

Real Talk With | PremCom

A leading multichannel print management company in the UK recently implemented Xerox® FreeFlow® Core to help automate and integrate its digital print services. In just a few short months, they've transformed their response time, increased capacity and won new business with a nearly touchless workflow.



Marco Poli, Managing Director for PremCom, has seen his industry change many times over the course of his 25 years in the business.

Having successfully negotiated the transition from a primarily litho-focused outfit at its inception to a heavy – almost exclusive – focus on digital print, Poli has utilised Xerox® products and support for over a decade.

Never content to merely “keep up” with market demand, PremCom has recently consulted with their Xerox Partner reseller, Zerographic, to examine bottlenecks in their workflows and investigate technologies with the potential to take their business to the next level.



The Challenge

PremCom's busy print operation receives close to 1,500 Web-to-print orders every day. In the past, each of those orders needed to be processed manually. Typically, the order would need to be opened and routed to the appropriate print or production queue.

To make matters more complicated, many of PremCom's clients were located across the UK, which increased the number of orders requiring different content.

Recognising a growing trend in which customers need to print multiple, highly personalised shorter runs rather than larger, more generic bulk orders, PremCom identified a solution that could dramatically reduce the processing and routing time without reducing or eliminating efficiencies, ultimately enhancing their business offerings and strengthening the relationship with their clients.

Already benefitting from client-branded online print portals and thousands of existing templates, they needed a solution that would integrate with the hybrid system they already had in place.

The Solution

PremCom adopted Xerox® FreeFlow® Core as the backbone of their production workflow solution. Despite an existing hybrid workflow, FreeFlow Core was implemented seamlessly within a month.

With FreeFlow Core at the heart of their production operation, PremCom is able to build workflows for conversion, preflight, image enhancement, imposition and print job submissions. They run the software on their own server, and have control over its configuration and how it integrates with their current workflow systems and printers.

Their new, enhanced workflows require very little – if any – human intervention from the moment a client places an order through actual output of the printed piece.

The Results

Xerox® FreeFlow Core has transformed PremCom's digital workflow – saving up to four hours in processing and prepress time per day. With that kind of efficiency, PremCom can now focus on expanding business while providing enhanced services to their customers.

PremCom's new capabilities are not lost on their clients. They particularly appreciate the MIS information that PremCom can provide, and find it a valuable tool for cost control and projections.

PremCom sees FreeFlow Core as a competitive edge, and has recently doubled their floor space in anticipation of increased capacity. They've also won new business based on workflow efficiencies, and have saved clients time and money with their now completely automated workflow solution.

FreeFlow Core has been the perfect complement to their existing Xerox® iGen® and Xerox® Versant® digital presses, allowing them to implement XMPie® for even more automation and personalisation capabilities.

“Implementing FreeFlow® Core has been a major milestone for our business – keeping us on the front lines of customer service.”

– Marco Poli, Managing Director, PremCom



A Touchless, Automated Workflow

PremCom’s busy print business is now capable of processing close to 3,000 orders in a day, thanks to their streamlined workflow powered by Xerox® FreeFlow® Core. Here’s how it works:

1. Via their Web-to-print portal, clients work in a PremCom-provided template to personalise text and images.
2. When submitted to PremCom’s virtual print room, FreeFlow Core connects the Web portal to the printers by automatically programming jobs.
3. The job is then forwarded to the printer hold queue.
4. MIS data is collected for reporting back to the client.

“FreeFlow® Core has been the major success story. And it would be for any business that adopts it.”

– Marco Poli, Managing Director, PremCom

About Xerox® FreeFlow® Core

Xerox® FreeFlow Core is a browser-based solution that intelligently automates and integrates the processing of print jobs, from file preparation to final production.

Xerox® FreeFlow Core leverages a decade of Xerox innovation in prepress automation. With it, you can streamline print processes and control costs. It seamlessly integrates with your current – even hybrid – workflows, and is available in multiple configurations. And it’s affordable and scalable to any size operation.

Find out more at
www.xerox.com/automate

About PremCom

PremCom is a leading multichannel print management organisation based in Peterborough, UK. Their team of in-house experts provides full service client support to a number of high-profile brands and blue chip companies. With a reputation that has been built on integrity, service and professionalism, their growth over the past 25 years is based on a solid foundation of excellence and an uncanny ability to predict and lead market trends.

Keeping Pace with an Industry in Flux

According to Gavin Burborough, Zerographic Director of Sales and long-time consultant to PremCom, the print industry has changed. “Like PremCom, you’re seeing your clients move from massive bulk orders to more frequent, smaller orders with a high degree of personalisation.”

PremCom helped their larger clients to reduce the need for costly engagements with their design agencies by creating branded online portals with approved templates.

Now, PremCom is a one-stop solution for all their clients’ print needs – with an automated, integrated workflow solution that lets them do more, deliver more and, ultimately, be more.