

# SUCCESS STORY

**Print Approach Pty Limited**  
**Business Print (Australia) Pty Limited**  
**Orange, Hutchison Telecommunications Limited**



## Delivering web-based management of print requirements and products from customer to print broker to print supplier



The utilization of enhanced electronic proofing systems

*The interlinked, web based approach allows all major print management functions to be linked in one system. This delivers major efficiency benefits, better management of processes and the benefits of a simple to use system for all partners in the value chain.*

*Tom Eckersley  
Managing Director  
Print Approach*

### The Organisations

Print Approach, based in Brisbane, provides design, print and print finishing services to a wide range of industry clients. Print Approach supplies print services to BPA, a Sydney based print broker whose clients include Orange, one of Australia's major telecommunications providers.

### The Project

The project focused on improving and streamlining the print management process between Orange, BPA and Print Approach.

As a major telecommunications company, Orange has an ongoing need for printed material for customer products and services as well as business management needs. This diverse range of printed products must be available to Orange's Australian network of offices and dealers as and when

required. When changes to products and services occur, there is a need for new printed material to support these new products and services. BPA manages print ordering, commissions print production, and operates warehouse and print fulfilment services for Orange.

Print Approach is a major supplier of printed product to BPA for Orange's requirements.

Objectives of the project were to:

- Develop a web based print management system which allowed all partners to access necessary print job and status information;
- Establish a robust, responsive system for tracking and managing job proof files;
- Establishing a common language to specify and describe print jobs at different points in the value chain.

VALUE CHAIN  
MANAGEMENT  
PROGRAM



## SUCCESS STORY

**Print Approach Pty Limited**  
**Business Print (Australia) Pty Limited**  
**Orange, Hutchison Telecommunications Limited**



This integrated, web based system was designed to reduce turnaround time on print management processes by 25 per cent and reduce administration time on order follow up by 30 per cent.

By achieving better management of jobs and improved scheduling, the project also aimed to reduce the incidence of very tight print deadlines and the extra print staffing required to meet these deadlines.

### Project Methodology

The entire print management system and its information flows were mapped across the value chain to provide a clear picture of existing processes and problems with these processes.

The mapping exercise identified a number of areas for improvement to eliminate delays and better manage print job material and information. Some immediate gains were made when these procedures were improved.

The initial print management system covered these main elements:

- A web based interface for Orange customers to order new print requirements and stock of existing print product from BPA;
- A warehouse and stock management system operated by BPA;
- A quote and order system within BPA, and
- A quote and print system within Print Approach.

Mapping of the information and process management needs identified the need for a simple, easy to use tracking and management system which integrated these existing systems via a web based link.

This new, interlinked system could deliver some powerful advantages including:

- Confirmation of print orders and the ability to track order and job status at all stages through the system;
- Providing a multi-layered language system for print requests allowing ease of use for Orange, providing necessary job specification information for BPA and containing detailed print specifications for Print Approach;

- A web hosted library of job proof files managed by Print Approach and a unique proof identifier used across the chain;
- Automated linking of Orange orders into the BPA quote and order system and accounting system;
- Automated, web based proof design and authorisation for simple print jobs;
- Automated linking of BPA job orders into the Print Approach quote and print system, and
- A web accessed status report with live data from all systems showing the status of print jobs.

The project design focused on developing a web based link which was inexpensive and simple to use, yet covered the critical information required by all parties in the chain. Project activities included enhancements to existing BPA and Print Approach systems to provide the necessary data and interchange capacity to support the new web based linkages.

An important feature of this project was the need to redesign requirements part way through the project due to significant changes in Orange's printing needs. This resulted in a stronger, more flexible solution for all partners.

### Benefits and Outcomes

- A linked ordering, stock management and print management system which has improved turnaround time on print management functions by 25 per cent;
- A reduction of 30 per cent in the administrative time required to place and track orders;
- Through the use of an integrated job specification language, reducing the instances of incorrect job specification to virtually zero;
- A reduction of print proof approval times by up to a third;
- The virtual elimination of 'lost orders' in the new automated system;
- A reduction of 60 per cent in the instances of 'rush job' in meeting Orange's print requirements; and
- A more streamlined print management system for Orange resulting in long term efficiency gains in print costs.

This project was facilitated by Ms Debby Archbold of Deborah Wilson Consulting Services Pty Ltd, a project manager accredited with the Value Chain Management Program. The Program is an initiative of the Commonwealth Government.

[www.valuechains.industry.gov.au](http://www.valuechains.industry.gov.au)

