



GMC Case Study

:: Direct Marketing and Fulfillment
 :: Service Bureaus

Team Services Gains Competitive Edge with PrintNet

Cuts days from customer cycle times for faster time-to-market

Team Services – a full-service, customer focused, privately held direct marketing and fulfillment house – began in the 1980s as a post-processing branch of parent company Booklet Binding, Inc. Today, Team Services employs 175 people, occupying 250,000 square feet in two facilities in the Western suburbs of Chicago, producing and distributing materials for companies of all sizes. Many of their clients are well known names, and represent some of the largest ad agencies, automotive manufacturers, consumer product manufacturers and Fortune 100 companies.

Set up once – output anywhere

According to Eric Langer, Data Supervisor for Team Services, “Most of our processes are labor intensive – from creation to output and finishing. We can do just about anything that a direct-marketer can think of, including large or oddly shaped packages that require special handling, hand gluing and assembly.” Although a large percentage of their work is done using Scitex IJPDS inkjet printers, Team Services also outputs to AFP and PCL laser printers. “A key benefit that PrintNet T had over our incumbent software was that it allows us to change output devices with the click of a mouse,” says Langer.

Electronic proofs easily created

An exclusive PrintNet T feature is the ability to quickly produce exact electronic proofs, layered with a background PDF for customer approval. “PrintNet T makes it so easy to produce a customer proof, it’s fantastic. The proof is easily created in the output module by turning on and off different layers – competitors don’t have this capability. PrintNet T’s ability to create proofs is a real time saver. Now, we can do proofing in a matter of minutes that used to take hours with our previous software,” says Langer.

Complex job setup with ease

Another key element in Team Service’s choice of GMC software is its flexibility in project design.

“PrintNet T allows full control of complex variables and makes setting up complex jobs with hundreds of variable graphics simple. PrintNet T’s ability to call in graphics is amazing,” states Langer.

PrintNet T’s object-oriented interface is a definite advantage over scripting, as is the ability to take in designs from Quark and InDesign. “The Layout View is really nice, especially for producing barcodes,” states Langer. A large percentage of Team Service’s jobs involve 2-D barcodes with encoded data, used for coupon redemption and matching for 100% mailing applications. “With our previous VDP software, I had to play with font sizes, formulas and wizards. Now, all I do is resize the barcode box and PrintNet T automatically resizes the barcode,” comments Langer.

Cost savings, faster turn-around and increased business

There has been a tremendous savings in programming time and costs since installing PrintNet T, and Team Services’ business has grown as a direct result. “We’ve seen turnaround time improvements across the board, on all our jobs. And the more complex the job, the greater the time improvement. Jobs that used to take two to three days to set up with our previous software now get done in a single afternoon with PrintNet T,” states Langer.

KEY FACTS

:: Client

A direct marketing and fulfillment house that produces and distributes materials that are designed to sell product, nurture loyalty and generate response.

:: Challenge

The ability to rapidly set up, produce and deliver – in a very short time frame – a broad range of jobs with complex variables.

:: Solution

PrintNet T easily controls hundreds of variable images and makes setting-up jobs, creating accurate approval proofs and switching output devices very easy.

:: Results

Complex jobs that used to take two to three days to set up, with their previous software, are now done in a single afternoon using PrintNet T, resulting in faster job turn-around and satisfied customers.



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“Because PrintNet T is so much easier to use, jobs immediately migrated from our previous software to PrintNet T.”

Eric Langer

Data Supervisor, Team Services

Langer says that it’s difficult to put a dollar value on a happy customer, but now, when a customer asks for a job to be completed on a very tight schedule, we can say, “Yes, we can deliver on your schedule”. “Our turn-around time using PrintNet T is faster than our competitors’, and we are now able to offer new capabilities that our clients really like. This all contributes to making our customers’ overall experience that much better,” Langer adds.

“Last week, for example, we had all of the data work done for a large insurance company mailing,” comments Langer. “The same afternoon that this client was to receive approval proofs, they told us they had new letter copy. We would have never made the mailing cut-off time had we still been using our previous software. Using PrintNet T, however, we were able to quickly substitute the new letter copy, visually position it and generate proofs to see exactly how the printed pieces would look; and obtain customer approval. PrintNet T’s fast turnaround capability saved us hours, and made us a champion in the eyes of our customer.”

PrintNet T: A productive investment

Prior to purchasing PrintNet T, there were cost justification questions from Team Services’ management, asking how the purchase of PrintNet T could be justified, when they already had VDP software installed. Management wanted to know if PrintNet T was much more productive than their existing software. “My answer is an unequivocal yes! After using PrintNet T for nearly a year, I have no regrets. PrintNet T is well worth the investment compared to what we were previously using,” affirms Langer.

About GMC Software Technology

Setting the New Standard in personalised customer communications, GMC Software Technology’s PrintNet T Triple Suite is a powerful totally-integrated and seamless, end-to-end solution for designing, composing, producing, presenting, managing and automating customised print and electronic (including a WebServices J2EE environment) documents from multiple inputs and formats. PrintNet software features ease of use and implementation, ensuring rapid application development and fast time-to-market. GMC Software Technology is headquartered in Switzerland with offices in Europe, the US, Canada, Latin America and Asia. The GMC group of companies is ISO 9001:2000 certified.