

# Inkjet Migration

“Our goal wasn’t necessarily to go inkjet. It was to give our transactional customers the ability to print bills and statements in full-color, without relying on preprinted shells. The Xerox® Rialto® made that possible and affordable. The machine just runs. And the quality? Exceptional. Most people don’t even notice a difference.”

– Harold Howard,  
Operations Manager, Arista



## ABOUT ARISTA INFORMATION SYSTEMS

In business for half a century, Arista Information Systems is a trusted high-volume transactional print provider for clients throughout the southeast.

The demand for color in the transactional space has grown. Now with two busy locations, one in Duluth, Georgia, just outside Atlanta, and another in the Winston-Salem area, Arista knew they needed to explore true on-demand full-color printing to stay competitive.

## CASE STUDY SNAPSHOT

### The Challenge

Meet the growing need for consistent, high-quality, full-color transactional printing.

- Full content personalization vs. traditional offset shell-and-imprint approach.
- Migrate to new solution with minimal disruption of workflow.
- Get operators trained and up-to-speed quickly and effectively.

### The Solution

After looking at four different inkjet technology providers, Arista went all in with the Xerox® Rialto® 900 Inkjet Press.

- Purchased four Xerox® Rialto® 900 Inkjet Presses, two for each location.
- Leveraged existing proprietary prepress workflow software.
- Converted from a PostScript to a PDF workflow.

### The Results

Arista’s transition to full-color printing with inkjet technology has been smooth. Impressive results so far include:

- 90% or higher uptime.
- 25% lower paper costs vs. cut sheet.
- Operators were able to get trained and confidently run presses in less than 10 days.

## THE CHALLENGE

“Our customers expect full-color printing,” says Harold Howard, Operations Manager at Arista Information Systems’ Duluth location. “The days of black-and-white bills are gone. And the way we’ve been achieving full color – offset shells and digital imprinting – works, but it’s not the most efficient. We knew it was time to move to an on-demand solution. High-speed inkjet technology is evolving in many exciting ways.”

Arista works with utility companies, banks, retailers, and other businesses that run bills and statements on a monthly basis. Applications are data-driven, so digital printing has been integral to their offerings since the beginning. But today customers want it all – variable data, 24-hour turnarounds, and high-quality full color.

“There are also branding considerations,” says Howard. “Customers expect their logos to be printed in the exact right colors, which seems reasonable in today’s world.”

Of course, migrating to new technology is never simple. There are workflow changes, operator training questions, service level agreements to maintain, and a variety of operational considerations.

## THE SOLUTION

Meeting Arista’s challenges meant much more than purchasing a new printer. It was a total reimagining of how the company produces accurate, affordable, hardworking bills and statements for its clients.

“Inkjet is proven, yet still early in its evolution. We see innovations happening every day... with plenty of room to grow,” says Howard. “And Xerox offers more than the technology. That’s why we went with the Xerox® Rialto® 900.”

After a site visit to a print shop running Rialtos, plus a trip to the Xerox Gil Hatch Center in Rochester, NY to test run their applications, the Arista team became convinced because of three important aspects.

- **Small.** Two Rialto presses fit easily into Arista’s Duluth shop, and the reduced storage needed for preprinted shells freed up additional floor space.
- **Simple.** With an intuitive interface, hands-on color training from Xerox, and fewer moving parts, operating and maintaining the Rialto 900s isn’t complicated.
- **Scalable.** With high speed, versatility, and reliability, the Rialtos give Arista the ability to not only grow volume but also expand the types of applications they run.

“These two presses replaced three older ones... and give us added print capacity,” says Howard. “That means our sales team can say ‘yes’ to full color more often.”

## THE RESULTS

“In a word, we’re elated,” exclaims Howard. “Our operators are excited about running the Rialtos. We’re past any concerns and challenges of migrating to inkjet, and eager to embrace what’s next.”

Additional highlights include:

- **90%+ uptime.** Thanks to fewer moving parts and easy, intuitive operation, the Rialtos are running at rated speeds and delivering on the inkjet promise.
- **25% lower paper costs.** Arista has seen significant savings on roll-fed paper vs. the multiple cut-sheet stocks they used to source.
- **High customer confidence.** According to Howard, customers either haven’t noticed the difference between offset shells and inkjet statements, or they appreciate the added flexibility of variable full-color.
- **Seamless transition.** “Our team embraced the new technology, and we haven’t missed a beat in bringing it online,” says Howard.

### BEFORE.



Arista **printed offset shells, used laser printers to add variable information,** and sometimes collated an additional promotional statement insert presentation.

### AFTER.



Now, operators can **run a single, integrated full-color statement with variable data and promotional messaging all in one pass.** No storage. No collating. And, the printed piece matches the PDF for electronic presentation.

### XEROX® RIALTO® INKJET PRESS

The Rialto® 900 was designed to bridge the gap between high-speed production inkjet and toner-based cut-sheet devices, combining inkjet speed and per-page economics with attractive image quality and a low capital investment cost.

Rethink performance, efficiency, and flexibility with this fully integrated, innovative roll-to-cut-sheet press.



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