Customer Profile
City of Torrance

Torrance is the eighth largest city in Los Angeles County. It competes globally through its myriad of assets: diverse residents, flourishing businesses and safe communities. The City of Torrance touts itself as "the city with a hometown feel." They have over 1,600 employees across 14 different departments that provide full-service to the Torrance community and its many visitors. Working together harmoniously, the departments help provide quality service, enriching programs, and exciting events to keep Torrance a safe and thriving community.

Gerry Pinela, Supervisor of Central Services, has been responsible for managing the city's print shop since he came on board with the city in June of 2007. The print shop serves approximately 125 customers; these are designated employees entering print requests for their respective departments. The print shop has a staff of 9 and produces over 3,000 print jobs annually, with several months of the year exceeding 350 job tickets.

With the implementation of Print Shop Pro™ (PSP) in 2008, the city has been able to achieve 100% online order submission. Even if a hard copy original is provided, requesters are directed to submit their requests through PSP's online order submission component, PSP Webdesk.

The print shop is a fully-equipped digital operation with 2 B&W Kodak DigiMasters; 1 Konica-Minolta Biz Hub Pro 6501 for color jobs, 1 Riso Duplicator and 1 Riso High-Speed Ink Jet. Additionally, they have a collator, booklet maker; hydraulic cutter; folder and stitcher, and do comb binding and celo binding for legal documents.

When Gerry first took over the print operation, they had an all paper system, using a 3-part NCR form that their customers filled out and from which the print staff manually entered the job information into an Excel spreadsheet. They had a general budget that covered the printing services being provided to the city departments. While they were tracking expenses by department, they only charged back on specialty items that were not covered under the general budget. The manual process was time consuming, and lacked the tracking and reporting capabilities needed to effectively manage the workflow and have costs broken out by department/division/account number, or by specified projects. Additionally, there were challenges with email limitations when needing to send large files to the shop, notifying customers when their job was ready and being able to provide estimates and project updates in a timely fashion. Gerry recalled he had concerns about the volume of calls coming into the shop, and the time the staff was spending on the phone going back and forth with customers.

Gerry's predecessor had looked at Print Shop Pro™, and left information behind for Gerry to review and investigate further. Gerry had identified a few objectives for what he wanted in a print management software solution with the main one being the ability to have an online order submission process for improved customer convenience and service. He also wanted to free up the print staff from manually filling out work requests and handling the high volume of customer phone calls.

Gerry wanted to resolve the limitations of their internal email system accepting larger files for electronic submission, and he wanted to provide a centralized data base and organize the workflow from beginning to end. Since they were considering implementing a charge back

Torrance at a Glance

Interview with: Gerry Pinella, Supervisor of Central Services

Solution: Print Shop Pro™ Manager, PSP Webdesk, Document Converter, Template Builder, and LDAP Integrator

Location: Torrance, California

Print Shop Staff: 9 Full Time

Job Tickets Per Month: 350

Equipment: 2 B&W Kodak DigiMasters; 1 Konica-Minolta Biz Hub Pro 6501 for color jobs, 1 Riso Duplicator and 1 Riso High-Speed Ink Jet, collator, booklet maker; hydraulic cutter; folder and stitcher, comb binder and celo binding for legal documents.

process, having the ability to tie into the city's financial software was a critical component as well. Gerry wanted robust reporting to provide him the management tools to effectively monitor the printing operation and productivity, break down costs by department/division budget account

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numbers and/or by specified projects.

In an effort to find the right solution, Gerry evaluated five or six print management software solutions. Once potential vendors were identified, Gerry, the staff from Central Services, IT and Finance participated in web demonstrations of a few different solutions, including PSP. Gerry said one thing that really worked in edu Business Solutions' favor was their availability, he could ask questions and receive timely responses during the evaluation process. At the conclusion of the evaluation process, Gerry had confidence that edu would be a good vendor to work with, and that they would continue to offer ongoing support.

Gerry shared that there were quite a few differentiators that gave him the confidence to go with Print Shop Pro™:
- PSP had a user-friendly customer interface
- PSP had a built-in approval process, and the ability to set up department by department as desired or needed
- PSP Webdesk would provide customers with real-time job status, access to previous jobs and the ability to copy and resubmit as new jobs
- PSP offered a solution for managing both offset press and copier business
- PSP could separate labor and materials
- PSP represented a very good value compared to competitive solutions

Gerry felt the implementation and roll out of PSP went very smoothly. The city's IT personnel were impressed with the ease of installation and how well the process was organized, noting that goals and objectives were identified and everything was laid out to go smoothly.

Gerry is quite happy with his decision to go with Print Shop Pro™. He enjoys the overall user friendliness of PSP and the ability to create order categories and set up pre-configured stock and finish options. This has greatly simplified the order request process for customers. In addition, the integrated email and template tools allow for better communication with customers. PSP helps

to streamline the production work, resulting in a higher degree of accuracy and less confusion.

Now, Gerry can receive larger files electronically. The PSP store provides an easy and accessible portal for customers to place orders for reams of paper and various forms. Customers can check the status of their jobs online, access their own order history, including attachments, and resubmit as a new order. With the estimates being provided in advance, discussions and/or approvals can be obtained from superiors prior to submitting the print request. He also has easy access to detailed data for analysis and reporting. PSP's Template Builder module has helped Gerry standardize the image of the city for business cards and letterhead.

The online order process continues to save print staff time by reducing calls to the print shop. The staff has access to a constantly updated history record of each job ticket.

As a cost-neutral operation with a goal of breaking even, Gerry was initially challenged with having the staff understand the importance of tracking time and materials. PSP's ability to track labor and materials, capture data and provide reporting helped them justify their existence. "It put into perspective the quantity of jobs we complete. Simply put, the system is easy to use", said Gerry.

Gerry has been a reference for Print Shop Pro™ and edu Business Solutions as a vendor for some time, and is happy to continue to share his experiences with others.

Would you like your company to be in our next customer profile? Let us know!

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