

KEEPING UP WITH DEMAND

Case Study

Every year, a well-known research association publishes millions of pages of large-scale state assessment reports for public schools, a complex undertaking that must be completed with precise content and optimal data security under very tight deadlines. As they grew, taking on additional state contracts proved to be a challenge for their existing production workflow, which resulted in them adopting a new system.

GROWTH NECESSITATES CHANGE

With millions of full-color variable content pages, production quality and consistency were paramount. For years, the reports were printing using Xerox iGen presses. But because the assessment schedules follow similar timelines from state to state, in many cases a single state report required multiple iGens to complete, and the client started having difficulties accessing enough iGens to execute them all.

The presses also needed to include Xerox Variable Data Intelligent PostScript Printware (VIPP), in-line stitching capabilities and the ability to enable press time 24 hours a day for up to 10 days at a time. Additionally, when using the Xerox iGen presses, a single contract could be split across several print locations which required the customer to send staff out to each site during the print run.

THE SOLUTION

Automated Graphic Systems (AGS), an RRD company, knew just the solution: our Kodak Prosper Digital Inkjet press. One Prosper can match

the performance of 25 Xerox iGen presses. To solve the software issue, we converted all VIPP files to PDF and presented to press for a PDF workflow. We converted pages quickly, and tested out the workflow to confirm that the new PDFs would rip and print without issue.

We tested the print, proving that digital inkjet could achieve the client's color and quality requirements. For the process, we devised a solution that uses Xerox iGen presses with color and quality calibration, and printed on the same stock, so there was no appreciable difference between the two printing methods.

We also implemented a disaster recovery plan that engaged another RRD production facility with similar print and finishing technologies to ensure there wouldn't be an interruption of production during the crucial printing.

A ONE-STOP SOLUTION WITH MANY BENEFITS

With AGS's new single-shop production solution, an entire contract could be completed at one site, eliminating the need to coordinate across multiple locations for a single print run.

The new workflow we created for the client has reduced production costs, including the budget for staff travel and project management, while vastly improving control, efficiency and consistency. Better yet, the client is now empowered to win and better manage more contracts.