Repro India, Ltd. operates out of a 20,000-square-meter facility located near the port in Mumbai and a new state-of-the-art facility at the offshore export zone on the west coast of India. The company offers design and prepress services, sheetfed and web offset printing, digital printing, postpress and last-mile logistics. Repro India has an annual turnover of US $60 million with more than 600 employees. Repro India, Ltd. produces annual reports, IT manuals, catalogs, and magazines and is one of India’s largest producers of educational books for the global market.

**CHALLENGE:**

“In order to be competitive in today’s market, print service providers need to have a real-time, end-to-end, 360-degree view of their business. Our homegrown management solution had reached its limitations. We needed a modern solution and a proactive MIS partner to ensure future success.”

– Baiju Gujarathi, senior vice president, Repro India

Repro India had an internally developed management system in place since 1996. As the business grew, the company wanted to formalize its business processes and workflows within an integrated framework. It had become increasingly challenging to maintain the homegrown system and to acquire the real-time information required to manage a rapidly growing business in a dynamically changing market. Repro India sought a proven, industry-specific enterprise-class solution from a dependable partner that could take its business to the next level.
SOLUTION:

“EFI Monarch is a proven, integrated solution that offers an industry best-practices framework and a wide array of add-on modules that can expand the scope of our automation over time and scale with the business.”

—Baiju Gujarathi, senior vice president, Repro India

Repro India selected the EFI Monarch print MIS solution to manage its multi-plant, multi-technology business. In addition to EFI Monarch’s solid reputation in the marketplace, Repro India was especially attracted by the wide range of additional integrated modules available for Monarch as well as the ability of the software to address international business requirements such as currency, language and taxes. The company also needed to be able to manage both digital and offset print production from a single interface, and Monarch’s support of industry standards such as CIP4 and JDF were critical decision factors as well.

Repro India has installed EFI Monarch in both of its plants, including the shop floor data collection capability. This has given the company better control over its production operation, more flexibility in planning, and the scalability that will ensure that its systems are positioned for future growth.

“We are slowly beginning to build our information infrastructure with EFI Monarch,” says Baiju Gujarathi, senior vice president. “We can already see improvements in productivity. We also have job costing control in place to monitor job profitability, an extremely important capability for us.”

Repro India is piloting Digital Storefront®, with two customer profiles created and beta use started. The company is also piloting the adoption of planning and scheduling practices using EFI’s PrintFlow® dynamic scheduling module. Next up is Auto-Count®, which will accurately track actual production with a direct machine interface to the shop floor. “We don’t plan to stop there,” added Baiju. “We are also looking at the Monarch Planner module for comprehensive workflow planning. In addition, we will be working with EFI to implement modules that will enable centralized workflow to unify prepress for both offset and digital production with JDF-compliant solutions.”
Repro India is also using PrinterSite® Internal to make it easier for its sales representatives around the globe to process requests for customer estimates from the field. And with PrinterSite Fulfillment, the firm will be able to integrate its fulfillment operation into the overall customer offering.

“Our promise to our customers is to manage their content using a zero inventory approach whether they require one or one million copies of books or other printed materials, whenever or wherever they are needed,” concludes Baiju.

“The capabilities of EFI Monarch are vital to our ability to deliver on this promise. It is improving our efficiency across the organization, but more importantly, has been a critical factor in shifting our corporate culture to a focus on solving customer business problems which almost incidentally includes the production of print. EFI is a trusted partner we expect to work with over the long haul to ensure a comprehensive and service-oriented offering in a dynamically changing global business scenario.”

RESULTS:
“We are beginning to see the results we had expected from our EFI Monarch implementation. We are looking forward to the next implementation phases, which will include PrintFlow, Digital Storefront and Auto-Count.”

—Baiju Gujarathi, senior vice president, Repro India
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.