

Case study

Schätzl Druck increases print volumes with HP PrintOS Site Flow



Site Flow offers end-to-end global production management for medium to high volume print service providers

Industry

General Commercial Printer

Objective

With the addition of the HP Indigo 10000 Digital Press, Schätzl Druck wanted a single solution to connect customer order submission to order dispatch, while maximizing press use without creating bottlenecks. It needed an Application Program Interface (API) that would be easy for web-developers and its customers to connect. Critically, Schätzl Druck also needed to grow job volume without increasing staff headcount

Approach

Deciding that a proprietary system would be too costly and time-consuming to develop and maintain, Schätzl Druck explored the market for appropriate software, and used the HP Indigo community to source a solution

IT matters

Schätzl Druck installed OneFlow Cloud (now known as PrintOS Site Flow) from OneFlow Systems, an end-to-end production management system, and established solution in use at PSPs around the world and handling thousands of orders each day at PSPs around the world

Business matters

The company was able to take its annual job count from 30,000 to 230,000 without creating bottlenecks. It also reduced the number staff needed to pack and ship over 12,000 orders during a peak day by a factor of five



“With the addition of our HP Indigo 10000 Digital Press, we wanted a zero-touch solution for low copy jobs that would help us make the most of its capacity and increase margins.”

– Ulrich Schätzl, managing director, Schätzl Druck

Seamless integration between order submission and dispatch

Managing the workflow of digital presses capable of printing tens of thousands of jobs per day has been a challenge for print service providers (PSPs). Whether home-grown or bought-in, solutions took time to integrate and often led to a fragile web of connections that communicated unreliably.

Schätzl Druck’s experience of Site Flow has solved its internal production management needs, and opened it to the world for low-copy business.

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Challenge

Evolving from a general commercial printer

Today, Schätzl Druck, of Donauwörth, Germany, is barely recognizable as the general commercial printer established in 1981. What has remained the same is its eye on the future and dedication to providing innovative and cost-effective services to its customers.

“We entered the digital age in 2000 with the installation of toner-based printers,” says Ulrich Schätzl, managing director founder. “Our toner-based systems provided what our customers were looking for, but by 2008, the market had moved on. We wanted to enter the high-end digital color market, and installed an HP Indigo press 5500. In addition, it was also expanding, opening facilities near Marseille and Madrid.

As color digital work increased, the company upgraded its capabilities with HP Indigo 7600 and 7800 Digital Presses. Schätzl Druck’s press rooms also include three sheet-fed offset presses with modern CTP systems as well as the toner-based digital printers for short-run black and white work.

In Spring 2014, Schätzl installed a B2-format HP Indigo 10000 Digital Press.

“We realized that the HP Indigo 10000 would change a lot,” Ulrich Schätzl explains. “Its capacity meant that not only would we have to find new work for the press, but also find a way of managing the high volumes it produced each day.

“We made a careful study of the market and, using our HP Indigo network, met with Chris Knighton, of OneFlow Systems, in London,” he continues. “He had developed the production management solution that handled thousands of jobs each day in PSPs around the world. We knew immediately it was what we needed for easy customer implementation to minimize the pre and post-press time and costs.

“Because it was developed for PSPs using HP presses, Site Flow had the features we wanted and, it was also flexible enough to be configured around our unique requirements, without having to involve lots of IT resources,” Ulrich Schätzl says.



Solution

Speed, functionality and versatility

HP PrintOS Site Flow is now one of HP's new PrintOS, a suite of tools forming a complete cloud-based operating system.

"A major attraction of Site Flow was how easy it is to install and implement," Ulrich Schätzl says. "We had it up and running in two days, and we find that our customers who use it are connected and operational in three to five days. This is a process that often takes months, so it's a major improvement and shortens the time to revenue.

"Orders are placed from customers' websites but it's in the Cloud that the magic happens: the orders are validated and routed to our site; the customer is updated via a message; artwork is automatically fetched and pre-flighted; barcodes are inserted; batches are created and ganged; production is scheduled; JDFs are created, and imposed jobs are sent to the presses – all without a single operator getting involved.

"Jobs don't have to go to our Indigo presses and artwork doesn't have to be sent via the Cloud to be printed," Ulrich Schätzl says. "We've sent jobs to our CTP machine for conventional output which is very useful, as about 70 percent of our work is still produced conventionally. It will make a lot of new things possible."

Multi-item orders are collated by the system, barcodes are scanned to verify that all items are present, and shipping labels and invoices are automatically generated.

This means that an order comprising a photo-book, some postcards, business cards and a greetings card arrives at the same place and goes into a single package, ready for dispatch.

"Site Flow has leading practice built-in, we have been able to move forward very quickly without having to search for 'the golden solution'," Ulrich Schätzl says. "Features are added regularly and we no longer have storage or performance worries because it's all in the Cloud."

Customer at a glance

Sector:

General Commercial Printing; publishing

Business name:

Schätzl Druck GmbH & Co. KG

Headquarters:

Donauwörth, Germany

Interviewee:

Ulrich Schätzl, managing director

HP equipment:

- HP Indigo 7600 Digital Press
- HP Indigo 7800 Digital Press
- HP Indigo 10000 Digital Press
- HP PrintOS Site Flow

Annual turnover: €18 million

Website: schaetzl.com

Benefits

Accelerating time-to-market

“Like most PSPs with digital print capabilities, we do thousands of orders in very small quantities, and we have a large range of products,” Ulrich Schätzl says. “Keeping the production flowing smoothly means that we can offer affordable products while improving margins.”

Ability to collaborate

“Managing jobs with Site Flow can also save our larger customers a lot of money,” he continues. “We print for a publisher in the United States. With Site Flow, we are able to share the files more efficiently, print and fulfill what is required for the German or European market, saving a lot of money in shipping costs.”

Remote distributed printing (sending files from a central location for printing close to the end user) has been a USP of digital printing from its early days, but making it work has been difficult since it requires all the participating companies to have compatible systems. While this was possible for large printing groups, for smaller PSPs, it wasn't really feasible. Site Flow has changed that and not only made it possible, but affordable.

“Another major benefit is that we can now work with other PSPs in ad hoc consortia to pitch for jobs that would be too big for us individually, and we are involved in several of these,” he says. “We are also currently pitching for work with three other printers. For a publisher, we are making a proposal to use Site Flow to manage the files for a consortium of PSP partners in Australia, the United States and the United Kingdom to download, print and distribute.

“It's an exciting and sensible way to work,” Ulrich Schätzl concludes. “We on-boarded a customer in November and by the end of December, only eight weeks later, we had produced and shipped over 55,000 books to 35,000 homes around Europe. We're just at the beginning. This is the future of print.”

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