

2013 Avanti User Group Conference - Session Abstracts

Keynote Address from Avanti - Avanti 2013 Strategy and Vision

Patrick Bolan, President & CEO, Avanti

The Print MIS software market, like the printing industry in general, has experienced dramatic changes over the past year and continues to evolve. Patrick Bolan, Avanti's President and CEO, will kick off the conference with his perspective on the market's "state of the union" and Avanti's position in that market. Mr. Bolan will review the past year, including key company achievements, new customer wins, and changes to Avanti's product portfolio and technology capabilities. He will also walk everyone through an overview of Avanti's 2013 strategy and vision. Attendees will gain insight into Avanti's strategic plans and major priorities including technology partnerships and product management initiatives.

Product "Deep Dive": Ten New Ideas to Implement Monday

Josh Perkins, Product Management, Avanti

This session will highlight some of the key new features added to the Avanti system over the past year. Users will gain a strong understanding of how their business will directly benefit from upgrading to the current version of Avanti. New functionality and a high level executive overview of the business benefits will be discussed. Arm yourself with new ideas to implement your first day back in the shop after the conference!

PART 1: Expanding Your Market - The Financial Risks and Rewards

PART 2: Expanding Your Marketing – How Technology can help you acquire more than your Fair Share

Kevin Lanuke, President, Blitzprint

It was 13 years ago that Kevin Lanuke, President and CEO made the decision to differentiate his company from the competitive, commodity driven print market. The apparent risks did little to deter Blitzprint to help pioneer short run book printing and self-publishing in Canada. Embracing the internet was at the forefront of Blitzprint's marketing strategy and that has enabled Blitzprint to capture its fair share of the market. Kevin will touch on Web-to-Print and the many opportunities that it offers, from productivity gains to capturing larger markets.

Financial strategy, marketing strategy, sales strategy – Kevin will give a very frank and open discussion as to why these basic planning strategies are more important than ever to maintain profitability and sustain our ability to capture new markets.

Increasing Profits with Value-Added Services

Jay Mandarino, President, CJ Graphics

More and more of the revenue base at many successful print shops comes from services that go beyond simply putting ink on paper. These include data management, 1:1 marketing, online publishing, fulfillment and a host of others.

Jay Mandarino, President of CJ Graphics runs one of the most successful printing companies in the country. Mandarino will take you through the process of identifying opportunities, deploying resources and monitoring progress – all steps necessary to successfully introduce new services. He'll share his experiences, identify challenges and offer up a host of actionable ideas you can implement.

Customer Acquisition and Retention – Avanti Customer Panel Discussion

We've all been told that it's less costly to keep an existing customer than it is to acquire a new one. However, it doesn't always feel that way. The key to keeping customers is to exceed their expectations. Join key Avanti users who will share how they manage the hundreds of 'moments of truth' with their best customers and discuss how every department (from sales, customer service, finance and operations), played an instrumental role in customer retention.

We'll also discuss best practices in customer acquisition including how to leverage your existing customer and prospect data to its fullest potential – utilizing CRM's Marketing Campaign technology to segment and profile current customers and use this information to acquire new ones.

Activity Maintenance

No two words will make a System Administrator cringe and hide than "Activity Maintenance but it is absolutely crucial.

Activities drive everything in the system, from cost calculation to the information on the Quote Letter and Job Ticket. This session highlights creative ways to take advantage of the flexibility of the format of the activity file to get the data you need and put it where you need it.

We'll discuss the great reasons and ways to change from asking questions like "How much time for prepress" to using quantifiable, repeatable data that can drive your production and make your estimates more accurate and consistent.

Performance Tuning through better System Administration

We've all been there. A few years after getting your system installed, you are really starting to get a lot of data in there. You are pulling great info out, able to get analytical data about your jobs, your staff, and your equipment, but then you notice that things are taking just a bit longer than before.

This session will review straight forward ways to improve the response time of your filters and queries. By utilizing a few simple tools, you can get your data humming again!

Advanced Reporting: Creating and tweaking Avanti reports.

Many of the reports provided by Avanti give you exactly the information that you are looking for. On the other hand, some reports may be missing one, two or more pieces of data that would make the report more meaningful to your organization and provide you with greater insight. Or maybe, there's more

data than you want on the report, making it appear cluttered and difficult to read. Perhaps, you'd simply like to have the reports fields rearranged.

