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Simple Solutions Leverages Aleyant Pressero Web-to-Print for Revenue Growth



Company Background

Simple Solutions Printing, located in West Frankfort IL, was founded by Tim Grigsby in 1993. The company has grown organically over the ensuing years to include offset and digital printing, a complete sign shop, and embroidery and screen printing for apparel. Simple Solutions has continued to expand its infrastructure and offerings to accommodate new customer requirements and new business opportunities.

Challenge

Simple Solutions had been producing print for a retail chain with about 50 stores. The customer wanted to transfer its employee apparel program to Simple Solutions, so Simple Solutions added a free open-source web storefront to meet the customer's online ordering requirements. As the business grew, Simple Solutions realized the need to acquire a more sophisticated web-to-print storefront solution.

Solution

After an exhaustive search, Simple Solutions chose to implement Aleyant Pressero with its built-in Aleyant eDocBuilder VDP and personalization system in 2013.

Results

Simple Solutions' retail customer has now grown to more than 70 locations being served from the company's Aleyant Pressero storefront selling print, signs and apparel. Revenue from this customer grew from \$100,000 annually to about \$300,000 now. Simple Solutions' success with this customer has opened the door to the acquisition of business from several other similar customers as well as an opportunity to build a new B2C business offering canvas prints and personalized art.

Meeting New Customer Apparel Requirements

A major retail chain for whom Simple Solutions had been producing print approached the company to see if it would be willing to take on the retail chain's employee apparel program serving several hundred employees. The retailer was unhappy with its current vendor and wished to consolidate more services with Simple Solutions. "This was a new business for us," says Bryant Gillespie, Consultant for Simple Solutions, "but we were game to take it on. Tim has always been an aggressive businessman and is not afraid of a challenge. Since the service required a web storefront, we started out with a free open source solution, which we quickly outgrew."

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At the time, the customer had 50 stores and has grown to 70, with more to come. Ordering uniforms for its new employees and replacement apparel for existing employees was a largely manual process with its previous vendor. During the new-employee on-boarding process, shirts embroidered with the employees name would be ordered by filling out a paper form, faxing it to corporate, who in turn transmitted it to the supplier. "Somehow, magically, shirts would turn up at the employee's location several weeks later," Gillespie explains. "Using a web-to-print storefront made the process much more efficient, but we needed a more robust and functional storefront." Simple Solutions looked at a variety of options and selected the Aleyant Pressero storefront solution with its built-in Aleyant eDocBuilder VDP and personalization template system. "A particular advantage for this customer," Gillespie says, "is Pressero's user roles. You can specify what permission levels each user has. Team members can only see a certain range of products and order shirts. Managers and assistant managers can order supplies as well as button-up polos and woven shirts. We also offer custom apparel for employees that they can order and have the cost deducted from their paycheck. It works beautifully and there is no more faxing.

Instead, managers/approvers get an email when someone places an order, they click approve, and we handle rest. Fits right in with our name - a simple solution for them!" The customer is delighted with the process improvement, faster delivery time for shirts and other materials, and increased

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employee satisfaction. Simple Solutions now offers a full range of printed, embroidered and other products to the client, some produced on demand and others fulfilled from inventory. "For example," Gillespie comments, "sites can order branded hats as giveaways, and we warehouse more than 50,000 of those for them. It's all tracked through Pressero."

Looking Ahead to New Opportunities

Annual revenue generated by this customer has tripled since Aleyant Pressero was installed, from about \$100,000 to \$300,000. "That's obviously great news for us," Gillespie concludes, "but it's just the beginning. We now have proof of our expertise in providing these types of services that will help us secure similar business from other customers. And we have lots of great ideas about new business opportunities, including the B2C store selling canvas prints and personalized art that we are in the process of establishing. The future is bright, and we have Aleyant to thank for a great deal of that optimism!"

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