry Standard

The EFI Fiery color digital print server offers unparalleled color quality, open VDP workflow flexibility, and expert-level tools for graphic arts professionals. EFI collaborates with the leading VDP software vendors and supports such VDP languages as Fiery FreeForm, industry standard PPML, and a host of legacy proprietary languages, ensuring that the Fiery server readily integrates into Daily Digital Imaging’s existing workflows and delivers consistency regardless of whether the job is VDP or non-VDP.

“When it came to selecting the front end for our Xerox iGen3 press, Fiery was the obvious choice. EFI sets the industry standard for server technology.”

— Pello Walker, Vice President, Business Development, Daily Digital Imaging

EFI Helps Daily Digital Imaging Win Business

“I’m able to focus on what I enjoy most – showing my customers what’s possible with variable data printing and how it can grow their business,” he continued. “Our Fiery-driven Xerox iGen3 press creates a true win-win situation. My customers win more business when they execute a one-to-one, personalized marketing campaign that Daily Digital Imaging has designed and deployed. Their success means that they’ll come back to Daily Digital Imaging. Return business and customer loyalty are what makes my business successful. We have been around since 1958 by being innovative and keeping our word.”
“PrintSmith enables us to easily find information about jobs, both in progress and historic, so we deliver accurate estimates, which quickly leads to invoicing.”

— Pello Walker, Vice President, Business Development, Daily Digital Imaging

As Daily Digital Imaging offers a range of deliverables, such as brochures, calendars, newsletters, flyers, invitations, presentation folders, carbonless forms and postcards, which may or may not include variable elements, the company also relies on EFI PrintSmith. PrintSmith manages their entire business process, from estimating to invoicing. Walker said, “PrintSmith enables us to easily find information about jobs, both in progress and historic, so we deliver accurate estimates, which quickly leads to invoicing. We provide approximately 50 - 60 estimates on a daily basis with PrintSmith. With the Fiery-PrintSmith combination, we speedily produce brilliant digital output and accomplish real-time estimating, accounting and billing in one smooth workflow. We cut down on rework due to errors, and that efficiency helps us to be more profitable and keeps customers happy and satisfied.”

Integration and Connectivity

Via the EFI Fiery JDF Connector, the Fiery-driven Xerox iGen3 press integrates with EFI Print MIS Solutions, including PrintSmith, 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 prepress workflow providers, ensure that EFI solutions readily integrate into Daily Digital Imaging’s workflow and will grow with them.

WYSIWYG Imposition

A Fiery feature that particularly impressed Daily Digital Imaging is EFI Impose Fiery Edition, a WYSIWYG (What You See Is What You Get) client/server-based imposition application that quickly imposes entire documents regardless of how complex the imposition template is - from N-up business cards to imposed booklets with variable data content and constantly varying numbers 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. Walker said, “Fiery Impose is a stand-out among the features that enable us to increase our speed and profitability. It greatly improves our efficiency, allowing us to complete more jobs in the business day and deliver ‘on-demand.’ The Fiery secures our ‘maximum three-business-day turnaround’ promise to customers. Our word is important to us; and our EFI partnership helps us deliver what we promise.”

Because Impose enables the press operator at Daily Digital Imaging to immediately see exactly what he is going to print before he submits the job, Impose saves a significant amount of time and supplies. Walker estimates that the Fiery is responsible for the company having reduced their consumables expense by at least 50 percent over their offset press.
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— Pello Walker, Vice President, Business Development, Daily Digital Imaging

**Brilliant, Consistent Color**

Walker also remarked on the Fiery’s color capabilities, pointing to the nature of his clients’ businesses. “My customers are predominantly print and graphic arts professionals who absolutely know color, so my objective is to deliver what they see as accurate, color perfection every time. We’re achieving that with the Fiery.”

Fiery ColorWise, the EFI in-RIP color management system, delivers consistent color across applications, computer platforms, color spaces, and color file formats. Daily Digital Imaging readily achieves undeviating, professional-level color. ColorWise includes automated functionality and expert controls for managing color, productivity and “hands-off” color document workflow.

**Daily Digital Imaging and EFI, a Winning Combination**

Daily Digital Imaging is incredibly pleased with the Fiery server’s powerful variable data printing, color, and workflow capabilities, integration with the EFI PrintSmith information management system, and the Xerox iGen3 press. “Moving to a digital workflow in partnership with EFI has meant new revenue stream opportunities, as well as increased automation, efficiency and cost savings for Daily Digital Imaging. The Fiery alone paid for itself well inside a year. We look forward to EFI’s continued support and partnership as our business grows,” said Walker.