



MINPRINT USE MIS TO PLAN ONGOING EXPANSION



Belfast based Minprint Ltd, originally a family run business started over 35 years ago, has now grown to a multi diverse, technologically advanced print company operating from 12,000 foot premises.

Minprint's commercial litho print division is its core business but Minprint has more recently, enjoyed increasing growth in large format, banners, wraps and exhibition graphics, cross media and digital printing and are a leading supplier of promotional gifts. Their clients range from small local businesses to multinational blue chip companies not only in Northern Ireland but throughout the UK and include insurance and financial institutions.

Minprint have been using Shuttleworth's Management Information Systems (MIS) for nearly 10 years and were one of the first printers in Northern Ireland to experience the benefits of using performance enhancing MIS.

Jamie McMinnis, Director of Minprint explains the importance of MIS:

"Shuttleworth's MIS is the backbone of our IT operational links. We use most of their modules across the whole company including StoreFront Pageflex in our e-commerce division and Access in our accounts. More recently we have added Supply Chain Manager in estimating. For years we managed our jobs manually...it is unthinkable that we could ever go back to that way of working again. Shuttleworth's MIS gives us a whole new way of working that is essential to us being competitive and at the forefront of what we can offer our clients".

It is not just in the engine rooms of the print house that Shuttleworth's MIS is making an impact. Minprint have recently installed MIS module Dataflow, which has completely transformed the way their Design Studio operates.

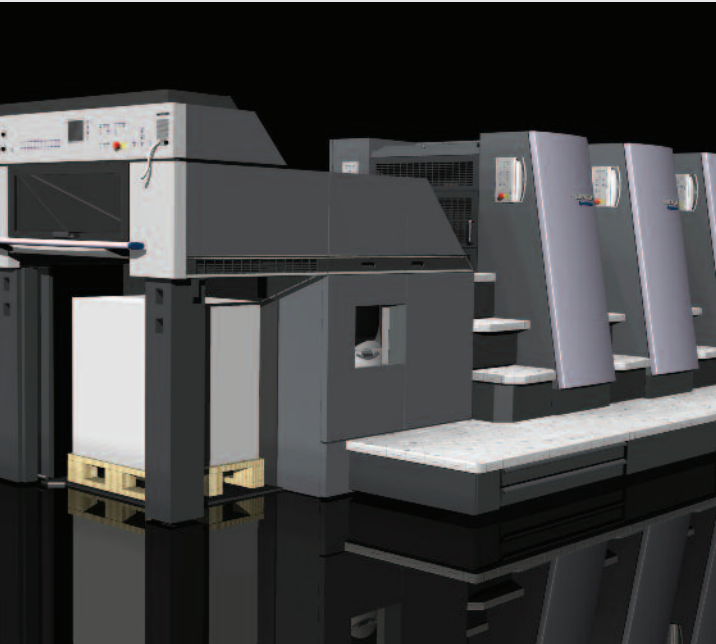
"Utilising Dataflow in our Design Studio has proved to be an efficient project manager and personnel manager. Before installation our multi-skilled design team had use of only one terminal to work with, now since Dataflow has been installed, each member of the team can now log onto design jobs from their own computer terminal. They can work on their own projects and also access information from any one of the jobs that are in progress. This gives the Studio Manager greater control over his work scheduling as he can monitor job hours for the design team."

"Dataflow gives back real time work hours and we can see at a glance if jobs are taking longer than expected or if hours are exceeding clients expectations. This gives us greater control over estimating and initial quoting."





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Minprint is a truly forward thinking company. They are in constant discussions with Shuttleworth regarding improving the flow of information across the entire printing operation. Their MIS package is bespoke, so Minprint continue to work closely with Shuttleworth to make sure the right systems are in place for their specific needs and future developments.

"We can now follow and track every aspect of a job on the system and respond quickly to provide our customers with accurate progress enquiries. There are no more errors or trying to follow a paper trail around various departments. We can deal with anything that arises, changes to job specs or artwork. The information is all there" added McMinnis.

As print rooms and design studios become more and more automated the importance of a tailored MIS is only set to increase. The trend towards shorter runs and customer demands for quick turnaround remains; keeping abreast of job progress is key to greater print efficiency and survival.

McMinnis continued by saying, "Shuttleworth has always been a company that really wants to help our business succeed. They always keep Minprint in the loop as far as communications are concerned, with newsletters and emails keeping us abreast with all the latest technology and trends in the marketplace. There are regular onsite meetings with reviews and webinar training that keeps us informed about how we can make the most of our system; all free and part of the deal".

"Minprint have big plans to expand and grow in the financial sector and we are working alongside Shuttleworth fully utilising MIS to make this happen. They share our vision. Without MIS we could not compete efficiently in this fast paced market. By improving efficiency and reducing costs we can become more profitable. We have watched Shuttleworth grow and acquire strategic partners over the last 10 years and they are a switched on and commercially aware company. They are constantly developing new and advanced technology that will keep Minprint ahead of the game for another 10 years and beyond" concluded McMinnis.

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Jamie McMinnis
Director

CASE STUDY