With a basic understanding of Crystal, and some knowledge of the Avanti database, you can quickly add, remove or reorganize fields in Avanti reports. You can also have your own custom reports with the information you want or graphics that spotlight your organization, on your Packing Slips or Shipping Labels. You don't have to be a Crystal expert to create completely new reports either. With the same basic Crystal and Avanti database knowledge, you can quickly build simple reports that look at specific data. Participants in this session will gain a broad understanding of where Avanti data is located and receive basic information that will enable them to make modifications to existing reports and create their own reports.

The Print Shop That Never Closes: Leveraging Web-to-Print to Drive your Business

Karen Meyers, Business Manager, Michigan Farm Bureau & Maria McLellan, Associate Director at Yale Printing and Publishing Services

Web to print is becoming a necessity in the fast paced world that we operate in. See how online ordering can reduce overhead costs and increase customer satisfaction while, also, increasing business opportunities. Jobs can be submitted through your website through a variety of methods: online order forms and templates for example... See how the implementation of eAccess or a web-to-print solution can streamline the workflow process and significantly reduce staff time for file set up.

Avoiding Surprises: Managing the Shop through Triggers and Alerts

We have all been trained, over the years, to see e-mail as a burden, but in today's fast production environments, having information relayed to you as it happens, or being able to automate repetitive tasks via email not only saves time but your sanity!

- **Automate the delivery of proofs** - Set up a trigger to automatically send a proof to your customer contact when the file is attached to the job.
- **Shipping confirmations** - With tracking information and clickable links right within the alert e-mail, simplify your customer's life (and yours!)
- **Get paid faster** - Have the system automatically convert the invoice into a PDF and send the final invoice directly to your A/P contact, saving time and effort!
- **Send mail data files directly into production** - Have the system automatically deliver the mailing data directly to the people who will be processing the data as soon as it is attached to the job.
- **Many more possibilities** - Store, catalog and archive mission critical information by using Triggers and Alerts in conjunction with cloud services such as Dropbox, Evernote and Google Docs to create an offsite, searchable system to allow you to get to your data easily, even on the go!

Inventory Management and Maintenance

Are you managing your inventory or is it managing you? Do you spend all day tracking things down, doing emergency reordering, or can you go onto your system and know where things are at a glance?

This session is designed for the people in the company that make things move, by making sure that the goods are *where* they need to be, *when* they need to be there. Topics will include:

- **Item numbering logic** - Tricks to make it quicker and easier to find the item you are looking for.
- **Inventory transactions** - Moves, Issues and Commitments - Best practices for using these tools and when these transactions will be carried out in your workflow.
- **“Taming the beast”** - Doing inventory counts can be a big job and pretty intimidating. This quick walkthrough will ensure that you are doing everything possible to streamline the process.
- **Barcoding** - Inventory automation options within the Avanti workflow

“Bar Code Everything!!”: Data Collection Made Easy

Brian Trott, Records & Systems Supervisor, US State Senate

Ever have a data entry mishap, or spend numerous hours hand keying invoice after invoice, or maybe you can't locate a job that is in transit? Well you can rest those fingers, and push aside that keyboard, bar coding is here to help you!

The use of bar coding provides a number of benefits, from work order entry, shop floor data collection to delivery tracking, all made easy with the simple scan of a bar code. During this session, you will see how you can put bar coding to use throughout your shop, with an overview of how to add the font and insert the functionality into your work order, as well as generate bar codes to use throughout the shop, including bar-coded inventory and activities. Lastly, the session will explore the use of using bar codes and wireless network scanners, within Avanti, to track jobs in transit real time, within and outside of your shop!

Managing the Creative Department through Avanti

Frank Nardi, COO, Print art Inc.

Providing creative services is a fantastic way to add value to your clients and your business. When done efficiently, it can be one of your most profitable departments. But without the right processes and procedures, creative departments can quickly become a sink whole of lost time and revenue. That's because creative and design services can easily get out of hand. Things like scope creep, internal miscommunications, errors and omissions can all lead to big problems on the back end. I will show you how to leverage the existing tools in Avanti to help you track, manage, communicate, calculate and profit from an efficient and effective creative department.