



COBER'S WEB-TO-PRINT BUSINESS THRIVES WITH HP INDIGO DIGITAL SOLUTIONS



Cober Evolving Solutions is a one-stop vendor for digital, conventional, and large-format printing. To handle hundreds of print orders daily, Cober relies on HP Indigo digital presses and HP large-format printers, as well as HP SmartStream Director for a complete end-to-end workflow solution.

"Most of our new business has resulted from implementing HP Indigo digital presses and HP SmartStream Director, since we can now manage a large number of jobs in a short amount of time," says Erwin Driever, vice president of technology at Cober.

With HP SmartStream Director, Cober enjoys a sophisticated web-to-print interface that makes it easy for customers to place orders—and easy for Cober to manage those orders, with features that help streamline workflow, such as production queue management and batch and stacking capabilities. Variable data is also a major component in many jobs, which are printed on HP Indigo 7500, 7000, and 3050 digital presses. The result is faster turnaround and better accuracy for customers, as well as enhanced loyalty and bigger profits for Cober.

Personalised and polished

One of Cober's biggest customers serves millions of clients with life insurance, pension plans, and other financial services. Until recently, the company's representatives presented prospective clients with binders filled with various standardised brochures and booklets. Now, Cober and HP Indigo offer a better solution.

Through Cober's online storefront, powered by HP SmartStream Director, reps can order an RFP booklet that is completely customised to an individual customer. Each page contains variable data, such as the company's name, specific product details, local contacts, and other information that speaks to the customer's unique needs.

"The kits we produce on our HP Indigo digital presses are completely dynamic, from the page count to the content within pages," Driever says. "Every book is different."

The streamlined process delivers a huge return on investment. It used to cost Cober's financial services customer a significant amount for the time and materials to produce one RFP binder. HP Indigo digital presses cut that cost by more than 60%. Driever says sales reps were thrilled with the booklets' polished look and personalisation, made possible by HP Indigo digital presses.

"Our customer came back to tell us how positively the booklets have affected its business," Driever says. "Its clients compare the personalised booklets to the materials they see from other financial services providers and say, 'You've taken the time to create something that's directly related to me and my business.'"

Automated workflow

In a typical day, Cober receives 300 to 500 individual orders—more than the company's 100





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Erwin Driever
Vice President of Technology
Cober Evolving Solutions

employees can handle manually. Cober turns to HP SmartStream Director and its web-to-print portals to help manage its workflow, from the time a customer submits a job online to completion. Multiple branded web storefronts can include e-commerce transaction tools and other customised features.

HP SmartStream Director integrates directly into the HP Indigo workflow, and its open platform also allows connectivity to many other printers, servers, and prepress solutions. This seamless integration eliminates a large portion of prepress time and reduces manual labour. In addition, the built-in HP SmartStream Designer, featuring an Adobe® InDesign® plug-in, offers the high-performance variable data printing that helps Cober create RFP booklets so effectively.

“We have built our web-to-print services and solutions entirely around HP SmartStream Director,” Driever says. “We love the fact that it connects with the HP Indigo workflow, but also gives us the option to control jobs that are sent to large-format or offset printers.”

This automation, along with the speed and efficiency of HP Indigo digital presses, helps Cober meet quick turnarounds, including next-day and same-day orders.

“Without the HP Indigo digital presses and the workflow we’ve established using HP SmartStream Director, we couldn’t do the work that we do,” Driever says.

Large-format brings new business

In addition to the short-run and variable data work Cober produces with HP Indigo digital presses, the company recently stepped into large-format printing with the HP Designjet L25500, HP Designjet Z2100, and HP Scitex FB700 printers. Now Cober has added signs, banners, and point-of-purchase materials to its product portfolio.

“Many of our customers were doing large-format work that we had to outsource. Now, that work is coming back to us,” Driever says. “We’ve become a one-stop shop where our customers can get everything they need.”

Driever says that not only does HP offer great equipment that meets Cober’s needs, but HP is also a great business partner. “Every time we upgrade a press or add a new device, we pretty much test-drive and kick everything that’s out there. By far, HP is the best that we’ve seen,” he says.

AT A GLANCE

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General Commercial Printing

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CHALLENGE

- Cober Evolving Solutions wanted to produce variable data jobs for clients who needed personalised printed materials.

SOLUTIONS

- HP Indigo 7500, 7000, and 3050 digital presses add variable data capabilities to Cober’s production.
- HP SmartStream Director manages the workflow from end-to-end, starting with web-to-print portals and generating individualised documents for each customer order.
- HP Designjet L25500, HP Designjet Z2100, and HP Scitex FB700 printers have allowed Cober to enter the large-format market.

RESULTS

- Customers can order products with highly personalised content that grabs attention, looks professional, and wins business.
- Cober and HP Indigo digital presses have reduced one financial services company’s costs for producing RFP booklets by more than 60%.
- An efficient, automated workflow allows Cober to process and complete hundreds of orders each day.

To learn more, visit www.hp.com/go/graphicarts



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