Customer Profile
Ashland University

Ashland University Rec Center

Ashland University, founded in 1878, is a mid-sized, private, non-profit university located in Ashland, Ohio, just a short distance from Akron, Cleveland and Columbus. In addition to its 135-acre main campus, the university operates 5 satellite centers around the state and is affiliated with Ashland Theological Seminary, a graduate division of Ashland University.

Ashland University Printing & Imaging Solutions provides services to all the campus departments, as well as students, local schools, private businesses and non-profit community organizations. They provide offset printing, digital printing, laser and rotary engraving and digital garments (mostly t-shirts). The shop completes approximately 400 jobs each month serving their 700+ customer base.

ENGAGEMENT

Paul Jones reflected on his 14-years at Ashland University and the shop's progression during that time. They had gone from logging every job in an Excel spreadsheet to using an in-house IT developed database to track jobs. When his IT group declined to enhance or support that program, Paul began his search for a management software solution. Ashland's Marketing & Graphic

Department, together with the Printing & Imaging Solutions Department, had several objectives in finding a system that would meet their needs. They wanted a cost-effective solution with software features and functionality that would fit their operation with both offset and digital equipment. It had to provide easy-to-use online order submissions for their customers. Paul wanted the ability to easily search the entire database and locate past jobs. And, finally, to eliminate time-consuming data entry for both the shop personnel with job details and the Business Office for inputting data into their Datatel ERP solution to manage the charge back process. Paul first saw Print Shop Pro® at an IPMA conference a few years prior to beginning his search for a management software solution. Following discussions with other universities, researching trade magazines and attending conferences, Print Shop Pro® was one of several systems the university decided to evaluate.

Ashland University was particularly impressed with Print Shop Pro®'s Webdesk feature. This would give clients the ability to pull up their previously submitted jobs and see all the details - including each job's cost versus just an aggregate total of what was spent from their budget accounts. They knew this feature would eliminate a lot of labor costs for the department by significantly reducing the number of calls between the customers and the shop personnel.

One of the keys to Print Shop Pro® becoming Ashland's system of choice was its robust reporting, and the ease of exporting data to manage the

Ashland University at a Glance:

Interview with:
Paul Jones, Director, Ashland University Printing & Imaging Solutions

Years at Ashland: 14

Solution:
Print Shop Pro® Manager
Print Shop Pro® Webdesk
Document Converter Template Builder

Location: Ashland, OH

# of Students: 6,500 total, including 2,300 under-graduates; associated with Ashland Theological Seminary.

# of Customers: 700+

Print Shop Staff: 10

Job Tickets Per Month: 300 to 500

Summary: University printing facility serving campus departments, local schools, privately owned businesses and non-profit community organizations.

charge back process. "Just a couple of clicks...and you're done!"

TRAINING AND CUSTOMER SUPPORT

edu's experienced and knowledgeable training executive visited on-site at Ashland for consultation of business goals and objectives and to provide training on Print Shop Pro®. Paul said, "The digital part of our operation was a breeze to setup and runs

very efficiently. The offset side required more configuration, but now that it is set up, even complex orders are easy to enter into the system." edu's experienced staff provided guidance and support throughout the configuration and implementation process. Paul further reports, "edu's customer support has been outstanding. They've been very responsive to our questions and needs, and receptive to suggested enhancements." In fact, Paul shared that some new features added to the software came from his suggestions and "it now feels like a custom database."

RESULTS

Ashland University Printing & Imaging Solutions has improved productivity as a result of orders being placed online through Webdesk. Paul shared, "I really like the images presented for selecting collating,

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> -Paul Jones

stapling and punch options. It really helps the customer understand just what it is they're asking us to do for them. I also like the built-in validation for ensuring all required data fields are completed before the job is submitted."

While having all job information available on the same page, having all the stock in the system and being able to search all jobs in the system are seen as some of the biggest benefits, Paul is especially happy that his customers can now upload electronic file attachments and have an archived and historical database. "You can see who changed what...and when."

Once each quarter, the shop does a high volume of business cards. With the implementation of Print Shop Pro®'s Template Builder, his customers will be responsible to proof orders before they are submitted. Paul likes the increased accountability of the customer, and the streamlined process for the designer to make changes, upload the new file and, using the email tools within Print Shop Pro®, send the file to the requester for approval prior to printing. "Now we will have a good file attached to the order in the database."

The partnership between edu and Ashland

Paul Jones, Director, Ashland University Printing & Imaging Solutions

University Printing & Imaging Solutions has been mutually beneficial. It has provided Ashland with a solution designed specifically for an in-plant operation that effectively manages both offset and digital equipment and edu with a valued customer and development partner.

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

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