



# CJ Graphics Case Study

## AVANTI AND CJ GRAPHICS -PARTNERS IN SUCCESS

### Executive Summary

Due to its substantial growth and continual rapid expansion, CJ Graphics was having a difficult time selecting a Print MIS system that could best accommodate and adapt to the ever-changing needs of their growing printing needs. CJ Graphics' president Jay Mandarino spent many years reviewing dozens of different systems before finding one that could change, grow and improve the overall way his company does business.

#### The Customer

C.J. Graphics enjoys a solid reputation for quality work that reflects the company's dedication to craftsmanship, partnership and responsibility. The company began with one employee – and has now grown into a complete one-stop full service print shop – including both digital and litho printing, prepress services, mail house, bindery and finishing capabilities. The company is now home to more than 90 employees, and continues to expand every year. C.J. Graphics' incredible success is directly related to its dedication to excellence. Investing in only state-of-the-art equipment and setting the highest production standards, C.J. Graphics settles for nothing less than premium results in their finished products.

#### The Challenges

- The CJ group of companies was having challenges selecting and keeping a print management system in place that was able to accommodate and adapt to the company's rapid growth and changing needs. The shop invested in a programmer to create a custom system, but it was too basic, and could not easily be altered to accommodate the company's growth in business.

- CJ Graphics had no centralized system in place to track estimates, orders or job status. As a result, creating estimates or making changes to existing orders was a very time – consuming process.

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- Priding itself on customer service and quick turnaround times, the shop wanted a modular system that could be implemented slowly in stages, giving employees the time they needed to properly learn how to use the system and adjust to new business procedures. Essentially, CJ Graphics needed a system that could be tailored to the unique way it did business. "No matter what anyone tells you, it takes a significant amount of time to implement any new system or procedures into your company. Avanti worked with us and stuck by us through our initial challenges, and helped tailor their system to our specific needs," explains Mandarino. "Other companies wouldn't even entertain the idea of changing something to meet our unique requirements."

#### The Solution - Why Avanti?

CJ Graphics needed a system that could grow alongside their changing business. After reviewing more than 30 systems – throwing two previous systems out and giving up on a custom built system that had limited capability, the shop turned to Avanti. "Simply put, Avanti was the one company open and willing to adapt to our needs. That's the great thing about Avanti – it's adaptable to everybody. Other companies weren't even willing to discuss making changes to their systems, whereas Avanti listened to our needs and help us to overcome our challenges. Avanti welcomed the opportunity to work with us, and was excited



CJ Graphics Inc.

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job produced in the shop is entered, tracked, fulfilled and billed in the same way. In addition, once data is entered and stored in the system, it can easily be viewed for real-time status, 24 hours a day, 7 days a week. "The system has really tied all of our department's information together. We have much tighter control on costs and job production times," says Mandarinino.

### 3. Accountability

Using the centralized data captured in Avanti's system, the shop can now monitor a job from order entry straight through to completion. Because there is



only one system, everybody sees the same information, eliminating room for error and ensuring that any changes are tracked and billed accordingly. "Basically, the system forces everybody to play by the rules and follow company procedures properly," states Mandarinino. "This has really added value to our bottom-line...no job or change order can ever go unnoticed - essentially it gives you total control over every aspect of your shop."

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to be a partner in improving the way we do business, and is a partner in our growth," states Mandarinino. "That's one of the great things about Avanti - they are always trying to change, grow and make things better for everybody."

## The Benefits

### 1. Increased Productivity & Faster Turnaround Times

Before installing Avanti's Estimating module, providing quotes - especially making changing to existing quotes, was a very time-consuming process. Avanti's estimating system provided CJ Graphics the flexibility to build estimates their way while integrating flawlessly with Order Entry, Job Costing and all other components of the Avanti System. Existing estimates could be located and modified in a matter of minutes, and many different quote scenarios can be created to illustrate several different job options to customers. This saved the shop huge amounts of time and man-power. The shop can now create multiple quantities, multiple sections, multiple stocks - all in one quotation preparation.

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### 2. Streamlining Workflow

The centralization of all CJ Graphic's shop data into Avanti's Shop Floor Data Collection module ensures every