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SERVICE AREA(S):

Business Development Strategies

CASE STUDY

MORE UPTIME AT SOURCE3MEDIA

CANON INVESTMENTS HELP DRIVE PRODUCTIVITY & QUALITY

JANUARY 2018

Written for Canon U.S.A., Inc.

Canon

CANON U.S.A., INC.





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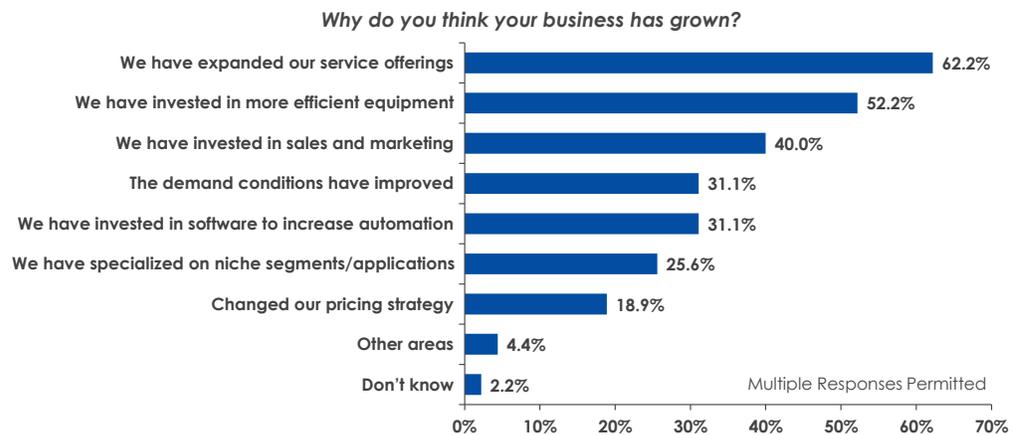


Digital Print is a Top Growth Area, Operational Efficiency is Key

Print service providers (PSPs) must have a relentless focus on the key changes that are occurring in today's market by consistently re-evaluating the ways in which businesses and consumers want to communicate. They must also rapidly adapt their services to meet today's changing dynamics.

Not surprisingly, many PSPs report that digital printing is the fastest-growing and most profitable area of their business¹. InfoTrends (a division of Keypoint Intelligence) published its latest U.S. Production Software Investment Outlook in early 2017, garnering responses from 76 commercial and 47 corporate (in-plant) print service providers. Over two-thirds of respondents reported that business revenues had increased in the past 5 years and/or expected it to increase this year. Of those reporting or anticipating growth, the top reasons for this growth include expanded services and investments in operational efficiency.

Figure 1: Reasons for Business Growth



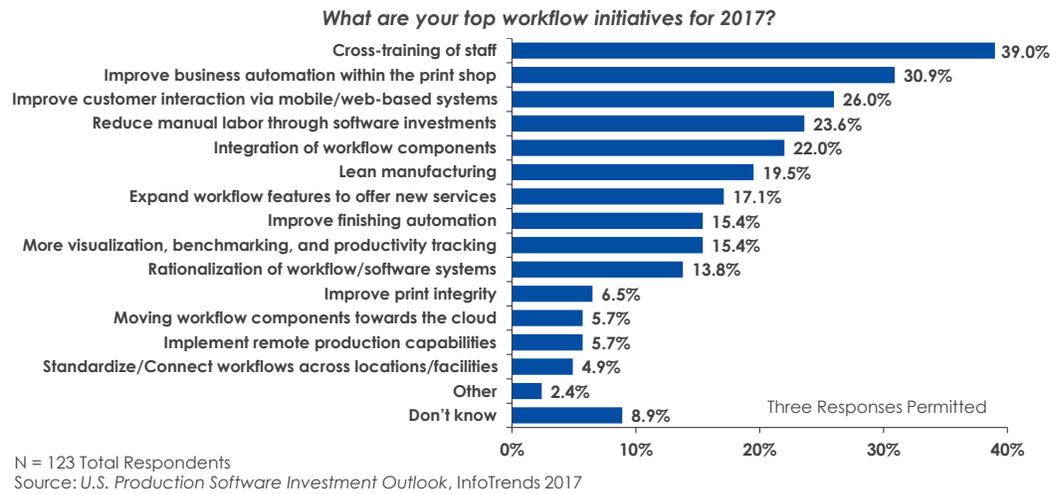
N = 90 Respondents whose business revenue has increased in the last 5 years or is expected to increase in 2017
 Source: U.S. Production Software Investment Outlook, InfoTrends 2017

InfoTrends' survey results also found that the top workflow initiatives for 2017 largely supported these growth opportunities. Cross-training staff and improving business automation within the print shop were the most popular initiatives, cited by 39% and 31% of respondents, respectively. Most of the other highly-ranked initiatives related directly to improving efficiency or reducing costs.

