From frustration to automation: How iOffice optimized workflows with Fiery

Challenge: How can an independent print shop use their Fiery products to address labor shortages and drive business growth?

CASE STUDY

iOffice is a responsive, flexible, & independent resource for EVERYTHING OFFICE. Our goal is to remain your preferred partner for your every office need! We strive, going above and beyond to exceed your expectations. Together we find solutions... Ways to improve your ordering, receiving and billing process, cutting soft costs that in turn save you money!

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Marianne Henderson started a small print shop in rural Texas back in 2004. Today, as the primary print services provider for the entire county, she continues to focus on improving efficiency and ease of use. "We started out just as a walk-in print graphics shop in a small community. Now after 20 years, we're thriving with advanced technology and equipment that we've invested in, building our capabilities to make the business more efficient, increase capacity, and create an environment where our employees love working for iOffice."

Struggle: Training new employees took 3 months, leading to inefficiency and frustration. Manual job setup was time-consuming, error-prone, and slowed down production and reliability.

Solution: iOffice leveraged to implement imposition templates, presets, and automation workflows through Fiery JobFlow™, to reduce new operator training time months to just 2 days.

Improving new employee training

Training new print operators used to be a headache. "We were seeing a high level of frustration from our operators in the printing department," says Henderson. "We're a small rural community with a very limited employee base to pull from, and most of our new hires usually have no prior print experience. There are many steps when you need to set up a file and prepare it for the printers, so we asked ourselves, how can we simplify this process for our operators?"

For years, iOffice used Fiery® servers driving mid-production color presses but didn't fully utilize them. "We wanted to learn more about Fiery and how we can optimize it. How do we get the most value out of it? So, we Googled Fiery, watched eLearning webinars and Fiery Friday videos on YouTube, and learned how to build all of our job submission templates in Fiery. **This immediately solved 50% of our issues in terms of ease of use.**"

With labor shortages being a consistent headwind across the print industry, Fiery's intuitive interface enables print beginners to quickly learn the ropes. "Many of our employees come from our local community with very little print knowledge, so the question becomes, how do you train them? Our average training used to take 3-4 months. **Now, with Fiery, we can train new hires in less than two days,** and they're fully capable of running our high production printers. We truly believe in investing in our community, and it's just a blessing to be able to provide job opportunities, help them step into the workforce, and learn from us."

"Fiery job submission templates immediately solved 50% of our ease-of-use issues."

– Connie Green, Process Consultant, iOffice

Focusing on efficiency

Connie Green, iOffice's Process Consultant, used Fiery JobFlow to optimize their workflows. They identified the five most common products they produce daily, including business cards, 5x7 folded cards, and other repetitive jobs. Then, they designed imposition templates with Fiery Impose for each job type. From there, they created Fiery presets to automatically apply the right print settings and imposition template. Previously, manually imposing each job took 7-15 minutes, and some jobs had to be run multiple times a day. **Now, with these workflows in place, job setup takes less than a minute.**

"We reduced a 15-minute job setup to less than a minute," Green explains. "Now our throughput time is less than a day — all the way from setup to finishing, packaging, and pickup by 6 PM. We print over 150 jobs a day on four printers. Every job goes through Fiery JobFlow, and the process is fully automated. Operators just name the files and add predefined part numbers. Fiery JobFlow handles everything else, including adding bleed, rotating files, applying print settings, using the right imposition template, and then sends the jobs to the printer, all without any manual intervention."

This increased level of efficiency has allowed Henderson and Green to focus on larger goals for iOffice — namely, reducing material waste. "We've actually been able to transform our graphics department thanks to Fiery JobFlow. Previously, our graphics department couldn't even keep up, which caused us to sometimes print files without bleed, which sounds fine until you put them into the cutter. Now, 100% of our jobs go through JobFlow, which applies a bleed, and when I say we have no waste, we truly have no waste. We don't even track it anymore. And **we could have never achieved that without Fiery JobFlow and no-touch workflows.**"

Unexpected benefits

By automating common jobs with Fiery JobFlow, Henderson and Green found they saved so much time and effort that their graphics department completely shifted from manual, tedious tasks to high-value consulting. "**Our graphics department is now responsible for more revenue than ever**, offering valuable services like design, branding, and complex print job setup. It's amazing to look at the numbers from the past six months and see how much our graphics department is now generating." They're increasing revenue while offering employees more creative work opportunities, enhancing job satisfaction."

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Further simplifying the process

The next step in iOffice's automation journey was **integrating Fiery Impose with their offline finishers** to streamline the cutting process and minimize waste. Building on their existing automated imposition process, they used Fiery Impose to add barcodes to the printed products, instructing the cutter on how to finish the job correctly. "We're fully implementing this in every job," Green says. "Operators simply pick up the job from the printer and place it in our MBM Velocity Cutter which reads the barcode and shoots out the job. Everything is now fully automated and accurate. It really is amazing."

About Fiery:

Fiery is the leading provider of digital front ends (DFEs) and workflow solutions for the global print industry. With a customer base that includes over 2 million DFEs sold worldwide, Fiery's industry-leading software and cloud-based technologies deliver the best possible performance, color, and print quality across a broad range of production printing devices.

Fiery's innovative solutions empower commercial print, industrial, packaging, signs and display graphics, ceramics, building materials, textiles, and more. Through over 30 years of excellent support and service, Fiery has built an unmatched community of customers, dealers, and partners.

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