



CASE STUDY

Background

Mercury Print Productions is a progressive, state-of-the-art, commercial offset, digital and on-demand variable printing company located in Rochester, NY. Mercury Print strives to offer custom solutions tailored to each customer's need.

Challenge

Previous to joining Four51, Mercury Print was using a different Web-to-print technology that was limited in its flexibility of customization. Mercury Print needed to offer its customers a complete solution through a manageable, easy to use and flexible Web-to-print application. Mercury Print also needed to bring its employees a responsive technical support team that could work with them in a timely manner to create solutions to meet each custom client-side site request.

Solution

Mercury Print's research led them to join the Four51 network in March of 2006 and quickly incorporated the application as part of its full-service offering.

Benefits

By taking advantage of Level III training at Four51's headquarters, Mercury Print was armed with the necessary tools to meet every customer's unique need. Joan Taylor, Director of Workflow Solutions at Mercury Print, said, "Level Three training helped us become self-sufficient by really understanding the capabilities within the Pageflex application to create our own variable pieces for our customers."

How they do it now

Mercury Print confidently talks to customers and prospects about its capabilities through the Four51 application. Taylor said, "It's nice to be confident that when a potential client asks the question, 'Can Four51 do that?'"

I can say comfortably answer, "Yes, we can customize our Four51 product to meet your design and function needs."

How they've enabled growth

Mercury Print instills a feeling of ownership in its customers as they can see, edit, and manage all their products conveniently online. "Customers have the ability to do their own reporting, do their own print buying, and create their own products—which allows them to maintain their own site, and come to us for the quality printed end of the equation," said Taylor.

One of Mercury Print Production's customers is a large, national plastics manufacturer who orders a great deal of print nationwide. This customer was able to dramatically streamline their order process by building a site and enabling their managers to order products online. Taylor said that because Mercury Print enables this customer to view its inventory online, they can determine if a product needs to be reordered, reconfigured or discontinued. Because they have the option to ship in-stock items same-day, the customer benefits from the quick turnaround time afforded by a dynamic online ordering system.

Plans ahead

Taylor said Mercury Print has added about 10 new customers since becoming a Four51 network member, and she herself conducts about two sales demonstrations a week to show the capabilities of the application.

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Contacting Four51

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