

DIGITAL PRINT SOLUTIONS
EMPOWERING
E D U C A T I O N



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Part One

EXECUTIVE SUMMARY

Overview of the Education Digital Printing Environment

Secondary and Higher Education plays a significant role in society as it lifts income levels, fuels innovation, improves quality of life and powers economic growth. It is one of the most powerful instruments for laying a solid foundation for society. And communication is a key component in the success of any educational institution/organization.

Print is a communication cornerstone in the education market, making up a significant portion of its annual spend. Print commanded 34% of education respondents' communication spending in the past year.¹ Respondents anticipate print's share of communication spending will decline 7.3% over the next two years, but still remain the top spending category. Printed brochures, direct mail, course materials, signs, banners, coupons, post cards, to name a few, are key staples in supporting education organizations' communication requirements.



Key digital print applications supporting educational organizations:

- Support Services...from Books to Workbooks
- Sales and Marketing...from Annual Reports to Tickets
- Fundraising...from Booklets to Signage
- Operations...from Bills to Receipts

The Four “A’s” of Education Driving Digital Print Buying

Educational institutions use digital printing to serve students and staff, recruit students, support activities, promote athletics and drive fundraising. Primary, secondary, and higher education institutions all use digital print for all or some of these activities:

ACTIVITIES are a broad category that includes the day-to-day events to support learning, teaching and extracurricular activities.

Activities: Fueling Daily Operations - booklets, course packs, training materials, directories, calendars, teacher/instructor materials, newsletters, student handbooks, activities and resource booklets, parent/teacher materials

ATHLETICS represents a huge part of any educational institution and is a solid presence in most organizations.

The Athletics opportunity – programs, tickets, calendars, promotional products, loyalty cards, posters, direct mail, magnets, signs

ADMISSIONS departments in higher education and private learning institutions focus on selling and promoting the school to prospective students and their parents. Recruiting students is the “sales” process for education.

Admissions: Powering the Recruiting Process – direct mail, postcards, catalogs, application forms, brochures, posters, flyers

ALUMNI relations activities seek to continue bonds with former students to advance relationships that are mutually beneficial to both parties.

Alumni: building lasting relationships – newsletters, magazines, post cards, fundraising, targeted direct mail, signage/banners, variable print.

The needs of each of these areas are reflected in the communications channels in which the education market invests. InfoTrends research on communication buyers and influencers in the education market indicates that the Four “A’s” drive digital print spending.¹

Sources:

1 - Understanding Vertical Markets: Enterprise Communication Requirements, Education Market, InfoTrends,

Part Two

AN IN-SIDER'S PERSPECTIVE TO IN-HOUSE PRINT SHOPS

- Tom Roberts, Doculabs

If you're sticking to your in-house print shop production model, the cost impacts will put you at a disadvantage. In the face of declining print volumes, the fixed costs of your shop are bound to drive up unit costs. Combined with capital expenditures for new capabilities or aging equipment replacement, it becomes difficult to justify the continued in-house operations.

“ The old way of thinking was ‘throw FTE at it.’ That’s not the way of thinking anymore. ”

Tara LaChapelle
Director of IT, Ripon College

Industry and global trends are driving communications and customer engagements in a variety of channels and modes previously dominated by printed communications. This digitization of your customer experience and brand presence has serious implications for your near-term and longer term operating cost models. In the past five years, digital communications have helped companies save millions of dollars annually through reduction in print and postage spend. Many large corporations have embraced this trend and have made the decision to get out of the in-house print shop business. Yet, many are hanging on to their in-plant services, perhaps, to their own detriment.

Surely, it is a tough decision to outsource a significant operation within your business...concerns for employee welfare are paramount. Other concerns include quality of output, internal business services delivery, timeliness of production delivery and regulatory compliance. A well-planned approach to outsourcing can and must address each of these areas.

Here are the top reasons to consider outsourcing your print shop:

1. The trend towards increasing digital forms of communication and reduced print volume
2. Reducing total cost of print and delivery
3. Leveraging emerging technologies that may not exist within your shop
4. Focusing human and monetary capital on your core business and competencies
5. Achieving a variable cost model that optimizes spend across various types of print

Once you begin the outsourcing investigation, understand that multiple options exist for sourcing your print production and delivery services. These options are not a one-size-fits-all, so thorough evaluation is required. Often, a combination of service and vendor options is appropriate. Look at the types of work performed in your shop and determine the appropriate model for each.

“ We sat down with DigiCOPY and took a look at the entire Ripon College print environment and established two goals...1. to reduce overall printing and 2. to print more responsibly and be more informed. We gathered information on what our print needs were and how DigiCOPY could address those needs in the most cost effective way. ”

Tara LaChapelle

Make no mistake. This effort is a large and time-consuming process, but one that can yield savings of 10% to 15% of production costs once the transition is complete. Expect the evaluation and due diligence to take in the neighborhood of six to 12 months and the work transition to take nine to 18 months. Of course, these timelines vary based on the size and complexity of each organization.

