As the flagship University of the State of Colorado, CU-Boulder is a dynamic community of scholars and learners situated on one of the most spectacular college campuses in the country. Founded in 1876, the University has more than 1,000 faculty members and serves about 30,000 students. Imaging Services has been the University’s print shop since 1923 and is operated by nine full-time employees and six part-time students.

EFI Pace and Digital StoreFront Streamline Operations for University of Colorado Imaging Services

Challenge:

“University faculty and staff are not required to use our services, and we must remain competitive to gain their business. A robust MIS solution and the convenience of Web-to-print are important enablers of that competitive advantage.” — Al Goranson, Manager

In 2005, University of Colorado Imaging Services was looking for a replacement to its DOS-based management solution. A primary requirement was a Web-browser interface that allowed cross-platform access from anywhere staff happened to be working. Other important requirements included job ticketing, estimating and job tracking, with a future view to adding an integrated Web-to-print solution.
The Solution

CU Imaging Services selected EFI Pace™ to meet its MIS needs. In 2010, EFI Digital StoreFront® was added to enable online ordering, making Imaging Services even more accessible to the University community and streamlining the order entry and job management process.

Results

“A robust, functional MIS solution is a minimum business requirement for printing operations in today’s competitive environment,” says Al Goranson, manager of CU Imaging Services. “It enables you to ensure that your pricing is right, gives you credible cost and time reporting, and you know where every job is in the shop at any given moment in time, whether it is being produced digitally or with our offset presses. EFI Pace has met those needs for us extremely well.”

CU Imaging Services installed Pace in 2005 to replace an older DOS-based management system. “Prior to installing Pace,” Goranson explains, “it was difficult to track jobs through the shop. If a customer called for status, someone had to get up and go find where the job physically was to provide an answer. Now, anyone in the shop can easily answer those queries right from their desks.”

Goranson points out that CU Imaging Services is auxiliary to the University and has to cover its costs. “We can retain profits to a certain degree,” he says, “but we can’t make too much money, and we are regularly audited. Now we have real-time business and production data available at our fingertips to make sure that estimates match up with actual costs and that we are on track to meet promised delivery schedules. We must be competitive to survive, and we couldn’t do so without the management capabilities Pace provides us.”

To streamline the operation even more, CU Imaging Services added EFI Digital StoreFront in 2010. “The main reason we selected Digital StoreFront,” Goranson reports, “was to be able to use XMPie to develop templates for stationery. Previously, customers would call or fax their orders, and we were typesetting the individual pieces. With XMPie templates now available in Digital StoreFront, customers can enter their information right online, view a proof to confirm accuracy, and submit the

“EFI Pace is easy to use from an administrative standpoint. Because of its browser-based user interface, you don’t have to add client software; and since everyone knows how to use a browser, it is an easy learning curve.”

— Brian Groves
Director
CU Bookstore

Solution:

“Digital StoreFront and Pace have changed the entire dynamic of our shop. The very automated, streamlined process of the two systems has made a world of difference for us, and we plan to leverage it as we continue to expand the array of services we offer the University community.”

— Al Goranson
Manager
CU Imaging Services
order, which flows right into Pace. Digital StoreFront is more convenient for customers, allowed us to repurpose staff to more productive tasks than typesetting, and reduced turnaround time for these jobs from 7-10 days, down to 3-5 days.”

The timing for this acquisition was particularly critical, since the University was in the process of changing its brand identity, and Imaging Services expected a flood of orders as departments migrated their business cards and stationery to the new branding. “Handling that with the previous manual processes would have placed a significant burden on our staff,” Goranson says.

Imaging Services continues to add more options to Digital StoreFront to increase customer convenience and retention. This includes XMPie templates for specialized departmental applications that will allow users to submit work online without a lot of instruction. “Currently they use Digital StoreFront,” Goranson says, “but they have to write a little novel describing what needs to happen with the job. We want them to be able to just pick the product they want and submit the order; new templates will make this possible.”

Another application CU Imaging Services is pursuing is personalized, numbered parking permits which are printed on various colors of stock. Goranson explains, “As each station gets low on parking permits, they can simply order what they need on demand rather than having to order these in large quantities.”

Goranson concludes, “Digital StoreFront and Pace have changed the entire dynamic of our shop. Customers enter job information, validate accuracy via a proof, and we get a print-ready PDF. The order entry process is so easy that the department administrative assistant can enter most jobs, saving time and money for customers. Information is streamed to Pace where the operator picks up a Pace ticket, pulls the file from Digital StoreFront, and is ready to print. This very automated, streamlined process has made a world of difference for us, and we plan to leverage it as we continue to expand the array of services we offer the University community.”

“The beauty of our EFI installation is that when the customer places an order through Digital StoreFront, all of the job information flows automatically into Pace. This makes our operation more efficient and allows us to provide better customer service.”

— Al Goranson
Manager
CU Imaging Services

Results:

“Digital StoreFront is more convenient for customers, allowed us to repurpose staff, and reduced turnaround time for some jobs from 7-10 days down to 3-5 days.”

— Al Goranson
Manager
CU Imaging Services
Beat the competition and profit with EFI’s integrated Fiery®, VUTEk®, Jetrion®, Rastek™, Print MIS and Web-to-Print solutions. Visit www.efi.com to learn more.

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