

Eastnet Print uses real-time production data to raise customer service standards



HP PrintOS Print Beat creates the insight to raise productivity and continuously improve operational excellence.

Eastnet Print has successfully transformed from a pure print business to a marketing solutions provider. A key component of this change has been clearer communication with customers; HP PrintOS tools ensure Eastnet knows the status of every print job, in real-time. It improves productivity, reduces errors and establishes a culture of continuous improvement.



“Print Beat has improved our communication. Head office is doing much better at talking to the production team, and the sales guys have more information to provide back to the customers. We can track every job easily.”

– Rachel Hao, executive general manager, Eastnet Print



Industry sector: General Commercial Printing/Marketing Services

Business name: Eastnet Print

Headquarters: Shanghai, China

Interviewees:

Rachel Hao, executive general manager, Eastnet Print

HP presses:

HP Indigo 7500 Digital Press
2 x HP Latex 360 Printer

Website: eastnetprint.com

Challenge

From printer to marketing solutions provider

Eastnet Print is a Chinese marketing services business. It was rebranded and relaunched in 2012, and now boasts 26 franchises nationwide, along with a central print facility on the outskirts of Shanghai.

“The relaunch was a strategic move,” says Rachel Hao, executive general manager, Eastnet Print. “Previously we’d been entirely print focused, but the Chinese market is extremely price conscious and we found ourselves being viewed as a commodity product. Broadening our offer to marketing services allows us to have more meaningful conversations with our customers. We don’t just talk price and quantity, we want to understand the customers’ goals.”

Print revenues continue to dominate, but Eastnet now offers a total solution, from artwork to delivery. “We’re a marketing partner,” says Hao, “not simply a printer.”

To thrive, the business needs to ensure production efficiency while creating a degree of transparency with customers. “Customers expect to know the status of their order,” says Hao. “As a business we want to know exactly what is happening with our printers.”

Solution

A total view of production, virtually anytime from anywhere

Eastnet has been an HP customer since 2010. The Shanghai print facility currently includes the HP Indigo 7500 Digital press and two HP Latex 360 Printers. “We used to do a lot of off-set printing. The quality was perfect, but the quantities were too large for most customers. The focus now is short-runs, at short notice, but with faultless quality. The HP Indigo provides that quality, you’d need a magnifying glass to spot the difference with off-set!”

Eastnet began using Print Beat, part of the HP PrintOS suite, in early 2016. Print Beat is a cloud-based print optimization solution that delivers historical and near real-time production data from Eastnet’s HP printers. Using HP PrintOS Print Beat mobile app, Hao, her production manager and business management consultant can now check press’ status from anywhere, any time.

“It’s ideal,” says Hao. “I was on a 60-day work trip to the US, and could check-in on press status using the PrintOS Print Beat mobile app anytime.”

Results

Improve production efficiencies

The availability of real-time data is a step-change for Eastnet’s production efficiency, Hao continues: “Previously, we’d send the business manager to the print facility three times a week, or whenever there was an issue. That system was far too reactive.”

Now, through HP Print Beat, Hao and her team have a continuous view of production KPIs. “The more data we have the easier the business is to manage. We’ve cut the number of re-dos and productivity is up. We know how much labor is spent on each job and make more educated business decisions based on real data.

“More importantly it has improved our communication. Head office is better at talking to the production team, and the sales guys have more information to provide to the customers. We can track every job and hence provide better visibility and status back through our sales people.”

The next step, says Hao, is to roll-out the benefits of HP Print Beat to Eastnet franchisees, many of which use HP Indigo presses: “We have a role to play in demonstrating business excellence. HP Print Beat can definitely help us improve our operational excellence and help us drive business growth.”

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