Stuyvesant Press: MIS Integration Increases Web-to-Print Value

Company Background

Stuyvesant Press was founded in 1977 in a 400-square-foot storefront, primarily producing small runs of business cards, letterheads, envelopes and sales sheets. Today the company occupies a state-of-the-art 15,000-square-foot facility from which it serves a number of high-profile clients. Stuyvesant Press is dedicated to making the proper investments in new technology and implementing cost savings efforts to ensure continued growth.

Challenge

Stuyvesant Press was an early adopter of e-commerce solutions and has had a Print MIS solution installed for more than a decade. The company saw the benefit of integrating the two solutions to further automate the process, reducing opportunity for error and ensuring accurate, real-time business information with which to manage the business.

Solution

"I had a good relationship with both Aleyant Systems and our MIS provider, Printers Software," says Mike Roesch, President & CEO of Stuyvesant Press. "Both solutions were great, but I knew I could obtain even more benefit by introducing the two companies, encouraging integration, and letting them both work their magic."

Printers Software uses shop floor data collection terminals to keep track of work as it migrates through the shop. But as a job was processed through Aleyant's Pressero web-to-print solution, employees had to manually update the MIS system to ensure that all job data was captured in a single location. Integrating the two solutions eliminated the manual effort.

Results

"With the integration in place," says Roesch, "everything is now automated. When prepress takes an order from Pressero to prepare it for production, both the MIS and Pressero are automatically updated. Not only does this capture all relevant job information, but it ensures that customers have access to the most recent status when they go online to check their orders." Roesch points out that this makes his operation more streamlined, and it is also more convenient for customers, eliminating the need for them to make multiple calls to customer service to check status.

Prior to beginning to use Pressero, Stuyvesant Press had experimented with two other web-to-print products. Roesch reports that the first solution carried unreasonable transactional charges, and the second one, while more reasonably priced, was very difficult to use. "I met Greg Salzman of Aleyant at a trade show a few years ago," he explains, "when I started once again looking for a web-to-print solution that would better meet my needs, I was very pleased with what I saw. We quickly built a good working relationship, and Aleyant was very responsive in terms of adding features and functions that we felt would make the solution even better."

Pressero is a critical service for two of Stuyvesant's largest customers. "We transitioned the first customer from an older

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system," says Roesch, "but the second one was acquired because we had Pressero. They had 11 different divisions in 100 locations, each with its own specifications, and with each division managing its own locations. Although it was an extended implementation period, Pressero has allowed us to lock in this exceptionally good customer for a long time." Among other things, the client is taking advantage of eDocBuilder, Pressero's variable data/versioning tool, to make ordering of business cards online simple, straightforward and error-free.

Stuyvesant also took advantage of Aleyant's integration services to integrate Pressero with his client's Oracle procurement system using cXML. "Just like integration with my print MIS system automates my back-end processes," says Roesch, "the integration with my client's Oracle system offers them a seamless transfer of data that makes their procurement process much smoother."

Roesch reports that he is receiving 200 to 300 orders per month through the system from these two large clients, work he likely would not have had without Pressero.

"With this proven solution in place," concludes Roesch, "and the integration with our MIS system finalized, we are geared up and ready to go, with several other opportunities in the queue. Both web to print and MIS are critical business tools for running today's print business. Integrating the two systems creates a value whose whole is more than the sum of its parts. Working with Aleyant to make this happen has been a terrific experience."