

Customer Story: ImageMark



Ricoh helps automate workflows and customize seamless processes for large print and mailing organization.

ImageMark delivers a range of production implementation services, including digital and offset printing, direct mail, fulfillment, promotional products, and complex assembly/kitting for customers in the healthcare, education, hospitality, and manufacturing industries.

“Our partnership with Ricoh and their solutions and consultative services has empowered our teams to streamline production processes and accelerate turn times, allowing us to significantly grow our business.”

— Wes Pollock
Chief Revenue Officer, ImageMark



 **70%** of prepress workloads automated

 **60%** decrease in on-demand, in-house production times

 Reduced administrative turnaround time from 3 days to 30 seconds

 Boosted business & created additional opportunities

Challenge

- Increase productivity without downsizing its workforce
- Create a more efficient workflow while reducing redundancies and manual tasks
- Expand and grow its business

The organization sought an efficient, frictionless, and seamless solution to automate workflows and accelerate the completion of its print and production projects. “How does a 100-year-old print company modernize and embrace new technologies while enhancing productivity and reducing manual tasks,” said Wes Pollock, Chief Revenue Officer, ImageMark. “Our goal was to expand the company by catering to both high-volume and small-order customers while ensuring quick turnaround times.”

Solution

- Developed a standardized prepress workflow across all job types
- Leveraged [Ricoh’s Professional Services](#) to amplify existing and new technologies
- Introduced a dashboard to visually monitor and manage all jobs
- Tapped into [MarcomCentral](#)® to create digital storefronts for customers

ImageMark collaborated with Professional Services for Graphic Communications Management & Technology and [Print Workflow Automation](#) to customize a solution to help its project management team eliminate steps, streamline workflows, and elevate productivity. Print teams can elevate turn times and speed production by integrating new Ricoh presses like the RICOH Pro C9500. By leveraging MarcomCentral, ImageMark also enhanced its web-to-print capabilities.

Results

- Ricoh’s Professional Services helped boost business, creating additional opportunities
- Automated 70% of prepress workloads by leveraging Ricoh’s Workflow Automation for Print Production
- Using Enfocus Switch workflow automation to add new storefront items to MarcomCentral, reduced administrative turnaround from three business days to 30 seconds without human intervention
- The [RICOH Pro C9500](#) helped decrease in-house on-demand production times by 60%

Thanks to automating its workflows, ImageMark’s teams are now streamlining their overall processes and eliminating excessive tedious and manual tasks. They have transitioned much of their offset print work to the higher-end, higher-speed inkjet equipment. “We’re able to take advantage of faster production that gives us the variable data our customers value along with quick turn printing,” said Wes.

To learn more about boosting your business and creating a customized automated workflow solution with [Ricoh’s Professional Services for Graphic Communications Management & Technology](#) or to hear more about our graphic communication solutions, [contact us](#) today.