The bottom line is that print production and delivery has become commodity-based, with continued volume reductions expected.

Tom Roberts has more than 20 years of experience in business technology. He serves as a principal consultant at Doculabs, where he develops strategic plans to help organizations use Enterprise Content Management technologies to achieve their business goals.



Part Three

IN THEIR OWN WORDS: SCHOOL DISTRICT OF LA CROSSE

Kyle Delap, Administrative Assistant and Helpdesk

Our school district had maintained a district printshop for many decades; in less innovative times, this model worked well from a budgetary standpoint. A centralized printshop WAS the cheapest and most efficient method to print and finish just about anything the district needed. However, as technology advanced, more computing devices became available to staff which advanced the digitization of our learning environments, reducing the need for copious amounts of printing. Additionally, copy machines and printers became more and more capable and the need for a centralized printshop diminished; the cost of personnel and equipment to maintain the printshop became more of a burden and harder to justify the expense compared to the output.



Within a school district of our size (14 educational buildings, an administration building and several support sites), our print needs are varied and distinct. On any given day there is obviously traditional printing done within schools (worksheets, test pages, etc.) in addition to needs that go beyond traditional copier printing. Some of the things that come to mind include pads of customized slips, business cards, booklets that require folding and stitching, etc. We also have more off-the-cuff print jobs like plastic badges on lanyards, banners, custom die-cut items, etc. While our copier fleet handles the bulk of our standard black and white and standard color printing, a lot of our high-volume print jobs, custom printing and finishing projects and mailings are outsourced to our print partner DigiCOPY.

The lifespan of our centralized printshop had run its course; it was a challenge every day for our printshop to find enough print jobs to “keep the presses running”. The process for ordering was manual; staff filled out a three part carbon form (with multiple administrative approvals required on it), manually routed it to the printshop, the printshop put that job in the workflow, completed that print job, shipped the print job to the ordering staff member, then routed the three parts of the carbon form to the appropriate personnel for account chargebacks and recordkeeping. It was mind-numbingly cumbersome.

Another challenge was that printing was cyclical; certain times of the year the printshop had a tremendous backlog of print jobs. Turnaround time was abhorrent; there just wasn't enough capacity to complete print jobs at these times in a timely fashion. Other times of the year, there was virtually no print jobs; keeping the print shop busy was a challenge. So not only were we failing on our commitment to the timely turnaround of print jobs, we were inefficiently using the resources available to us.

“ Our partnership with DigiCOPY has blossomed into a symbiotic relationship in which we both mutually benefit from the buy-in and collaboration of both parties. First, DigiCOPY has advanced printing capabilities, much more than our printshop had. They can print and finish on a wide variety of substrates and their quality is supreme. ”

Kyle DeLap

At the same time, needs in other areas of our technology were becoming apparent; a marked increase in the number of computing devices in our district warranted refocusing our personnel resources in other directions such as Device Management and Network Infrastructure. For this reason, investigating cost savings in our printshop became a priority which is why we began our search for a partner in providing us print services.

So, advantage #1 for the School District is the availability of more types of print capabilities.

Advantage #2 is efficiency; we've implemented a custom online ordering portal available district wide; this gives each school and department direct ordering capabilities with delivery direct to their location. Print turnaround times in many cases is same day, depending on the scope of the job. Additionally, efficiencies on the backend are tremendous. Each print job routed to DigiCOPY has a school district accounting code attached to it making account chargebacks and payment to DigiCOPY easily manageable.

Advantage #3 is scalability and capacity. Working with an outside vendor such as DigiCOPY allows the district to bob and weave with the ebb and flow of print needs. The burden falls on DigiCOPY to manage the workloads at peak times of the year. Previously people would just have to wait for their print jobs for excruciating long periods of times; DigiCOPY has the capability to avoid this problem because of their capacity and flexibility. Our actual wait time for print jobs is a mere fraction of what it used to be.

Advantage #4 is service and training. Training personnel on ordering print jobs now is a simple process of showing them an online ordering portal. DigiCOPY acts as our partner in this and are always available to work with groups and/or individuals on training and service needs. Additionally, DigiCOPY serves in a direct relationship with each individual who orders a print job thus issues are resolved quickly and efficiently.

“ Financially, the school district has experienced significant cost savings by implementing this partnership. The savings have come by: shifting personnel to more tech-forward responsibilities, spending less on equipment and supplies for the printshop, and freeing up essential personnel to work on more educational initiatives. The cost savings are obvious and transparent and help the district meet its fiduciary responsibility to the public. ”

Kyle DeLap

I'm not going to lie; forging a partnership like this can be a challenge internally. Old habits die hard in organizations as established as school districts. However, changes like this are a necessity to keep up with the pace of educational technology. You will experience some internal growing pains and pushback but, in this case, ripping it off like a band-aid is the best way to move forward. It was 2016 when we started our partnership with DigiCOPY and nobody regrets it; it was and continues to be a win-win for all stakeholders.