¹ U.S. Production Software Investment Outlook, InfoTrends 2017



Figure 2: Top Workflow Initiatives



Source3Media Transitions to Digital, Invests in Productivity

With a rich, 40-year history in the greater Cleveland and Akron areas, Source3Media is flourishing as an industry innovator. Formerly Hudson Printing and Hudson Collective, the company has seen a clear path of growth since 1990, having then moved from a small leased workspace to a 32,000 square foot production facility. In 2003, that same facility was expanded by an additional 12,000 square feet to accommodate the demands of two new larger clients.

The current ownership team, Northeast Ohio business partners Al Carrero and Pat McCausland, initiated a “process and production” overhaul in 2010, implementing new technologies on the shop floor and smarter workflows across the business. Carrero worked closely with Canon when re-tooling his company’s digital printing department. After multiple considerations, Carrero selected Canon production print solutions. Their Canon fleet now includes a Canon imagePRESS C10000VP and Canon imagePRESS C700 color digital presses, and two Canon varioPRINT 135 series monochrome digital presses. Source3Media also offers traditional sheetfed offset presses, a direct imaging press, wide-format devices, and an arsenal of finishing solutions. Carrero and McCausland took Source3Media and expanded the company even further in the fall of 2016, adding an internal division dedicated to a myriad of marketing services that drive and support the needs of its print marketing customer base. Source3Media’s “Online and Outreach” division works closely with project-based and retainer clients to produce, implement, and market client brands through websites, e-mail and social campaigns, video production (including 360° videos), e-commerce, and retargeting, all of which is developed in-house by the department team. According to Carrero, “Offering these services has enabled the company to grow in ways we really couldn’t have predicted ten



years ago. We're working to ensure that we offer as many solutions as possible. We actually get to grow with our partners—and that's pretty exciting!"

Figure 3: Source3Media Facility



When Carrero first invested in Canon's digital print technology, the firm realized that the technology change would be essential to help improve its throughput. The ownership team began its search in the spirit of reducing excessive downtime and after doing their research decided on Canon products. Learning about Canon's impressive uptime helped make the decision. Carrero recalls, "We're big proponents of improved uptime, and it was our very first consideration. Some of the things that sold us on the Canon brand besides uptime improvements included color quality, color vibrancy, and durability. Of course, the cost benefits were the final consideration. It turns out that Canon offered outstanding solutions to help reduce cost while improving our uptime and quality."

The G7® Advantage

Source3Media's continuous self-improvement process begins with equipment and a workflow strategy that can support their high standards of quality. Carrero notes, "We've devoted a lot of time and energy into implementing standard operating procedures, implementing quality procedures, and taking the time to become a G7 qualified facility while also maintaining that qualification."

As a G7 qualified facility, Source3Media has the not-so-common ability to verify what its customers are expecting to see in terms of final, printed products. Before the company implemented the imagePRESS C 10000VP color digital press with the PRISMAsync print server, Carrero and his team struggled in efficiently calibrating their digital presses to G7. The implementation of the G7 standard has made it possible to provide color expectations that are verifiably achievable on any of the company's printing presses. Carrero states, "This helps us to deliver any product on any of our presses—all with the same quality standard to meet customers' expectations."

As a result of its G7 initiative and subsequent implementation, Source3Media has experienced the following benefits:



- Reduction make-ready time, waste, and money
- Reductions in overall waste by way of customer satisfaction
- Reduction in ink and toner waste
- Color variance tracking
- Color compliance synchronization between the pressrooms
- Overall color repeatability

Source3Media was also challenged with managing the growing volume of digital print orders and handling production across its digital presses. It wasn't until they met with Canon to implement the PRISMAsync Remote Manager that they were able to effectively manage their workflow and production. Carrero recalls, "We knew that this tool would help us merge and manage all of our equipment much more efficiently than we'd ever seen in the past."

With the PRISMAsync's fully integrated digital front-end, Source3Media has a common workflow for its color and black & white digital printing systems. The firm can now take advantage of the immense benefits that come with PRISMAsync's production management components for task splitting, multi-job scheduling, plan-ahead production, and synchronized media management. At the same time, color preset templates help ensure that recurring jobs always use the correct color settings, helping reduce misprints due to wrong paper usage or incorrect color settings.

Figure 4: PRISMAsync Remote Manager



With the help of PRISMAsync Remote Manager, the company is able to manage all four of its machines and keep production running. Carrero elaborates, "This has really helped streamline our production, and now we're able to do more work in half the time in a single



shift." Using the PRISMAsync Remote Manager dashboard and scheduling features, the Department Manager at Source3Media can determine what digital presses are running and when actions (new jobs, adding paper, changing paper, etc.) are required to keep them running.

The Bottom Line

Investments in high quality standards and the introduction of new digital printing services have enabled Source3Media to double-down and further invest in productivity optimizations across its production floor. Ultimately, their investment in Canon production equipment has helped them to reduce costs, increase productivity, and maintain consistent quality from job to job. This has been a winning strategy for Source3Media to say the least. Carrero firmly believes that Canon is achieving its goal of helping customers. He enthuses, "Our relationship with Canon has been phenomenal from my standpoint. In working with the Canon team, I've discovered that they really do believe in working with their customers. Canon listened to us and valued our input from day one, and I personally couldn't ask for a better relationship."



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