

AlphaGraphics win big with cloud solutions

Moving postal processing operations from on premise to cloud platform yields surprising results.

It Takes a Team...

The fast paced world of quick printing waits for no one, quick turn arounds, exacting outputs and service with a smile are all required. The additional stress of processing data for a mailing, usually through one subject matter expert, can needlessly slow down progress.

Processing data for mail has been around long enough workflows have become normalized and most people don't give it a second thought until an event occurs. Vacations, illness and turnover of a subject matter expert are inevitable and will give pause to your current process. Why is this so complicated? Why are we constantly updating this software? What's this PC doing here, we're a MAC shop? Why can't we get work out when John/Jane is out of the office?

Improved workflow: Process files wherever you are and when you need them!

A recent event occurred at Mike Moran's store, a leading AlphaGraphics franchise in Chicago, and their team started to ask similar questions. Once their subject matter expert who processed data using complicated on premise software became unavailable; team members were tasked to pick up the slack. People new to mailing tend to look at the process with a fresh set of eyes and seek more sensible paths. After a few inquiries colleagues mentioned MailPreparer®, a hosted alternative to postal software.



After receiving a demo, team members were exposed to a modern hosted platform that anyone could log into and process data for a mailing. While the old process relied on one employee and inhibited efficiency, MailPreparer® enabled an entire team to be proficient processing postal data. Anyone in the shop can log into MailPreparer® and run work on any machine. The system is always up to date with current postal regulations and files are processed in a matter of minutes. The user interface is straight forward and keeps users from making costly mistakes. Support is another advantage. Since the data files with instructions are stored in the cloud, support staff can easily answer any questions if issues arise.

Simplicity: So simply anyone can use MailPreparer®

Their production manager, Andrew Wrzesinski, summed up their experience with TEC Mailing Solutions this way "Our store operations are centered on teamwork and employees that are trained across multiple disciplines. Over time, our employee base with mailing knowledge had thoroughly eroded. With their excellent and responsive support, TEC Mailing is helping us return to our core

values with MailPreparer®, and transforming our mailing services into an asset instead of an obstacle.”

While an event like vacation, illness or turnover elicits change, often the catalyst is simply a desire to improve. The two biggest trends in print are workflow and cloud technology and for obvious reasons; both yield greater efficiency and profitability. When an AlphaGraphics store owner takes it upon themselves to process data for mailing you can be assured efficiency and workflow matter.

Jack of All Trades...

When Dennis Tallman, owner of AlphaGraphics, North Liberty Iowa, had to renew his on-premise mailing software, he knew there had to be a better way. As a store owner, Dennis wears a lot of hats and postal processing was one of them. After a little research Dennis created an account at MailPreparer.com and received a trial. He quickly realized why so many thought leaders were pushing the cloud; better workflow, working from any machine anywhere, and no more software updates meant getting more done with less time.

As the first AlphaGraphics store to use MailPreparer®, Dennis had a lot of great suggestions for the team at TEC Mailing Solutions, like the ability to do simplified mailings and EDDM. He soon found those new features in MailPreparer® and he didn't have to do any updates to get them. Once an update is made in MailPreparer® new features are available to all users once they log into the system.

Greater efficiency: No updates. Saves your organization from performing mandatory monthly updates and regular patches and upgrades (typically 50+ hours a year)

Dennis is now on his second year of using MailPreparer® and enjoys the freedom. He explains, “MailPreparer® has a straight forward user interface that fits seamlessly into our workflow. This allows for

flexibility and efficiency in our pre-press workflow. Plus, it's a hosted solution so there's no monthly updates to manage.”



About MailPreparer®: Developed by TEC Mailing Solutions, MailPreparer® is available in unlimited use subscriptions and are often times half the price of on premise postal software. The ease of use, support and low cost of entry, make MailPreparer® an exceptional choice for new users. Powerful class leading features, like dynamic drop shipping and scripting, make it a great choice for the power user as well.



712 Lois Drive
Sun Prairie, WI 53590
(608) 825-8525
www.tecmailing.com
sales@tecmailing.com