

## Customer Profile

### Southern Oregon University



SOU Campus

Southern Oregon University is a public liberal arts college located in Ashland, Oregon, just North of the California border. Founded in 1926, it a four-year institution specializing in liberal arts, sciences, select graduate and professional programs. Southern Oregon University has an enrollment of approximately 6,300 students, with an average class size being 25 and a faculty/student ratio of 1:21.

Selected as a top 10 finalist in Outside magazine's search for the "Best Town in America", the vibrant and welcoming City of Ashland dazzles as a culturally rich mecca for tourism, entertainment, entrepreneurship, and breathtaking outdoor experiences. Their beautiful location provides ready access to an array of resplendent natural wonders, including Mt. Ashland, the Rogue River, and Crater Lake National Park. Ashland is a small city with big connections — and that's why our graduates are so successful (taken from their sou.edu website).

John Silverman moved from San Diego to Oregon and took on the position of managing Southern Oregon University Print operations less than one year ago. Following a brief time of focusing on learning protocols, billing index codes and assessing equipment replacement needs, John began investigating print

management software solutions. He wanted to automate, streamline and improve processes in support of his goal of growing the business and recapturing a lot of business that was being outsourced. And, he needed to accomplish this with only 2 print shop staff members!

Okay, fast forward three months...yes, just three months following his first conversation with Judy Triba and doing a web demonstration to see Print Shop Pro® in action...Southern Oregon University joined the edu family of users in late June!

John set an extremely aggressive goal of going live by September 1st, and worked with edu's support and training staff to reach that goal! With the diligent efforts extended, John has set what we believe is a new record for completing all the phases of installation, configuration, training and launch of Print Shop Pro® in just two month's time!

We had a great conversation with John about his experience with Print Shop Pro®. We asked him how things were going. Here is what he said.

#### How is the online ordering processing through Print Shop Pro® Webdesk working for you?

"Our website is humming along" stated John. He shared that they have somewhere between 1100-1200 jobs in the system now. While there are still a few customers using NCR forms, John estimates that 98% of all print requests are being submitted through Print Shop Pro® Webdesk. For those few customers still filling out the NCR forms, the print staff is entering their print requests through

#### Southern Oregon University at a Glance:

**Interview with:** John Silverman, Print & Copy Services Manager

**Solution:** Print Shop Pro® Light, Webdesk, Directory Integration, Document Converter, Template Builder

**Location:** Ashland, OR

**Years at district:** 1

**Number of Students:** 6,300

**Print Shop Staff:** 2

**Job Tickets Per Month:** 200-300

**Summary:** 98% of all print requests are being submitted through Webdesk

Print Shop Pro® Webdesk on behalf of the customers and encouraging the customers to use the staff created orders for submitting reprints.

#### Have you seen an increase in business since launching Print Shop Pro®?

"When I put the numbers on a chart, the line goes straight up!" said John. With less than one year on the job, so far this FY the print operation has seen a 53% increase in

continued from page 1

business...with a whopping 4000% increase in student business.

**How did you accomplish such growth in such a short time?**

John said little to no efforts had been made in the past to market the print shop's services to the campus....and especially to the students. John created a how-to card on steps to access Print Shop Pro® Webdesk and place online print requests and extended efforts to market the shop's services to the entire campus and student body. After that, he said that things just started rolling along with new customers continually coming onboard.



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**- John Silverman**

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