



MIS HELPS RPM BECOME TOTALLY CUSTOMER FOCUSED



In today's rapidly changing market, Real Print Management (RPM) offer clients access to some of the most advanced print and new media technologies, providing cost-effective solutions that go beyond just print.

THE BACKGROUND

RPM has a heritage in design and print combined with an

expertise that spans over many years. They have over 100 clients with an impressive turnover of 1.8 million.

This rapidly expanding company services the property, food, beverage and financial markets with clients including Bath Building Society, Carter Jones, Dyson, ECCO Shoes and Wadworth.

NEW DEVELOPMENTS

Three years ago, RPM decided to dedicate itself to a new generation of web-to-print technology. They invested in ROI360's Pageflex software 'Storefront'.

This solution provides a sophisticated communication platform allowing clients to produce a wide range of added services such as local PDF generation, and e-mail campaign management, while fully controlling their own brand identity through a series of online templates for all printed products.

THE CHALLENGE AND SOLUTION

In order to reduce the administration and improve workflow Shuttleworth Business System, the leading Management Information Systems (MIS) provider, has been working in partnership with ROI360 to implement a fully integrated workflow from point of order all the way through to print.

The integration enables a host of efficiencies throughout the production process as the workflow is fully automated.

A client can enter their jobs online and an electronic proof is available for approval. Once the order is placed the artwork is automatically attached to a job and everything including, production routes, work orders, purchase orders, paper orders, delivery dates and invoices are all



routinely initiated through this exclusive two-way integration.

The administrative input is kept to an absolute minimum increasing the profitability of every job.

THE BENEFITS

This approach has allowed RPM to develop into a 'customer driven' organisation as they spend less time on administration and more on servicing and developing the customer.

Mark Gray, Director of RPM explains why customer service is so important to RPM:

"Many of the advantages to RPM of the integrated Shuttleworth MIS and Storefront Software are related to administrative systems", Mark went on to add. "Because the system takes information directly from customer's online entries, it automatically saves valuable admin time and speeds up the entire process. Automation has helped to eliminate human errors allowing us to improve production decision making and make efficiencies. In essence, RPM has been able to move from a production focused business to a customer driven organisation simply by reducing administration tasks and focusing vital resources on meeting clients needs", stated Mark.

CASE STUDY



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"RPM is a results based organisation", explains Mark. "The Storefront Pageflex software has given our clients more flexibility to produce a wider range of their own work online. They are now able create a broader spectrum of print and design using the 'template driven' system all in a secure environment and to their exact requirements. Working in partnership with our clients we are able to produce more targeted marketing activity which has improved their efficiency and increased response rates," stated Mark.

ON-GOING PARTNERSHIP

However the benefits of Shuttleworth's MIS solutions go beyond the last 3 years for RPM. Mark explains, "We have been working in partnership with Shuttleworth for over 20 years and their support has been crucial to the success and evolution of RPM throughout this period. Revolutionary packages from Shuttleworth have enabled us to move on and stay ahead of the game. Their flexible approach to listening and developing our ideas has been vital to our working relationship."

Supply Chain Manager and Estimating Wizard from Shuttleworth are two new developments that RPM has initiated more recently. These new packages control and co-ordinate the estimation and supply processes.

Mark stated, "Supply Chain Manager will reduce our estimating times by half. It takes the manual decision process away from the process. It works out the most efficient and best supplier choice with a fundamental reminder feature so we can monitor supplier performance and response".

Management Reports are another significant feature of Shuttleworth MIS – real time facts and figures can be produced quickly and efficiently.

"This reduces the time spent chasing information and provides us with meaningful business advice helping to make

informed decisions. The finger is on the pulse, so to speak, and we no longer waste valuable time tracking this information," added Mark.

IN SUMMARY

"Shuttleworth's flexible and innovative approach to MIS combined with ROI360's Storefront Pageflex software has provided a business solution that has helped RPM to achieve its customer focused goal.

We simply would not be the efficient business we are today. A professional business that is determined to help clients to deliver a return on investment; exactly what is required in today's competitive market", stated Mark.

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Mark Gray
Director

CASE STUDY

