GAIN CONTROL OF YOUR PRINT BUSINESS

A Management Information System (MIS) offers a centralized platform to streamline and oversee the entire order lifecycle, encompassing everything from quoting and job submission to production scheduling and invoicing. Here are five ways an MIS can empower you with insights, actionable data, and complete control over your print business operations.

01 AUTOMATION FOR INCREASED EFFICIENCY

Automating various print workflows like this can lead to a productivity increase of 25-40%, according to research group, Keypoint Intelligence.

Our customers often share that after implementing our cloud-based MIS solution, communication and collaboration across departments, from the front office to shipping become seamless. Whether you're in the office or halfway across the world, you can log in and instantly see the exact status of any job on the shop floor. From the moment an order is entered, job data flows effortlessly through every stage.

If your customers are connected to place orders directly, it eliminates the need for manual data entry by your team, saving time and reducing errors.

An MIS also automates a range of workflow tasks, including job ticketing, proof approvals, production planning, and tracking. This level of automation minimizes manual effort, boosts productivity, and ensures consistency across your business processes.

Keypoint Intelligence highlights that automated workflows can decrease errors in print jobs by 50-80%, leading to less rework and waste.

02 A STREAMLINED CUSTOMER JOURNEY

The customer journey in the printing industry has undergone a dramatic transformation in recent years, driven by technological advancements and evolving customer expectations. Today's customers want the convenience of proofing and approving their designs instantly, right before placing an order. The era of submitting artwork via email and waiting for proof approval is a thing of the past.

Modern customers demand faster turnaround times and the flexibility to order smaller quantities, even single items. Managing these smaller, more frequent orders can be challenging for printers.

An MIS enables a customer-focused approach to print ordering. Customers can easily place orders online, track their status in real-time, and receive proactive updates about delivery. Seamless integration with shipping partners ensures that tracking alerts are automatically sent as soon as they're available, providing a smooth and transparent experience .

Ultimately, a happier customer leads to:

✓ **Increased customer loyalty**
Higher repeat business and longer customer retention

✓ **Positive word-of-mouth marketing**
A strong brand reputation and improved market position

✓ **Revenue growth**
Increased order frequency and expanded upselling opportunities.

✓ **Competitive advantage**
Differentiation in the market and greater resistance to competitive pressure

✓ **According to a study by Smithers, print businesses with a high level of automation were able to complete jobs 40% faster on average.**

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03 VISIBILITY INTO YOUR BUSINESS

Visibility into your business can mean a lot of things. An MIS can bring financial, production, inventory, customer, quality and operational visibility through one system. Let's break each of these down:

FINANCIAL

You can customize reports to extract a wide range of financial data from your MIS, including real-time profit margins, actual versus estimated costs, revenue by customer or product, pricing accuracy and more. This data is directly linked to each job in production, providing you with valuable insights for quick and informed decision-making.

PRODUCTION

From the current job status to completion times, you'll have full visibility into what's happening on your shop floor. You'll gain a clearer understanding of machine utilization rates, production capacity and employee productivity.

INVENTORY

Stock levels are crucial for meeting customer delivery dates. With an MIS, you can ensure sufficient materials are on hand, easily reorder directly from the system, and track waste, all at your fingertips

QUALITY

Quality records offer valuable insights for improvement. By tracking error rates and instances of rework, you can maintain a consistent quality standard for your customers. This data also highlights cost implications, helping you pinpoint areas where savings can be achieved for your business.

OPERATIONAL

Whether you're tracking resource allocation for scheduling efficiency or monitoring overall turnaround times, the data provided by the MIS will help you identify potential bottlenecks or any obstacles that may impact your ability to manage profits while meeting delivery deadlines.

CUSTOMER

An MIS provides a complete order history, including payment patterns and preferences, allowing you to store customer records alongside satisfaction metrics to ensure you're consistently meeting their needs.

04 SIMPLIFIED QUOTING

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Faster pricing responses enable you to secure more business.

An MIS streamlines the quoting process in several key ways. With foundational data about your production floor, materials, processes, and more, the system standardizes quoting. Real-time material costs, current labor rates, and accurate finishing costs are tied to pricing formulas and built-in customer rules, ensuring consistent pricing regardless of who creates the quote.

This eliminates the need to rely on just one or two individuals who fully understand your production floor. They can either deliver quotes more quickly, boosting capacity, or delegate the task, allowing them to focus on higher-priority projects.

05 FLEXIBILITY FOR GROWTH

A scalable MIS solution is designed to grow alongside your business. It allows you to start with the right system for your current needs, while offering the flexibility to easily add modules and expand features as your company evolves.

By implementing an MIS, you may uncover new revenue streams, which could require additional automation or new key functionalities.

While a robust MIS provides enhanced visibility and control over your operations, our system goes even further. We have built strong partnerships that enable seamless integrations with our platform, offering key solutions in areas like web-to-print, pre-press automation, accounting, shipping, and more.

According to NAPCO Research, 72% of print customers say they are more likely to work with a print provider that offers a high level of automation and digital integration.

ENFOCUS   WOO COMMERCE   infigo   UltimateTech

New Forest Digital.   ESKO   Avalara   xero   XM PIE

INTUIT quickbooks   vpress   PAGE DNA

myob   CARBON QUOTA®   shopify   TaxJar   vend

Want to know more about gaining control of your print business?
Schedule some time with one of our MIS specialists at letstalk@printIQ.com

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SOURCES

https://keypointintelligence.com/search?type=BLOG_POST&term=automation

https://www.smithers.com/resources/2021/august/print-industry-prepares-for-shorter-print-runs

https://www.printingunited.com/wp-content/uploads/2023/10/PrU-Expo-NAPCO-Research-Keynote-2023.pdf

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