School District of La Crosse
Mission Statement: Students will discover their talents and abilities and will be prepared to pursue their dreams and aspirations while contributing effectively to their local, national, and global communities.

La Crosse Schools Top 10 List

1. Comprehensive, well-rounded education
2. Innovative choices in learning opportunities
3. Safe and engaging school climate
4. Teaching Values
5. Highly qualified teachers and staff
6. Involved parents
7. Higher education, business and community partnerships
8. Global education and diversity
9. Technology for learning
10. Success for all

Part Three Continued

IN THEIR OWN WORDS: MILWAUKEE INSTITUTE OF ART & DESIGN

Matt Ogden, Director of Technology

Some students come in knowing they want to “paint” or design the next I-phone and have a “laser” focus on what they want to do. Other students are talented, but they don’t have a focus...they may draw, paint, photograph and are very creatively-minded. That second group of students find a path...sometimes it’s the path they expect, sometimes it’s the path they did not expect. What they get from MIAD is a lot of critical thinking experiences, discussing work in an open setting. We are teaching students to prepare them for a career in the arts, but the experiences they have with us will prepare them for many other things they will experience in life.



Historically there were a lot of student computer labs with printers in each computer lab. What we realized is that we were running our classes in the labs, but only a fraction of the school was getting access when they needed it. With the proliferation of technology (typesetting, e-mail, multi-media applications, photoshop, editing), the access was limited. We were definitely serving our students who did all their work on computers, but the rest of the school was not being served.

If you walk through the halls of MIAD, they are filled with WORK. Charcoal drawings of a human figure, paintings and a lot of computer-based work. A number of classes and areas that do their creative on computer and it’s all over the walls. Every class in design has projects involving output and that involves printing.

The challenges for students and staff before our DigiCOPY relationship? There was a need for color printing on the MIAD campus. Up to that point, we were doing black and white output on HP 4000 and HP 8000 and similar equipment. We were managing it OK, but it was all “free” printing. You could print out however much you wanted to, and sometimes, you would find a ream and a half of flyers about a party going on that weekend and no one had picked up. The accountability was not there.

On the staff side of things, we had printers in almost every office on every desk. We realized that was really becoming costly. Then we brought in color machines because there was an ask for color capabilities. We brought in a bunch of Epson 3000 machines, five or six of them, and one in each lab and we utilized the same model...it was there for the students and staff to use, but without any accountability.

What we found was 1. students and faculty didn't know how to work the machines. So, when they would try printing, they would get prints that were not right or they would damage the machines. Case in point...wrong type of paper, things were not lined up or centered, the quality was very, very low. We got past some of that with training and teaching, but what we found was we were victims of our own success - where everybody wanted to use the machines and you couldn't get time on any of them and then all those assignments you see on the walls now weren't getting done. Students and staff were buying cheap inkjet printers and trying to get by like that, and it was a mess. On top of all that, we were bleeding money because the machines were down, because people didn't know how to use them properly.

I was charged with getting a handle on the print nightmare that had developed. Not only had to streamline the printing for staff, but also needed to manage and give a solution for student printing. In the whole process, there was also a print shop in-house...more like a copy center... they were doing mostly copies. Then another printing company came on board and had a person on staff doing some copying and printing. What we found out is that we were getting "hand me down everything" equipment that didn't work really well, and wasn't the best quality - and we also found the staffing was "hand me down" as well where if the on-site staffer wasn't proficient in printing or customer service, then they would be "over at the MIAD shop." That model didn't work.

“ You have to find out what your needs are and what the goals are and does it ‘make sense’ to do it in house or move it outside to meet those project goals. For a school like MIAD, the amount of resources it would take to replicate what DigiCOPY does would be astronomical. The talent of the DigiCOPY co-workers, the equipment afforded our students and staff, can't be re-created within our walls. We shouldn't try. There is the ‘hands on’ approach and a ‘service model’ approach...we have a mix of that at MIAD and our partnership with DigiCOPY allows us to live in both worlds. ”

Matt Ogden

We developed an RFP and presented it to DigiCOPY, Ricoh and Icon and outlined our needs. A mix of traditional black and white printing with other more complex printing to serve students. Need to track use and bill it or create a mechanism to fund printing for students. All the vendors had an idea how to manage the campus printing needs, but the biggest thing that made DigiCOPY different in our situation was by saying “hey” we are also going to open a store across the street to support large format printing, color printing, extra binding and the “fun” things students need during their educational experiences.

We had a culture of on-site copying and binding. It’s a shorter distance between the front door of MIAD and the DigiCOPY location than it is the length of the entire building. You might as well think of the DigiCOPY store as “on campus.” That was the game changer for MIAD. The other companies responding to the RFP included fees and other expenses that made it cost prohibitive for the school and for the students.

Outside the box thinking from DigiCOPY really made the difference. There is a lot of “back and forth” when you are serving student print needs and they will push the envelope. We teach them to think creatively and to push the envelope and go beyond the constraints of the medium. We needed a partner to be able to handle that creativity and say “yeah, we can do that.” That is what the partnership with DigiCOPY has meant to MIAD.

