MPI Transforms Service Portfolio With Help Of EFI PrintSmith

CHALLENGE:
“Our manual pricelist system was sufficient for running a ‘quick print’ operation, but it soon became clear that as we grew into a complete print service provider we needed a real business management solution.”
– Todd Warren, owner, MPI

For over 35 years, MPI Commercial and Digital Printing has served the needs of companies in and around the Louisville area. What started as a family business remains a family business – Todd Warren operates the company today along with his cousins, after his father and uncle started it originally.

In 2006, MPI began transitioning from a quick print provider to a “one-stop” service provider, adding equipment and capabilities to meet the growing need for digital printing, variable data projects, design work and more. “Early in this process, we recognized we needed to make a change from our antiquated price list system, and decided it was time to install a print MIS solution,” said Todd. The company began a 12-month review of the available options.
SOLUTION:
“Selecting EFI PrintSmith™ was an easy decision. Its intuitive interface was a key factor. From start to finish – estimating to invoicing – it was clear that PrintSmith could operate our business smoothly.”
—Todd Warren, owner, MPI

MPI carefully reviewed and compared print MIS systems, and was impressed with PrintSmith’s ease of use, reporting features, customer support and price. They installed the estimating, credit card, invoicing and report writing modules and began using them in 2007. Soon after, MPI added PrintSmith Site, the e-commerce website module.

“One of the most informative parts of the process was the cost drill-down we had to do in order to populate the estimating system,” said Todd. “It opened our eyes and gave us an accurate picture of what things really cost.” MPI credits the hands-on installation by EFI with ensuring they were well trained and ready to get the most out of the system.

PrintSmith has enabled MPI to speed the creation of estimates and invoices while decreasing errors. This allows them to take in more work, adding to the bottom line. The system also makes sure they are billing for all of the services they perform – as an example, in the first month alone, PrintSmith captured $3,000 in billable pre-press work that would have gone unaccounted for before.

The system’s reporting features are essential. “The reporting capabilities in PrintSmith are phenomenal,” commented Todd. “They allow us to view the business on a daily basis, so we can make adjustments right away instead of waiting until the end of the month like we used to have to.”

“The ability to quantify every part of the business is huge,” added Brad Warren, owner. “There’s a big advantage to operating based on the actual numbers versus on a ‘hunch.’ And having the historical data to look back on is very important as well.”

Todd also credits the ability to remotely access PrintSmith from any computer with helping MPI win business. “I often do estimates from home in the evenings. If a request comes in late in the day, the customer can still have an estimate waiting for them in the morning, since the system makes it fast and simple. Sometimes being first is a way to win the job.”
MPI’s customers are happy with the PrintSmith Site capabilities that allow them to quickly place orders and instantly proof from their web browser. For now the company is creating sites and granting access to only a select group of customers, but plans to expand the use of PrintSmith Site in the future.

“PrintSmith Site allows us to be service oriented 24/7. It also creates more ‘stickiness’ with our customers – once we have their business card and letterhead templates online, for instance, they are less likely to switch printers,” said Todd.

In addition to expanding their e-commerce services, MPI plans to add the PrintSmith Scheduler module soon, to help them optimize their operations and better track each job through the shop.

RESULTS:
“What used to take us 20 minutes before, now takes 5-10 minutes, which is a huge savings. Not only can we process orders more quickly, they are more accurate, since no human is involved. Together with the intelligence we gather from the reporting features, the system literally pays for itself!”

— Todd Warren, owner, MPI
Print to Win

EFI (www.efi.com) is a world leader in color digital print servers, superwide format printers and inks, industrial inkjet printing systems and print management, Web-to-print and proofing solutions. EFI is dedicated to giving customers a competitive edge with award-winning, scalable solutions from creation to print that maximize productivity and increase profits. EFI maintains 23 offices worldwide.