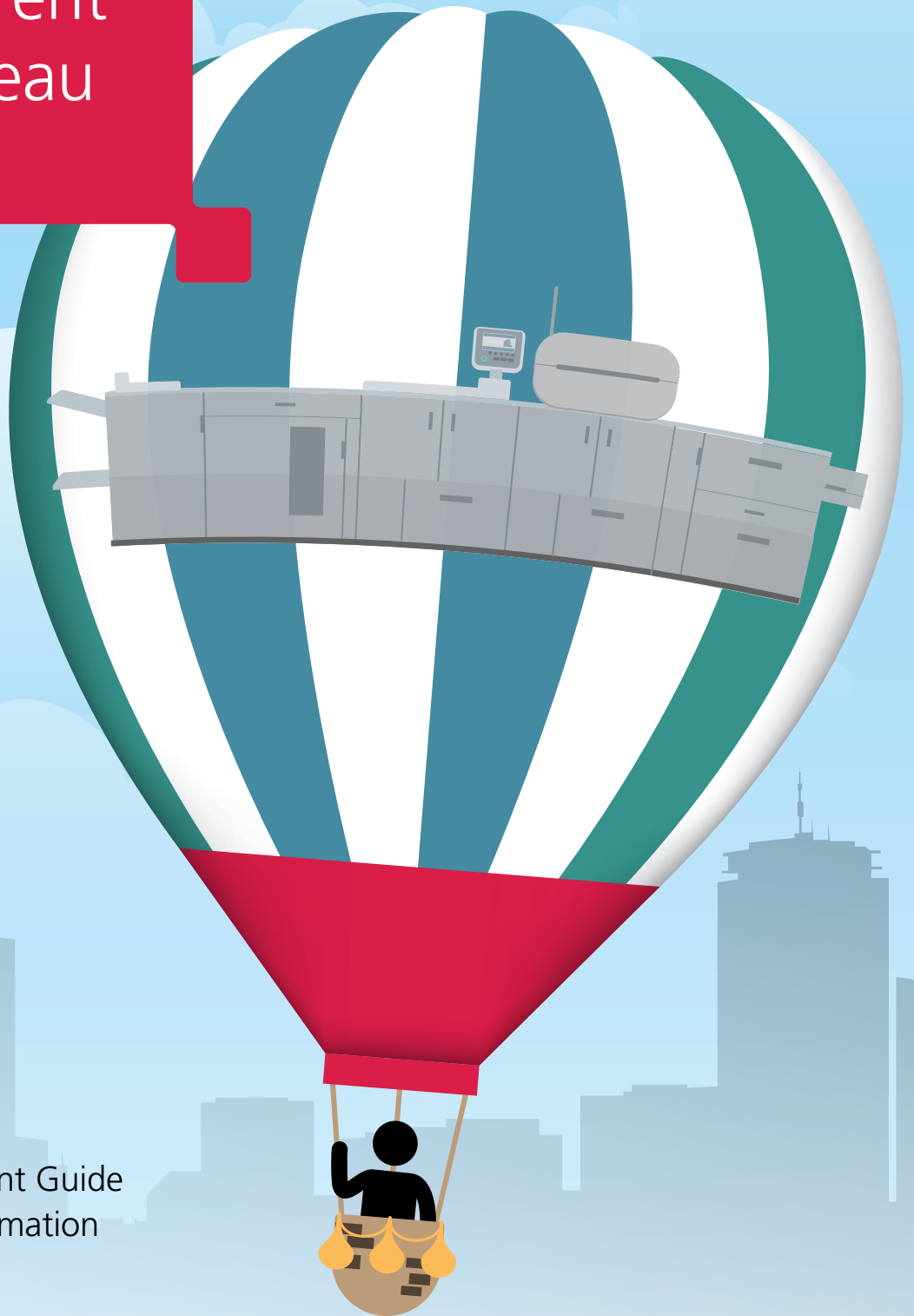


3 Ways

to Rise Above
Your Current
Print Plateau



The Production Print Guide
to Workflow Automation

PART 2

You've been at this for a while, and you know you run a good, high-quality production print shop. You have a strong set of satisfied and repeat customers to show for it, not to mention a respectable profit margin. But there's something nagging at you – a narrowly missed deadline, or a last-minute reprint that cost resources, or a new shop in town threatening your business. How can you get to the next level?

That's what third-party experts are there for: to get your shop to the next level. Consulting groups extensively study the production print competitive landscape so they can help print shops like yours understand and implement the kind of industry best practices that can help your print shop be the best it can be. Three areas in which even well-run shops often struggle, and where outside experts may be able to help:

1 Workflow Assessment

Improved workflow lets you do more with the employees and devices you already have. A good consulting group can help you:

- a. Streamline communications to and from Web Storefront, MIS, and e-Commerce platforms, helping to increase efficiency and prevent missed job opportunities.
- b. Create strategies leveraging existing and new technology investments to integrate and automate manual intensive workflows, which can drive productivity and reduce errors.
- c. Execute on those strategies, helping you to avoid overlooked jobs, create more uptime, and decrease turnaround time.





“I always tell people, you could have the best company, the shiniest building, the best presses, but if you don’t have the customers, you have nothing. You can buy a great box, but you need a good service department behind it. I can’t be down in my environment. I need to be up and running all the time. *Ricoh has made a commitment to help me achieve those levels of uptime and growth.*”

Bob Dahlke Jr.
Principal, VISOgraphic Inc.

2 Color Management

Getting color exactly right, every time, regardless of device vendor or type, is what separates marketing service providers’ brands that you can trust from those who can expect to see business from big-name (or not-so-big-name) brands once and never again. Partner with experts who provide:

- a. Color consistency analysis, across digital **and** offset, to help ensure you produce customer-ready applications the first time, without wasting time and resources zeroing in on colors produced elsewhere in the campaign, on other devices.
- b. Expertise in expanding color gamut and, by extension, the range of applications your shop can provide.
- c. Strong background in streamlining the color management process, so you can quickly and intuitively adjust when new factors – such as unusual substrates, recently added devices, and so on – could introduce color complications, helping to nip color problems in the bud.



3

Strategic Business Systems Consulting

You need a print expert who sees not just how they can fix issues they find in your shop, but how your shop stacks up against other, similar shops in the industry – and what those shops are doing to get ahead. A good consulting partner brings expertise in:

- a. Refining and improving business plans, operating strategies, and workflow gaps, based on industry-acknowledged best practices to help drive efficiency, quality and productivity while reducing turnaround time, missed deadlines and errors.
- b. Performing operational reviews, voice of customer studies, and market rate development to help keep your shop in line with current customer needs, which are evolving at an unprecedented rate.
- c. Providing project management services for complex solution implementations with an eye toward operational efficiency and ROI, so you can focus on your core business activities while your shop improves around you.

Want to rise above the competition?

Finding the right consulting partner can help you realize these gains in quality, efficiency and revenue, so be sure to consider each as you evaluate potential partners. Start the conversation – and, potentially, the journey to return on investment – today. Speak with a Ricoh Production Print Specialist about your specific workflow.

Request a consultation at go.ricoh-usa.com/contact-pps-full

