

CASE STUDY Featuring:



tFLOW

Like many graphic communications firms, southwest-based Image Craft felt increasing pressure to meet exponentially increasing market demand for shorter turnarounds.

Challenge

As it became common to receive dozens of jobs everyday that were due in a matter of hours, executives at Image Craft realized they needed to make a fundamental change: They began looking for a way to automate. As industry veteran and VP of Operations Doug Madeley summarizes:

“Client expectations are being driven by online ordering platforms such as Shutterfly – and we have to keep up, especially on the custom products side. There are two ways to do that: adding labor and extending your costs or automating to cut the time it takes to get it ripped and ready to print.”

Solution

Image Craft evaluated a range of solutions from big names like EFI, Heidelberg, and Caldera, but a referral from color management consultant Dan Reid really stood out: Aleyant tFLOW workflow automation software. Explains Mr. Madeley, “The personal interaction was a critical factor. It’s a smaller company: I can pick up the phone, get a hold of someone, and get what I need quickly, dealing directly with principals and software developers.” Image Craft was also impressed by the fact that Aleyant staff have strong color management backgrounds and understand the

challenges of the industry – particularly in wide format, which is driven by demand for shorter turnaround times and compressed margins. “The key is automating workflow from the moment a file is uploaded: get it preflighted, ripped and to the printer ASAP. In order to grow and meet client expectations, you have to reduce timelines, and the biggest place to do that is prepress, which is why we chose tFLOW. Once we set profiles for clients – which vary according to their experience level – the system works extremely quickly.”

Results

Image Craft describes the implementation as smooth and straightforward. The firm has found that some of their clients already expect a drag-and-drop preflight system that provides a preflight report in a matter of minutes – and more will continue to do so. tFLOW software met demand to reduce service times while maintaining sustainable profits for Image Craft, and the adoption of tFLOW has moved internal processes into lightspeed. “We saw the value immediately as soon as we reviewed it, and created a timeline for integration right away. The speed was much faster than we expected. Another aspect we really appreciate is Aleyant’s technical background. We can come up with an idea, discuss it with them, and have a functional coded solution in a matter of days. Exciting stuff!”

***“Our clients already love it,
says Mr. Madeley
The functionality is outstanding.”***



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