I tell the story of a student who ruined the rollers and diffuser in a printer by trying to run sandpaper through the machine. We weren’t looking for machines that could run sandpaper, but the creativity of MIAD students cried for something more in a printer. We needed a partner that said “we know what you are trying to achieve and what if we did ‘x’ to help you get there? Everybody else submitting bids for the RFP, except for DigiCOPY toed the line of “this is how it should be done, this is how you should print, this is how it has always been done.”

For office settings, that may work very well. No argument there. Students and staff do rely on “traditional” printing at MIAD, but we were looking for a partner that would help them “push the envelope.” Our partnership with DigiCOPY, the attitude of leadership and the co-worker team, cries “let’s try it”. It wasn’t “no, you are going to do it our way”, it was “we will find a way to make this work and fit your needs.” That has been the attitude through the whole relationship. When I hear of a new printing process up in “print making”, we approach DigiCOPY and asked if this was something that could be pursued. Whether we find those solutions every time or not, the flexibility, the brainstorming to find creative and new ways to accommodate those needs has been invaluable over the course of our relationship.

There is a reason I always take a call from DigiCOPY... from the very beginning, we have watched each other's backs as part of this relationship and I don't have a better partnership with any of our vendors, you name it, across the board.

I think we made the right decision in 2007 and I would make the same decision today.



Milwaukee Institute
of Art & Design

MISSION:

We ignite curious minds
through art, design and
service.

VALUES:

COURAGE, to seek our own
path

INTEGRITY, to pursue our
lives and work with meaning

KINDNESS, to thoughtfully
engage with others

COMMUNITY, to positively
contribute to the world
around us

INNOVATION, to meet
universal challenges in new
ways

INCLUSION, to find strength
in diversity

Part Three Continued

IN THEIR OWN WORDS: RIPON COLLEGE

**Melissa Anderson,
VP of Marketing & Communication**

We had a tough situation that we were in. Information Technology was working with a company that could help us have Multi-Function Devices right where people worked. But what that meant is we were still needing to find how we were going to deal with all the other “day to day” needs of the organization...like paper, deliveries, office supply-type work, envelopes, letterhead, labels, all here in-house. If we took a person out of the mix, and removed the in-house functions of the print shop, how were we going to do this, when we all had 9,000 other things we were doing.



“ Small colleges like Ripon, and other colleges of similar size, sometimes assume that outsourcing is going to add costs and be a headache. Exactly the opposite was true as we partnered with DigiCOPY. In fact, DigiCOPY provided services, that at the time, we didn’t know we needed. We had to make some tough decisions, but in the long run, DigiCOPY has freed us from the inefficiencies of the day to day management of printing services. ”

Melissa Anderson

In January 2014, there was a need to redo the copier/printing environment, but there was also a real budget need. The pressure to act – the lease on copiers was about to expire and the duplicating equipment in the print shop was very outdated and needed to be replaced. If we were going to make copying and scanning and other print related services available to departments, rather than in a centralized location, and not tie up more capital expenses in printing equipment replacement it made sense to start working with DigiCOPY.

As VP of Marketing, now I get to say, “here is our logo”, “here is our template,” “here are the set-ups” and other staff can print out their own copies. They can order what they need. Business cards are a perfect example. We were doing business cards from scratch, in the design, set-up and printing. Now through the automated on-line program, it has become a self-serve program, but still with institutional control of look and brand.

I think the beautiful part about DigiCOPY is not only did they make it really easy for us to empower our people to order their own product online, but they gave us a customer service representative dedicated to us, and they also covered that huge gaping hole of paper delivery. It was something they hadn’t offered to clients before and it meant all the difference to me and freeing up my time to do my job. I didn’t have time to be working with paper vendors to get copy supplies. So DigiCOPY made a deal with Midland Paper and that has been wonderful for us.

I really can’t say enough good things about it. We have a commercial printer in town that we have been working with forever, but when it comes to quick turnaround, digital print solutions we really didn’t have anyone, and DigiCOPY became “it” for us and has been a lifesaver when we needed it. We were set-up “crazy” in the past and didn’t have multi-functional devices in areas... we would have to bring individual pieces of paper to the duplicating department and have the staff member there make copies for us. It was insane.

It has allowed Marketing & Communications to transform from solely creative services, to be more proactive to meet the needs of campus, staff and students. We don’t have to facilitate alumni printing and mailings, or large student presentation posters. They upload their documents and see the end product in a timely manner, and marketing isn’t “running around town” trying to get printing done. Our football coach uploads his playbook and gets it printed lickety-split, without marketing involvement...our biology department prints lab manuals... the examples go on and on and on. We are looking forward to expanding services to custom course materials across the academic departments on campus. It is a real and immediate cost savings to our students, who are paying a lot of money for their textbooks right now.

