



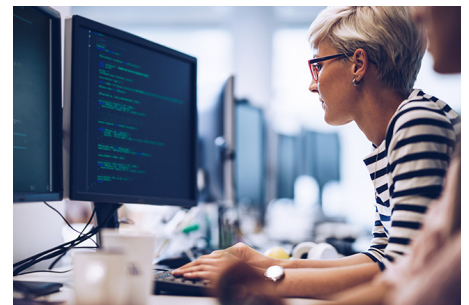
Higher Education Textbook Publisher Streamlines Procurement with Custom Technology Solution

BEYOND INK



Background

The publisher's custom courseware system allows professors to build customized books specific to their classes, assigning each a unique identifier. At any time, their system could generate hundreds to thousands of orders daily, needed within tight delivery windows.



"BR's ability to integrate with our system and output a high volume of orders in extremely small time constraints helps us meet the demands of our customers and stay one step ahead of our competitors."



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CHALLENGE

Challenge

Handling a volume of 1 to 300 daily book orders, each ranging in quantity from 1 to hundreds, was impossible to manage manually. The publisher sought an automated digital workflow, connecting directly to their print-on-demand partner.



SOLUTION

Solution

Working jointly with the publisher's IT department, BR employed its A2A integration solution, connecting the publisher's order management system directly to the production operation. Orders automatically flow directly from the publisher's courseware system in the form of preflighted files, the purchase order specifications are uploaded into the production system, and the jobs are scheduled for immediate printing and finishing. The automation also builds book covers from 50 shell designs.



RESULT

Results

- The integration eliminates the need for any individual to manually touch an order
- The publisher is able to quickly and easily shift orders from vendor to vendor should capacity constraints arise
- Publisher to vendor order processing time is essentially eliminated due to the automation
- Book turn times are faster—desk copies in 1 to 3 days; bookstore or warehouse copies in 3 to 5 days
- Shipment tracking information is communicated back through the integration
- Invoicing has been simplified and accuracy has been improved
- The publisher has gained internal workflow efficiencies
- The publisher was able to streamline their vendor network



BEYOND INK

WEB: brprinters.com EMAIL: info@brprinters.com

San Jose (HQ), CA
665 Lenfest Rd.
San Jose, CA 95133
408-278-7711

San Diego, CA (CDM)
7606 Miramar Rd.
#7100
San Diego, CA 92126
856-677-1727

Denver, CO
5050 Moline St.
Denver, CO 80239
303-765-1383

Independence, KY
10154 Toebben Dr.
Independence, KY 41051
859-292-1700

Appleton, WI (NGS)
2600 North Ballard Rd.
Appleton, WI 54911
920-734-7500

Cincinnati, OH
3962 Virginia Ave.
Cincinnati, OH 45227
800-598-7808