

CASE STUDY Featuring:



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Grafica Eskenazi Looks to Aleyant Pressero Web-to-Print for Future Growth

Company Background

Total customer satisfaction is the name of the game for Brazilian commercial printer Grafica Eskenazi <http://www.lojagraficaeskenazi.com.br/page/imprimir-flyer>, founded more than 50 years ago. The company operates out of a 9,500 square meter plant with about 200 employees and offers commercial printing with a focus on books, magazines and brochures for large and mid-sized businesses across Brazil. Grafica Eskenazi has a heritage of innovation and seeks to implement the best technology in order to satisfy existing customers and acquire new ones.

Challenge

Grafica Eskenazi was looking for a way to extend its customer footprint with the ability to serve smaller customers and deliver against the short runs and faster turnaround times demanded by its existing customer base. This meant that the company needed to have a robust, yet easy to use and very flexible, customer-facing web portal that would make it easier for customers to order from them and more productive for the company to produce and deliver those orders.

Solution

After investigating a variety of options, Grafica Eskenazi selected Pressero web-to-print from Aleyant to serve its web-to-print needs, for both B2B and B2C clientele. Pressero's functionality, ease of implementation and use, and the flexibility it offers for customization were key criteria in the buying decision.

Results

"We are an offset shop," says Camila Eskenazi, Marketing Director of Grafica Eskenazi. "We are primarily producing business cards, flyers, folders, posters, books, catalogues and magazines and have traditionally supported mid-sized to large companies. Many of the customers buying our products are now looking for shorter runs, and with the ability to place the orders through Pressero, we have now been able to streamline the order-to-production process and make the production of shorter runs profitable."

In addition to the ability to handle shorter runs for current corporate customers, Pressero opens the door for Grafica Eskenazi to expand its geographic reach across Brazil and to attack the B2C market where shorter runs are the norm.

Customization is Key

One benefit of working with Aleyant, according to Eskenazi, is its rapid response and willingness to customize Pressero. "To do business in Brazil," Eskenazi explains, "we need specialized payment and shipping options, and Aleyant has incorporated those into Pressero." But that's not all. According to Eskenazi, using Aleyant's Automated Workflow Integrator (AWI), Grafica Eskenazi has been able to quickly and easily do its own modifications to its instance of Pressero. "This gives us autonomy and flexibility," she says. "And this capability is essential to our work in a very dynamic environment where things are always changing. The fact that we can do a lot of the modifications ourselves saves us time and money."

Grafica Eskenazi, in collaboration with Aleyant, has already integrated

Pressero with its production workflow solution. This enables efficient management of all stages of the order-to-shipment process, ensuring the highest quality and on-time delivery, meeting or exceeding customer expectations. "This efficiency is critical," Eskenazi adds, "since short-run work cannot be profitably produced if there is too much administrative overhead or are too many touches in the process. By integrating Pressero with our production workflow system, we are able to gain maximum automation, and in turn, deliver this work profitably."

Looking Ahead

Grafica Eskenazi is excited about the new opportunities Pressero is opening up for the company and is looking forward to executing even more integration to raise the level of automation and operational productivity, including incorporation of Enfocus Switch into the workflow.

"Our experiences to date have been extremely positive," Eskenazi concludes. "We believe that Pressero web-to-print will account for 25% of our revenue within the next five years!"

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