“With DigiCOPY, we have evolved from ‘office products’, like letterhead and envelopes, to setting up accounts for different departments, like alumni relations. Now the annual postcards Alumni Relations sends to Ripon graduates are loaded into our online system, and after dates and other information is edited, the data spreadsheet is uploaded, merged with the printed cards and mailed by DigiCOPY - without any other hands needing to touch it.”

Melissa Anderson

Tara La Chapelle, Director of Information Technology

Printing was out of control when we started looking at the partnership with DigiCOPY. Students weren't charged for printing and it wasn't monitored. It was a "free for all" with stacks of wasted paper next to most printers on campus. Before the DigiCOPY partnership, there were 95 laser jet printers on campus and 20+ copy machines - now there are a total of 31 Multi-Function Devices (MFDs) devices campus-wide. It was a very manual process and very taxing on our IT department to maintain all the printers. One of the biggest challenges initially was changing the mindset of what needed to be printed on local MFDs and what should be outsourced to DigiCOPY. Training and the website set up by DigiCOPY went a long way in breaking down those barriers.

It was a lot to take in, but people are now used to the new environment and it may be time to take services offered by DigiCOPY to a new level. It was overwhelming initially, but now that people have seen the benefits of the new print environment, there are more doors that could be opened.

When two-day delivery was initially promised as part of the new relationship with DigiCOPY, I was skeptical. I was hoping for three or four days, which would still be good. But, the speed of delivery and the reliability of delivery is exceptional. And the fact Shelly (our Customer Service Representative) personally delivers jobs to campus from Stevens Point and gets to interact with the staff and be there for questions and concerns is really above and beyond.

At Ripon college, it's all about personal relationships, that is our culture. It's manageable, because of our size. We are not a campus of 10,000 students and our culture is such that personal touches is what our staff and students expect.

“ One of the biggest advantages of working with DigiCOPY is the online site - that is huge. And the customer service - the individualization for our institution, is a huge part of the success in the partnership...how accommodating DigiCOPY has been to our specific needs. People love to have a person to go to when they are nervous about something. The personal support DigiCOPY provides to our users, especially those who were originally hesitant, is a major deal. It sounds minor in this era of technology, but having a live person to help address needs really makes a difference and provided staff a level of comfort that helped make the transition successful. ”

Tara La Chapelle

The key was building foundations of success over time. Learning to “walk before we run.” People are now thinking in terms of how other processes can be improved.

When acquiring new knowledge, the cup can only be so full. We could have jammed it all down their collective throats, but they would have only accepted so much and the rest would go by the wayside. Once we assessed our print needs and had the data, we were able to make informed decisions. That whole first year for us was gathering data and accessing our print needs on campus. That is a key step. It doesn’t sound like a big thing, but that self-assessment was really key in the transformation of our printing environment.

Now it’s a matter of working with DigiCOPY and fine tuning what we have.



Ripon College prepares students of diverse interests for lives of productive, socially responsible citizenship. Our liberal arts curriculum and residential campus create an intimate learning community in which students experience a richly personalized education.

Core Values

Serious Intellectual Inquiry
A standard of academic excellence fosters scholarly and artistic achievement and promotes lifelong learning.

Integrity
Ethical conduct guides the college. Decisions and actions reflect the principles of honesty, fairness, candor, respect, responsibility, trust, inclusiveness, and openness.

Diverse Community
Differences of perspective, experience, background, and heritage enrich the college. Relationships are sincere, friendly, welcoming and supportive.

Stewardship
Ripon College is a responsible steward of its mission, traditions and resources.

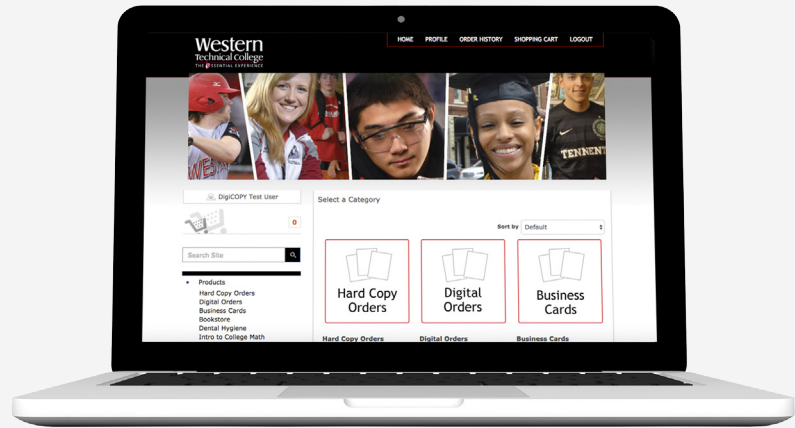
Service
Service within and beyond the campus enables effective governance, encourages community engagement and creates leadership opportunities.

