DPI Direct enjoys a 250 percent increase in its digital print productivity thanks to the B2 format of the HP Indigo 10000 Digital Press

At a glance

Industry: General Commercial Printing
Business name: DigitalPro Inc. (DPI Direct)
Headquarters: San Diego, USA
Website: dpidirect.com

Challenge

- Boost productivity and reduce print costs to enable competitive market pricing.

- Develop a unique product line of personalized communications and advertising collaterals, using an automated variable data printing (VDP) set-up.

- Exploit VDP capabilities in order to develop mixed media marketing campaigns to maximize user engagement for businesses.

- Enter the consumer market by selling print on demand products through a web-based portal.

- Eliminate complex, time-consuming processes on conventional offset for personalized direct mails.

Solution

- 20-by-29 inch/B2 format with offset matching quality the HP Indigo 10000 Digital Press offers two and half times the volume on a single sheet.

- Automated VDP and web-to-print platform, managed by the HP SmartStream Production Pro Print Server, offers scalable print on demand production.

Results

- 250 percent gain in productivity from B2 format offers more competitive pricing to attract higher volume orders and new digital customers with higher margin VDP services.

- 14 percent saving from 3-click charge when using Enhanced Productivity Mode (EPM) as opposed to standard 4-click, offers savings to entice customers into digital production.

- Growth of 20-30 percent in VDP volume, working with nationwide customer with over 1,000 branches.

- In under 10 years, DPI Direct's digital print revenues have continually grown and now represent 50 percent of total print business.

- Web-to-print platform extends access to consumer market for print on demand of even a single printed item.

> "The addition of the HP Indigo 10000 Digital Press is really driving business growth forward. It offers us a 250 percent gain in productivity by allowing us to produce two and a half times the volume on a single sheet."

— Sam Mousavi, president and CEO, DPI Direct

DigitalPro Inc. (DPI Direct) based in San Diego, USA, was established in 2003 as a conventional offset printing business. It purchased its first HP Indigo digital press just two years later. As Sam Mousavi, president and CEO of DPI Direct explains, "from the outset 'Digital' in the company name reflected its vision of the press industry's future."

Before DPI Direct added the HP Indigo 7600 Digital Press to its fleet offering variable data printing (VDP), capabilities it created mailing campaigns with very limited personalization on its conventional offset presses through a two-step process using shells. This presented time-consuming manual set up processes that also contributed to increased production costs.

"Initially customers were attracted to digital print to reduce costs by printing lower volumes on a smaller budget. Our customers then realized that with shorter runs, they could actually create multiple communications and campaigns, with targeted content by exploiting VDP. This made print more relevant to their customers," Mousavi says.

"Demand for VDP is growing, one-to-one marketing is a massive business. In a campaign for a car dealership we sent out 6,000 mailers inviting the contacts to sign up for an event. We embedded a QR code into the personalized mailer so they could sign up on an online form. 500 contacts signed up for the event," states Mousavi, underlining the success they have had with personalized offline-online campaigns that exploit interactive elements and VDP.

250 percent higher productivity with B2 format HP Indigo 10000 Digital Press

To respond to growing demand for production on digital presses DPI Direct installed an HP Indigo 10000 Digital Press in 2013. Its 20-by-29-inch /B2 format more than doubles DPI Direct's capacity, expands its applications to include oversized self-mailers, pocket folders, and 6-page brochures, and has allowed DPI Direct to develop its web-to-print platform and break into the packaging market.

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Mousavi, highlights another unique feature of the HP Indigo 10000 Digital Press, "Enhanced Productivity Mode (EPM) delivers comparable quality with a 3-click charge compared to the normal 4-click charge, a 14 percent saving. We can offer customers a more competitive price point and entice more and more customers into digital production with EPM. It is also a time saver, running around 33 percent faster, this is an added benefit with customers demanding extremely fast turnaround times."

Mousavi cites the case of a national retail chain. "We print all the advertising collateral for a chain store that has 1,275 branches across the USA. This includes direct mails, store events, and in-store collateral such as posters or flyers. Originally we produced 10 percent digitally and the rest on traditional offset. Today digital represents 50 percent of this business and continues to grow. Now all the data can be variable. The business operates as a franchise so participation in campaigns can vary. In one campaign we created 45 versions of a flyer and we were able to turn it around in just 24 hours.

"Next week we need to produce signs for 550 stores. We will be able to complete the job within 24 hours thanks to our HP Indigo digital presses. We couldn't turn around a job this quickly on conventional offset. Increased productivity has reduced overtime and eliminated any need for a third shift during peak demand periods," Mousavi explains.

Creating new applications delivers new high-growth revenue streams

"We launched a consumer web-to-print portal a year ago that is generating 20 to 30 percent volume growth per month. We offer business cards, birthday cards, posters, flyers, catalogs and we are adding new products to the portfolio all the time. Our HP Indigo digital presses are managed by the HP SmartStream Production Pro Print Server so all the jobs are highly automated and require minimal operator intervention.

"HP offers a very strong partnership. Problems will always arise so it's very important for us to have complete trust in HP support and services. Our operators have regular training sessions and the ramp up training was particularly important when we added the HP Indigo 10000 Digital Press so that it was delivering output from day one.

"Our service contract with HP is critical. The Uptime Kit ensures our presses are running smoothly without interruptions. Our operator replaces the part with one from the kit, scans the barcode for the part replaced and we get another spare shipped to us automatically, while the presses continue to run," Mousavi says.

"We are seeing huge interest in our digital products on the part of customers. Our revenue has doubled on our digital presses between 2008 and 2014. This year it will account for 50 percent of our business and within two years it will grow to 120 percent of current levels. With the substantial volume increase we have been experiencing in the last two or three months we are very close to our ROI target, and way ahead of schedule," concludes Mousavi.

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