On Time, Every Time! This phrase, on every page of the Shweiki Media website, speaks to the corporate philosophy and commitment that the company brings to their publication and catalog customers. The Shweiki Media motto is not the collection of hollow words gracing the websites of some companies. The Shweiki philosophy pervades an entire company that is committed to the success of its clients—most of which publish time-sensitive printed products which must be in the hands of subscribers and customers promptly and consistently.

Based in San Antonio, Texas, Shweiki Media traces its history to 1984, when Israeli-born Gal Shweiki—then a student at the University of Texas at Austin—created a guidebook for students listing the best places in town to hang out after classes. Shweiki’s publication, The Student Guide to Austin, was followed in 1988 by a related monthly entertainment magazine for students, Study Breaks. As his magazine enjoyed success, Gal Shweiki and his staff began working with other publishers, assisting them with layout and prepress issues. Then, with the acquisition of a web press, Shweiki Media became a full-fledged printer, and started down the path that has led the firm to become one of the premier publication and catalog printers in central Texas.
But as in many growing companies, the internal procedures at Shweiki Media at times interfered with executing the philosophy articulated in the company motto. So, in 2006, Shweiki Media bought a print business management system from Pace Systems Group. Then called ePace and now part of the EFI portfolio as EFI Pace, the system coordinates and tracks estimates, job tickets, shipments, purchasing, accounting, raw material consumption—virtually every element in the printing process. With the system, employees can determine the precise status of every job in a printing plant. And management can quickly and reliably learn the profitability of individual jobs, as well as exactly how much labor and material went into each. But implementation of the Pace system did not go according to plan. Some employees were reluctant to change the procedures they had successfully used through the years. Others preferred manual recordkeeping to using the computer. As often happens in such instances, the computer system suffered from the lack of a champion determined to see it through to success.

Enter Eli Levinson. Hired as Chief Operating Officer at Shweiki Media late in 2006, Levinson quickly took charge of the computer system implementation. But Levinson’s approach was a fresh one. Rather than require employees to adapt to the computer, he set about adapting the system to the employees. The flexibility of the Pace system permitted Shweiki Media employees to tailor their individual computer screens to exactly the configuration they liked best, and to include particular elements of information that they valued most in their work. As a result, employees quickly embraced the system. Levinson, describing the core philosophy that drove the successful implementation, says: “Nobody’s baby is ugly!” Levinson encouraged workers to create their own individual screens, just as they are permitted to decorate their cubicle workspaces to their individual taste.

Using this philosophy, Levinson created ownership of the computer system throughout the staff. About 90 days after Levinson took charge of the system, several key employees he terms “opinion makers” were fully utilizing the system and became advocates for it throughout the plant. Says Levinson: “Where formerly we saw resistance to the computer system, people now come forward and ask ‘Can we add this or that information to our screens?’” Whiteboards throughout the plant have been replaced by computer screens, and employees who formerly relied on notes...
and new features are constantly being put in place. Today, Pace information is exported to Quick Books, and the Pace accounting system has yet to be implemented. Soon, Shweiki Media customers will be permitted to log on to the system and check job status themselves, thus freeing up customer service representatives for other tasks.

What little support we have needed from Pace has been terrific.” Summing up his Pace experience, Levinson commented: “EFI Pace enables us to give Shweiki Media customers a ‘hassle-free experience.’ We strive to give our clients ‘best in class’ service, following the pattern set by companies like FedEx, Dell and Lexus. Our most important product is the Shweiki Media experience. We deliver top quality, on time, at the lowest possible cost, with an ‘easy to deal with’ attitude. Every day we ask ourselves a simple question: ‘Will this customer print their next magazine with us?’”

Shweiki Media became a printing force in Central Texas by following an unusual course. But with EFI Pace, the company has a much better idea of where they are going and where they have been.

“The EFI Pace system is robust and operates smoothly. What little support we have needed has been terrific.”

– Eli Levinson
Chief Operating Officer,
Shweiki Media
Print to Win

EFI (www.efi.com) is the 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.