



Blitzprint Case Study

AVANTI SOFTWARE EXCEEDS BLITZPRINT'S EXPECTATIONS

Executive Summary

After experiencing substantial growth over a short period of time, Blitzprint's president Kevin Lanuke concluded he wanted an MIS system that could adapt to his changing business, and one that could propel his business forward and help his company be more productive.

The Customer

With its roots in offset printing and its focus on niche markets, Blitzprint has grown to be Western Canada's largest digital printing company. Blitzprint is a springboard for customer success. It's a company of focus, added value and results, passionate about seeing clients earn maximum rewards from the power of print. Blitzprint has two distinct new business units to provide personalized communication tools to our two customer segments

- Companies that use the power of print to drive their businesses forward
- Individual authors and publishers who demand the highest quality in short run books

A company of firsts, Blitzprint has led the way providing Variable Data Imaging products to its customers since 2000. Blitzprint was also the first company in Canada to offer digital short run books to publishers and authors.

The Challenges

- The company's existing MIS system could not handle or adapt to Blitzprint's rapid growth and changing business needs including increases in estimates, orders and new customers.

- The shop's data collection method was based more on observation than actual hard data. With no system in place that could gather consistent shop floor data, any report presented to management needed to be properly scrutinized for accuracy which could be very time consuming. With its business growing quickly, Blitzprint needed accurate, hard data to react to changes in the market and capitalize on opportunities quickly and confidently.

"With Avanti's Estimating module, I can tailor the system to create estimates the way my shop calculates costs and the way my people think. It's like taking all of my knowledge and expertise and transferring it into a program"...

- Producing over 450 diverse jobs a month, Blitzprint needed a more flexible estimating system that could turn around accurate quotes to customers quickly, while ensuring materials used and employee time spent completing jobs was the most profitable process for the company.

The Solution - Why Avanti?

The numbers added up in Avanti's favour, according to Lanuke. "Simply put, we reviewed a number of MIS systems and concluded that Avanti was the best system





job costs versus actual costs. Although many estimating systems Lanuke reviewed offered a wide variety of functionality, it was only Avanti's that had the unique ability to tailor its system to the way Blitzprint cost jobs. "With Avanti's Estimating module, I can tailor the system to create estimates the way my shop calculates costs. It is really very basic understanding of the costs that goes into estimating, and transferring the cost structure into a program that can take into account all costs and scenarios based on that understanding. This means we can feel confident when we provide a quote, it's the absolute closest figure to the actual cost of a job," states Lanuke.

Lanuke was thrilled and astonished by the way his employees embraced Avanti's system. "It's really helped bring departments together – both front-line operations and on the production side"...



to help us grow our business. Avanti has allowed us to maximize our return on investment by being able to analyze true costs – giving us the power to make quick and knowledgeable decisions."

The Benefits

1. Efficient Shop Data Analysis

Blitzprint's rapid growth over a short period time meant that Lanuke needed hard facts to make important decisions to ensure the company was maximizing its profitability, while also providing return on investment to customers. "Prior to installing Avanti, a lot of decisions the shop made were based on observations. Reviewing recommendations could prove to be a lengthy task, because we had to verify all of our findings," explains Lanuke. "What has Avanti done for Blitzprint? It's basically put the power of knowledge into our employees' hands. Employees feel confident they are making appropriate recommendations because they have hard data in their hands. And as a CEO and business owner, it means I can trust the information presented to me is solid, which allows me in turn to make quick, accurate decisions."

2. Efficient Estimating

Before installing Avanti's Estimating module, management was challenged in determining estimated

3. The Avanti "Value-Add"

Although it was not a purchase requirement or expectation, Lanuke was thrilled and astonished by the way his employees embraced Avanti's system. "It's really helped bring departments together – both front-line operations and on the production side," happily explains Lanuke. "I was absolutely thrilled at the short period of time it took for our employees to learn and adapt to the



system. Everyone is excited about using the system, and people have even begun customizing the system to maximize productivity and efficiency even further. It was a wonderful and totally unexpected value-add surprise!"