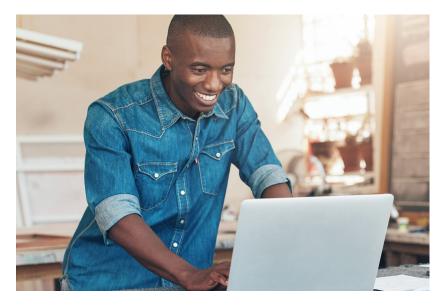# Getting More Jobs Out the Door for Less

"We used to think same-day turnarounds were crazy, but it's no longer hard with all the automation that Xerox® FreeFlow® Core provides. We were able to remove bottlenecks that were holding up production and do more for less."

– Kathy Morgan, Owner, Sir Speedy Printing and Signs

ABOUT SIR SPEEDY PRINTING AND SIGNS

Sir Speedy Printing and Signs is a thriving digital print business with franchise locations around the globe. Their Southern California base location specializes in the restaurant industry with a focus on web-to-print fulfillment. As a future-forward shop, they're always looking for new ways to improve their level of service and delight their customers.

CASE STUDY SNAPSHOT

The Challenge

- Remove manual touches to accelerate productivity
- Simplify and streamline production processes
- Batch similar jobs for greater efficiency
- Meet demanding customer turnaround times without building up costly inventory stockpiles

The Solution

- Xerox® Free Flow Core

The Results

- Cut manual touches by 33%
- Reduced processing and print time for business cards from 2-4 hours to just 10 minutes
- Orders are processed and sent to the printer within minutes of receipt and out the door within an hour
- Saved over 10 hours a month in production time for business card jobs alone with triggered automation. This has now expanded to all jobs

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THE SOLUTION

Sir Speedy Printing and Signs implemented and integrated a web-to-print solution (Four51) with Xerox® FreeFlow® Core — a browser-based platform that automates the print process from file preparation to final production. They traded a complex, time-consuming, manual process for a simplified, streamlined flow with less manual touches and more flexibility.

The transition to FreeFlow Core created the perfect opportunity for Sir Speedy Printing and Signs to look at what aspects of their process were working and what could be improved upon. For example, specific naming conventions were in place but there was some inconsistency due to human interpretation. FreeFlow Core made it easy to follow procedures closely across the board.

Similarly, FreeFlow Core also made it possible to batch similar jobs together for optimal post-press processing. And the ability to preset and save preferences made it easier and faster to process jobs with frequent reruns. Also, FreeFlow includes automated imposition, sorting and ganging of customer orders, making file setup a simple, touchless process across all devices (including envelope printers, large format printers and routers) instead of a tedious two- or four-hour task.

But a seamless workflow was just the beginning – FreeFlow Core gave Sir Speedy Printing and Signs the ability and confidence to fulfill complex client requests that go beyond printed material. With FreeFlow Core, they were now able to position their shop as a growth partner that's always up to the task.

> "We have already seen such a change in our thought process and how we talk to clients about what we can do. We fulfill anything and everything, not just printed material. And now we have a smooth process that we can promote."
>
> — Kathy Morgan, Owner,
> Sir Speedy Printing and Signs

THE CHALLENGE

Today's print demands a whole new level of results — turnaround times are faster, standing out is harder and expectations are higher than ever. And when one of your biggest customers makes a big request to shift to print on demand, how do you deliver without missing a beat?

To run more jobs each day, Sir Speedy Printing and Signs knew they needed to revamp their entire workflow from start to finish. In addition to time and cost savings, one of the greatest motivating factors for overhauling their workflow was an important customer request to shift from inventory printing to print on demand.

> "Anything someone needs can be ordered and sent to a machine in minutes, and literally out the door within one hour, depending on bindery and print length."
>
> — Kathy Morgan, Owner,
> Sir Speedy Printing and Signs

THE RESULTS

- Quick return on investment with faster turnarounds and newfound capabilities that attracted new customers

- Reduced manual touches by 33%

- Cut processing and print time for business cards by nearly 96% and moved to print on demand model

- Shifting to print on demand from inventory and eliminating manual file sourcing cut storage and overproduction costs

- Because FreeFlow Core works with more than just Xerox® equipment, Sir Speedy Printing and Signs can automate the process of printing what they need, when they need it

- FreeFlow Core is fully automated with their web-to-print solution so artwork and order information flow directly with the order, resulting in fewer touches

- With FreeFlow Core, Sir Speedy Printing and Signs can process and print business cards in roughly 10 minutes compared to their previous 2- to 4-hour manual process

- Whether static or variable, Sir Speedy Printing and Signs can now ship with 100% accuracy

- FreeFlow Core has made it easier for Sir Speedy Printing and Signs customers to manage their digital files and see inventory levels

Sir Speedy Printing and Signs is ready for opportunity. They're unlocking new levels of productivity and customer expectation. And they're doing it with newfound confidence and capability.

XEROX® FREEFLOW CORE

Get more jobs out the door in less time and for less money with Xerox® FreeFlow Core. This intuitive, browser-based solution intelligently automates and integrates print jobs from beginning to end with less manual touches. And the best part? FreeFlow Core scales effortlessly — whether your organization has less than 3 or more than 300, it grows as you grow.

Find out more at **xerox.com/Automate**.

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