Part Three Continued

IN THEIR OWN WORDS: WESTERN TECHNICAL COLLEGE

Joan Pierce, Associate Director of IT

When the Western Technical College print shop employee made a decision to retire in 2007, it was our responsibility to 1. make a decision to drop a “ridiculous” amount of capital on new equipment or 2. Find a vendor to run our print shop. We chose the latter. The vendor took our floor plan and our footprint and operated on-site at Western Technical College for three years, and though they did a nice job for us, that wasn’t their core business and when the time came to renew their contract, they recommended contacting DigiCOPY and working out an agreement for an on-line site and changing the way we had done business in the past. That was 2010, and we have been partners with DigiCOPY ever since.



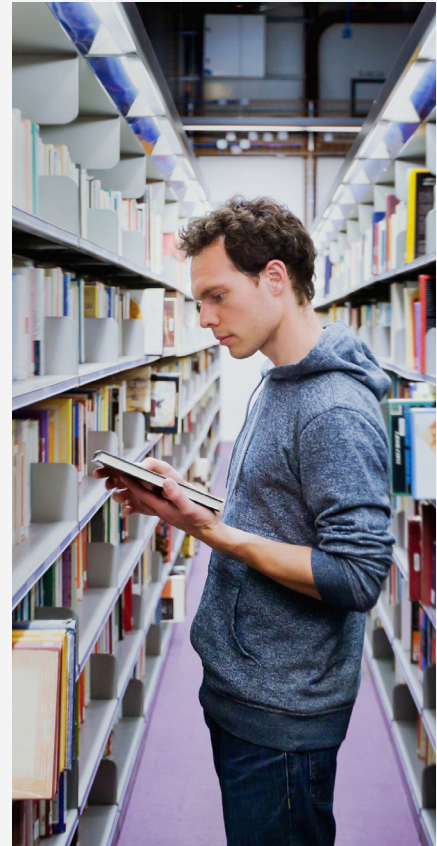
DigiCOPY is proactive in their approach to delivery. We never had a delivery service before. Working in technology, the on-line system is a wonderful solution...we don’t have to walk jobs to a print shop or send an e-mail and wonder if it got through. There is an interface and a designated process that takes all the guess work out of it.

If you look at it from a pure budget perspective, we have no operational salaries, we have no capital outlay for equipment, so our current environment with DigiCOPY is a lot cheaper than the in-house environment we previously worked under.

Our students and staff have more confidence in what they are getting. They have more control of their destiny and what they want and have the opportunity to choose. The efficiency gained helps the students because there is no longer worry of being able to get the job done for them. We don’t have to fret about being “ready” for the rush times of print needs, because we are always “ready” when working through the on-line system and DigiCOPY.

“ Make sure to analyze the entire picture and leave no stone unturned to analyze all the savings that could be realized. Capital cost savings, maintenance cost savings, efficiencies gained from the on-line ordering system. Look at it holistically and make decisions accordingly. Know that what the system looks like when you start will be different years down the road. We have found more efficiencies and are still saving money today, but have grown and changed and evolved to an environment where it is better than we thought it could ever be, because of partners, like DigiCOPY who continue to evolve with us. ”

Joan Pierce



Dave Wignes, Campus Bookstore Manager

We had old presses and outdated equipment that was frequently breaking down. We did some repairs, but a lot of down time was still the result. When work rushes would hit, there was always a “crazy” amount of overtime with the in-house print shop staff. We had constant issues with work flow and response time to large volumes of printing and because the equipment was outdated and the technology wasn’t keeping up with what we needed, we couldn’t serve our students and staff.

Even though the DigiCOPY location is not on campus, we now have work being done in a timelier manner. When the print shop was on campus, staff were “tearing their hair out” because of lack of planning by users, then “last minute” demands of the print shop. DigiCOPY has been wonderfully responsive to the quick turnaround needs of our campus, and I see their delivery trucks all the time... even multiple times during the same day.

“ Getting materials in the hands of the students in a timely manner is very important and working with DigiCOPY has allowed us to do that. ”

Dave Wignes

Training was key to all the successes we've experienced. We spent a great deal of time training and holding multiple classes to make sure staff was up to speed on how to use the on-line system. DigiCOPY and Western Tech worked long and hard on the back end to make sure the reporting and accounting worked on the front end. A lot of footwork to get there, but in the end, it all worked out really well. Billing is now automated and a lot cleaner...it really streamlined those operations.

Another upside - we can now monitor accounts across campus and the billing/chargeback process is now a lot cleaner. Going to an on-line system forced us to streamline our accounting operations. In the bookstore, I had 12 pages of account numbers and it was a nightmare to track the expenses.

“With an internal print shop, job variety can be restricted because of the limited requests made by users/internal customers. You don't know what you don't know. DigiCOPY is a large company with multiple locations and a myriad of solutions-we are experts at printing because we have 'tripped and stumbled' too. Every time we take on another tech school or college or school district, we learn things that we can bring to the table to put their respective system in place and help guarantee success.”

Pat Thoney,
DigiCOPY sales representative



Our Mission

Western Technical College provides relevant, high quality education, in a collaborative and sustainable environment that changes the lives of students and grows our communities.

