

Instant job feedback to customers enables American Printing to raise the stakes in a competitive market



*“Automating our operation with **OTPrint** has allowed us to grow in a very challenging market. We have become significantly more effective in managing jobs. Being able to tell a customer the status of their job in seconds, instead of walking through the plant to track it down, was a direct contributor to improved customer satisfaction”.*

-Paul Carroll, President - **American Printing**, Providence, RI

*American Printing Company in Providence, Rhode Island, has been in business since 1969. Their business growth accelerated four years ago with the addition of a 28” press. After 25 years of manual estimating, scheduling, and tracking down jobs, Paul Carroll, President of American Printing, made the decision to automate his printing company with **OTPrint**. “Two important goals that we wanted to accomplish were to improve customer satisfaction in a very challenging growth market and to better understand our real job costs”, says Carroll.*

Why OnTrack?

One vital ingredient in their customer success formula has been **OTPrint's** instant access to tracking jobs in the plant. Carroll says, “Prior to **OTPrint**, we had to walk out to the plant, and check with various departments to determine the status of a job. Now, OnTrack is at the tips of our fingers. We can look at the *OTShop* screen and immediately tell our clients the exact status of their job”. Carroll adds, “We have a great team of employees that has been given a tool that has allowed them to excel in both communications and efficiency”.

“With *OTEstimating*, we have been able to determine exactly which jobs make us money and those that don’t”, says Carroll. One example for Carroll was a large annual reprint project. After installing **OTPrint**, they investigated how much money was made on the job. Carroll said, “*OTEstimating* quickly calculated the project and it showed that we under bid the job and lost money. We can now prepare for the project next year. We know the exact price we want to quote and at what price level we will decide to decline the business”.

Carroll comments, “**OTPrint** gives us the information to make the right decisions. For example, we can easily determine if it is more cost effective to do bindery in-house or to outsource it for each job. On certain jobs, we identified that our Small Press department has a high profit margin versus our 4-color press. With **OTPrint**, we can actually target opportunities that relate to increased profit for American Printing”.

Equipment Optimization and Utilization

Improved efficiency has been vital to American Printing's success. Eli Defreitas, General Manager at American Printing, says, “**OTPrint** has streamlined everything in the plant, nothing slips through the cracks”. Defreitas describes **OTPrint's** benefits, “Once an estimate becomes a live order, *OTScheduler* allows our planner to easily schedule the job.

It automatically prints the cut ticket and orders stock that is cut down and ready at the press for the morning run. Based on history, we are able to select the press that will contribute the best efficiency and most profit. We can easily make changes or squeeze in last minute jobs. The software allows us to make “apples to apples” comparisons”. Defreitas adds, “*OTScheduler* has impacted our historical press utilization rate with a 100% improvement”.

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Defreitas commented, “With *OTShop*, our entire organization has access to real-time production reports. Each department can visually see what is happening today and what they need to do for the next day. For example, Prepress can make sure that plates are ready for each job. Significant improvement in our internal communication has reflected our external communication to our customers. For instance, the pressman can look on his computer and know exactly what time the customer will be in for press check. Any changes are immediately noted so that everyone is always up-to-date. The power of **OTPrint** has allowed me to spend more quality time with our employees and customers”.

Improved operations, even from home

Asked about the remote access capability of **OTPrint**, Mr. Defreitas said, “We run one long 12-14 hour shift. I can get a view of the plant at any time from home. Before I leave for work in the morning, I review a real-time schedule and job status from my home computer. When I arrive at the plant, I have a clear view of exactly what is going on and what we need to do for the day”. American Printing now has easy access to client history, instant tracking of client’s projects, and thorough communications between staff members and their customers. Through speedy delivery and high quality service, American Printing has leveraged **OTPrint** to truly enable a new level of growth.



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