Midwest Web Integrates Print/Mail Services with EFI’s Hagen™ OA

CHALLENGE:
“As we looked for a commercial solution to replace our homegrown management systems, the biggest challenge was finding a solution that could address both our print and mailing businesses.”

– Rhonda Weyenberg, Chief Financial Officer

Midwest Web, located in Lincoln, Nebraska, was founded in 1989 as a direct mail printer. The company was acquired by its current President, Dean Hart, in 1996. Shortly thereafter, Hart acquired a mailing company and merged the two operations to create an end-to-end print/mail service for a growing customer base.

By adding robust, data-centric services, Hart has migrated the business to a successful and all-inclusive technology-driven marketing solution provider, primarily serving the financial services industry.
Implementing an MIS solution is not trivial,” comments Hart. “We spent a couple of years looking at options and getting comfortable with the companies that offered them to ensure that we made the right decision.” With its integrated, data-centric end-to-end services, Midwest Web has realized an average growth rate of 15% per year over the last ten years. Hart and Weyenberg understood that continued double digit growth would require a timely 360-degree view of the business and a more streamlined data capture process. Hagen OA was acquired to act as the data hub that would fuel the company’s growth as it branched out into new services beyond print and mail, such as fulfillment.

“After spending significant time researching various options, we were most impressed with EFI’s Hagen OA. In 2005, when EFI added a mailing component to Hagen, it gave us the impetus to undertake implementation of a new MIS solution.”

— Dean Hart, President
The previous homegrown system Midwest Web had been using was piecemeal, according to Hart, and required that various data sources be combined in accounting. “As we started to implement Hagen,” he says, “the immediate benefit was access to real-time information. We could collect data faster which allowed us to quickly make adjustments that improved profitability. Before, it could take weeks to digest information and act on it, and now we can accomplish that immediately.” Midwest Web realized the importance of using all aspects of Hagen, and believed that while all tasks in all departments might not benefit from reduced cycle time, the overall impact of the system would be beneficial to everyone.

“We focused on integrating all of our departments using Hagen,” adds Weyenberg. “We wanted every department to be able to rely on the accuracy of information provided by the previous department. That wasn’t necessary in our previous system, and although it took some time to get used to this new approach, we are reaping the benefits now.”

With Hagen established as the hub, Midwest Web is now adding other modules, including EFI’s PrintFlow® for dynamic scheduling, PrinterSite® Fulfillment to incorporate its growing fulfillment business into the overall business management picture, and Auto-Count® to ensure fast, accurate delivery of data from the shop floor. “As a result,” says Hart, “we have noticed a dramatic improvement in productivity and profitability because we can adapt and change faster than we could before.”

In fact, Hart reports, early implementation of PrinterSite Fulfillment is helping MidWest Web to better manage its finished goods inventory. As a result, inventory accuracy has improved by nearly 85%, and the company has also been able to give its clients easy access to ordering.

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“While Hagen and PrintFlow streamline the manufacturing operation, PrinterSite Fulfillment helps us grow the top line by increasing our sales volume. With this web-to-print solution now fully implemented, we are rapidly bringing on new customers that are taking advantage of the PrinterSite Fulfillment storefront to make critical materials readily available throughout their organization.” Hart identifies three ways in which PrinterSite Fulfillment will enable business growth for Midwest Web:

1. Leveraging high-volume print sales by providing warehousing for excess materials and easy Web-based access for on-demand delivery of product to the customer
2. A customer-branded storefront that makes it easy for home offices to support branch offices or end users
3. Production of print-on-demand variable data marketing campaigns.

“Hagen OA and its associated value-added solutions have helped our business immeasurably,” Hart concludes.

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