Our Vision

Western Technical College is the college of first choice in our region.

Our Values

We value the success of our students and hold ourselves accountable for providing excellence in student learning, based on the diverse needs of each student and built on a foundation of integrity, teamwork, and respect.

Part Four

COST SAVINGS AND OTHER EFFICIENCIES

Key Enterprise Trends

Industry perspective - cost

"90% of all companies do not track printing costs." - Buyer's Laboratory

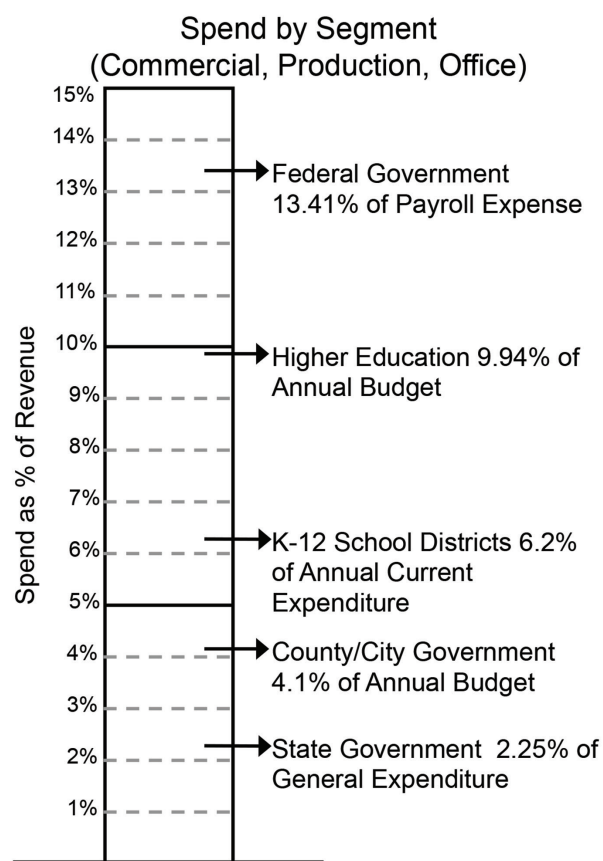
"Most companies could reduce their printing costs by 10-30%. They spend 1-3% of their revenue per year on output fleet management." – Gartner Information Technology Research

"Hard visible costs are only about 10% of the total document cost." – All Associates

"IT spends 15% of their time on printing-related issues." – International Data Corporation

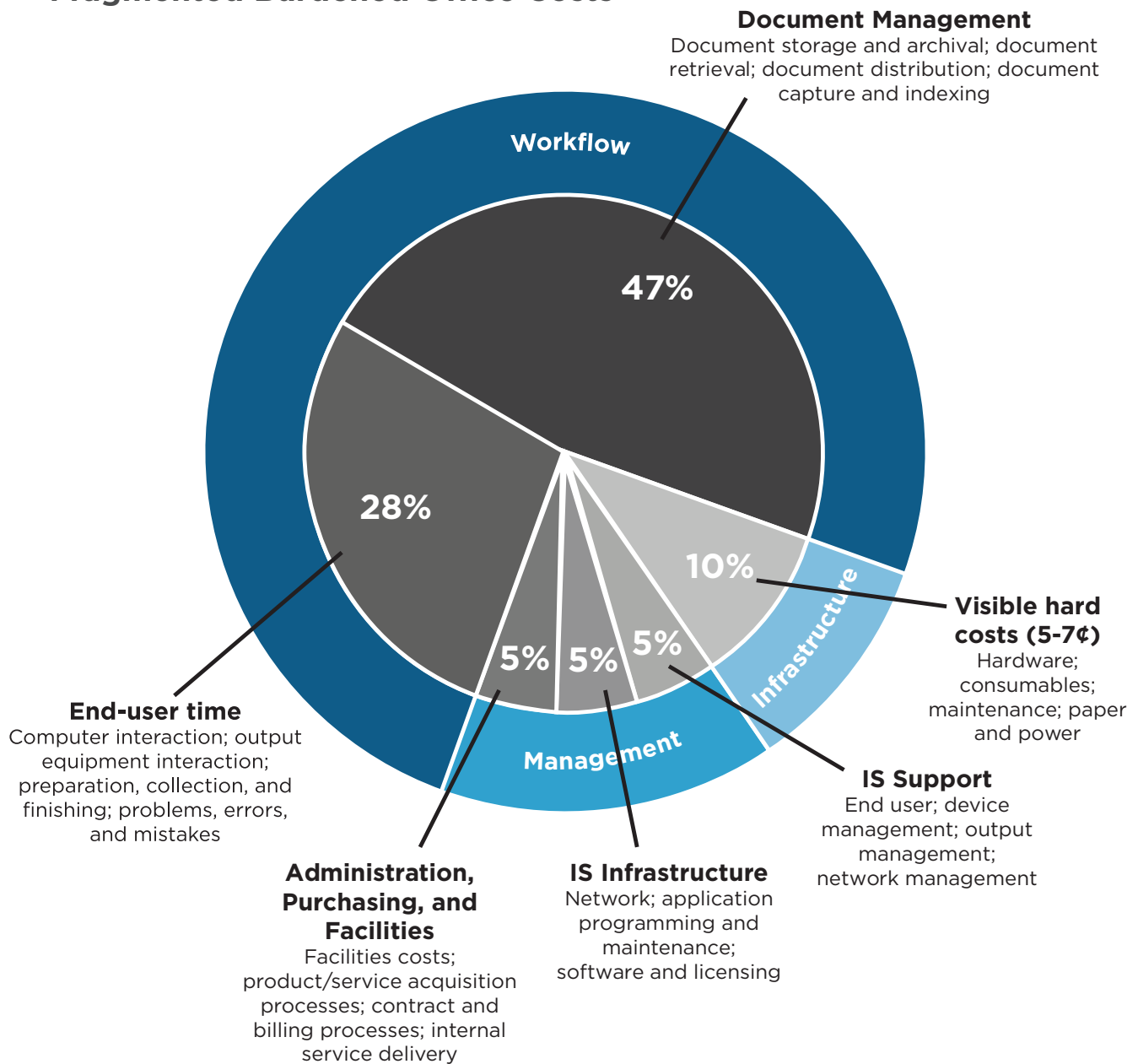
“ Working with DigiCOPY is not only a tool for WAICU schools, but a strategic cost saving measure due to collaboration between departments. When our member schools see the value of having a centralized vendor, like DigiCOPY, that is a victory for WAICU. ”

