



# The Conundrum of Driving Efficiency in Printing

Mindfire Solutions



Veteran Bruce Engles had recently taken a huge loan to fulfill his long-cherished dream of expanding his business. An innovative and versatile businessman himself, he had overcome all sorts of odds in life with utmost ease. But, this time around, surprisingly Bruce found himself acting nervous. His struggle seemed to stem from an array of hurdles that needed to be overcome to successfully proceed with the expansion plans. Plus, he had never taken a loan of this size.

His business partner and best friend Mark, shared his concerns too. Till then, they had primarily owned a printing business. Competition had now pushed them to increase their range of products. They had decided to add products such as single sheets, booklets, unique pieces, circulation cards, rate cards and direct mails to their existing portfolio. They were now in a fix as to how to software-enable their workflows and run them in an efficient manner to manage this extensive portfolio.



On a warm, clear, Saturday morning, Mark decided to meet his friend to suggest a simple yet innovative solution that he had recently come across. He understood that his dear friend was clearly getting overwhelmed and knew exactly where to find him. Bruce was seated in the farthest corner of their local library, pensive and deeply engrossed.

“Listen buddy, you don’t need to fret over the expansion. I found a solution for us.” Bruce sat down across Mark. He knew Mark was expecting him.

“You gotta trust me on this. I contacted a software development company. They make software solutions for all sorts of business needs, including ones like ours.” Mark tried to explain with a sense of urgency.



“What kind of solutions are we talking about here?” Bruce said, having overcome his worry somewhat.

“Look, they have decided to build three major applications for us. These web-based applications will address the functions of designing, order placement, printing, and shipment, which are basically our main concerns.” Mark said, positive and excited.

He continued, “the combination of solutions will not only enable us to run our operations efficiently but also build scale as per our requirements. Our customers can now order pieces of art of their choice or order unique pieces to be created for them online. They can track the status of their orders until they are shipped to them. This is what the designing and order placement application will help us achieve.”



“And what about the printing and shipment applications?” asked Bruce.

“The printing application will come into play once the orders are received at our plant. It will upgrade our existing method of printing and significantly reduce costs related to production, press set-up, use of paper, etc. The shipment application will use the size and width of a given item, its type and its count to decide on the best packaging needed for its shipping.”



“Our shipping manager can view all the shipments grouped by addresses and date of shipping. Accordingly, the loads will get prepared and the best possible carriers will be identified. This application will also manage our purchase orders. All kinds of printing materials, machinery purchases and other inventory materials can be ordered using separate modules for the purpose.” Mark explained enthusiastically.

Bruce’s expression completely changed. It was evident that he agreed with Mark on the solution.

“I think it really is a viable idea, brother. Let’s go for it.” Bruce shook Mark’s hand on it.

They went on to deploy the idea and today, Bruce and Mark are steadily growing their business in a sustainable manner using the applications developed by us.