Jennifer Haro
Wisconsin Association of Independent
Colleges & Universities (WAICU)



Source: ALL Associates Group

Fragmented Burdened Office Costs



“ With the capabilities of this new on-line system in the La Crosse schools, we encourage staff to think outside the box and do unique and new things. We will ‘walk’ before we ‘run’, but are very excited to roll out the DigiCOPY online ordering site to get our work done throughout the district. ”

Kyle DeLap, Administrative Assistant
for La Crosse School District Technology Services

Part Five

EPILOGUE

Partnerships Thrive When Relationships Are Built – It’s a triple “WIN”

Communication buyers in the education market view their relationships with advertising and marketing agencies as “partnerships,” while print service providers are often times viewed as “vendors.” DigiCOPY challenges that status quo through demonstrated knowledge of the market, providing customer solutions to educational organization’s challenges and meeting your unique needs.

What are the top 3 challenges of the education sector when marketing to existing customers and prospects (students, alumni, staff, community)? ²

Material/Campaign Costs	44.1% of respondents
Not enough time	41.7% of respondents
Not enough staff	29.1% of respondents

DigiCOPY can help your organization meet those challenges head-on.

DigiCOPY believes a business or organization thrives when long-term relationships are at its core. To that end, we will strive to take every opportunity to provide you with services that offer lasting, real value. We know you are committed to building long-term relationships with the students and staff and communities you serve. DigiCOPY is committed to building a long-term relationship with you.

It truly is a “triple WIN.”

A WIN for your educational institution

A WIN for DigiCOPY

And most importantly – a WIN for your students and staff and community.

Sources:

2 - Capturing the SMB Marketing Automation Opportunity, InfoTrends

“ The people behind the business makes a big difference and what they do for you. DigiCOPY is a great fit for any university or educational institution. ”

Dave Abrahamson
MSOE
Bookstore Manager

“ If you can order from Amazon, you can find success with the DigiCOPY online system. There are more than 16,000 users currently utilizing DigiCOPY online ordering sites, and as new systems roll out at school districts and institutions of higher learning, we will respond at the district level, campus level, school level, department level or even room level to get your questions answered. We will come to your desk if necessary to make sure you are successful. ”

Patrick Thoney,
DigiCOPY sales representative

Part Six

INFORMATIONAL RESOURCES

On-line customers in the education sector:

Ripon College
Northcentral Technical College
Waukesha County Technical College
La Crosse School District
Cardinal Stritch University
Milwaukee Institute of Art & Design
Mount Mary University
Wisconsin Lutheran College
Viterbo University
Lawrence University

Skyward
CESA
Beloit College
MSOE
UW-Green Bay
UW-La Crosse
Western Tech
Initiative One
Fox Valley Tech
Medical College
of Wisconsin

References

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DigiCOPY, with locations in Stevens Point, Wausau, Eau Claire, La Crosse, Green Bay and Milwaukee, is the premier digital printer in Wisconsin.

In building long-term relationships with customers, they provide the highest quality document solutions and share the latest digital technologies and solution-oriented attitudes of co-workers.

Their knowledge of timely and efficient production methods, and high-level customer service, guarantee your satisfaction.

They value independent thinking and teamwork from co-workers in the DigiCOPY family and promise involvement, quality, opportunity and charity to the communities they serve.



Locations

