

Production Print

Mit-Alex



Mit-Alex has expanded its offer with a Web-2-Print & E-commerce solution, opened a new market for printing and significantly deviated from competition



Company name

Mit-Alex d.o.o.

Industry

Commercial print

Founded

1995

Location

Tuzla, Bosnia and Herzegovina

Services

Printing, copying, distribution of office equipment

Website

www.mitalex.ba

Objective

Implement a comprehensive online Web-2-Print solution with a light production printer and offer the market a unique service of online ordering of print jobs.

Challenges

- Better quality and faster print services
- Reach a greater customer base
- Achieve viable ROI

Approach

Close cooperation with partner, expert consultancy and integrated solution

The Canon Solution

- SaaS solution EFI Digital Storefront Essential
- Light production printer Canon imagePRESS C800

Results



Competition has been left behind



Unique service opened to print service providers



Significant increase of transactions in color and black & white.



High quality of prints represents their trademark

Overview

Mit-Alex company is accredited Canon Production Print Partner and since 2000 engaged in selling of professional printing solutions. They also use Canon printing equipment for the provision of production printing themselves. In its three Print shops they have installed equipment that allows customers the highest quality and fastest printing, scanning and copying in different formats and with all the benefits of Canon devices.

By installing EFI Digital Storefront (DSF), a comprehensive online Web-2-Print solution for printers, and Canon imagePRESS C800 light production printer they offered a novelty that has not previously been known to the market. With e-commerce solution for Web-2-Print, which makes it possible to order printing services online, they have expanded their reach outside of Canton Tuzla, increased revenue and profitability. By offering digital printing of large and small formats, they make it possible for their customers to get quality finished product as quickly as possible, while they do not even have to visit the printer.

Complex market for the development of printing services

In the field of light production printing, the market in Bosnia and Herzegovina is swamped with imported used printers, which represent an unfair competition to providers, such as Mit-Alex. The legislation permits this in case of expensive equipment, which of course affects the sale of new devices and the overall quality of printing services. "Despite the fact that our service is of much better quality because we use high-quality printing devices, we needed to adjust to lower prices of the competition and work with lower margin," said Vedad Klebić, co-owner of the Mit-Alex company.

For the Mit-Alex company, which wanted to insure their own space in the market with a higher quality of services, the purchase of a new device was not economically justified, since the investment could not be covered and an appropriate reimbursement on investment could not be achieved (ROI) with the existing extent of printing. Tuzla is namely not the capital city and most organizations which are

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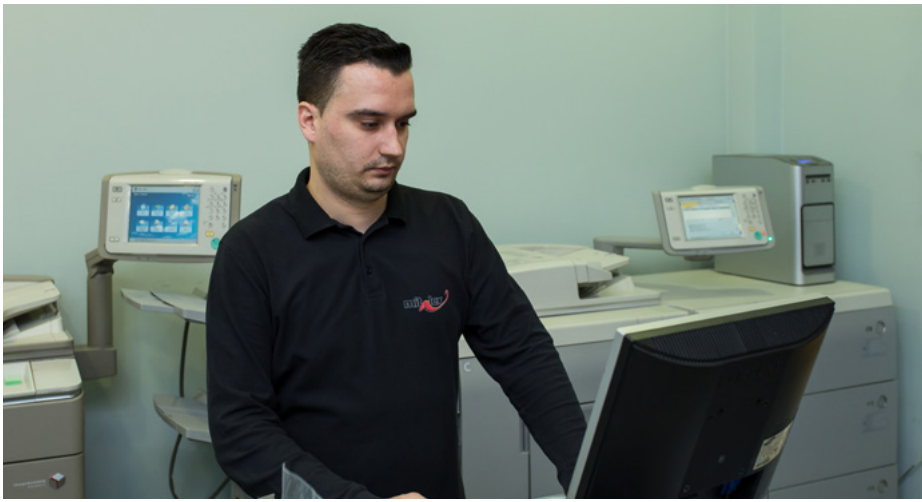
Vedad Klebić,
co-owner of Mit-Alex company

usually large subscribers of printing services are in other cities. On the question of how to achieve a greater number of customers, they sought an answer together with the distributor of Canon in Bosnia and Herzegovina - Avtera BH - which is their supplier of equipment and long-term partner.

"We have changed the perception that the printer is always in the immediate vicinity with the realization that the printer can cover a much larger area. Web-2-Print and e-commerce services have proven to be the best to overcome obstacles of under-utilization of the printer, such as the imagePRESS C800," said Ekrem Okanović, the director of Avtera BH.

They have adapted to complex market conditions with the Web-2-Print service and made possible for the businesses which mostly need printing of brochures and large-formats to order prints at a distance and whenever it suits them, and they receive them within a maximum of 48 hours after placing the order. The second largest clients are students, who are accustomed to order with them, and who can obtain printouts whenever they want. "We have something the competition does not have and cannot afford. With better quality and faster print we also get new end customers," adds Vedad.





The client can now work on his own product online and with this 80 percent of the services is already rendered. Of course, if we find an error, we can communicate this to the client, who is aware that he was the one that defined the final product,” explained Vedad.

Experiences show that the customers get accustomed to the kind of work quickly and for them having the ability to monitor the status of the order is much more useful, because they can accurately plan their future activities.

Due to frequent problems with the Internet in the country, they decided on the hosted version of the EFI server in the cloud, which is independent of local interruptions. The advantage is also that the system is constantly updated and the latest version is always available to the client.

The development of the appropriate solution has required a close cooperation

Since Mit-Alex is Canon’s Pro Print partner, the decision was logical for Canon, as well as for partnering EFI Digital Storefront. With the pilot project they became a showcase for the solution which can be offered to their customers in the form of services for resale. The system is very complex in terms of installation and configuration of the smallest details, but the solution is simple for the end-users and fully customized for ordering online.

“For half a year we have cooperated with Canon and EFI and adjusted every detail of the complex solution in order to offer a top-notch service, with many more options as the competitors hardware enables,” says Vedad. “Even though at first we did not think about e-commerce solution and only about the Web-2-Print, we brought the adjustments so far that we now have both united in a solution, with which Mit-Alex can cover a larger area and due to language versions allows for expansion in other markets,” added Ekrem.

The project launched in September 2014, when they asked Canon for help in supplementing the solution, the contract was awarded in April 2015, and then trainings, adaptations and translations were held. All together took a year and at the end of 2015, the services were offered for commercial use.

In the current configuration in Mit-Alex, SaaS (software as a service)

solution EFI Digital Storefront Essential and imagePRESS C800 color light production printer are used. They also use four black-and-white imageRUNNER ADVANCE 8285 PRO printers, with which a larger number of office segment printers were replaced, and so they provide higher performance and print quality, but for now these devices are not tied to the W2P service.

Less administration - a smaller number of errors

With the introduction of Web-2-Print the number of transactions has significantly increased and thus the operators’ work, which would in case of non-integrated solutions mean more opportunities for mistakes in the work process. Canon’s Web-2-print and e-commerce solutions are fully integrated with the print infrastructure, so operators have very little administrative work and the system provides the client with a rich set of automated reports on the status of the order.

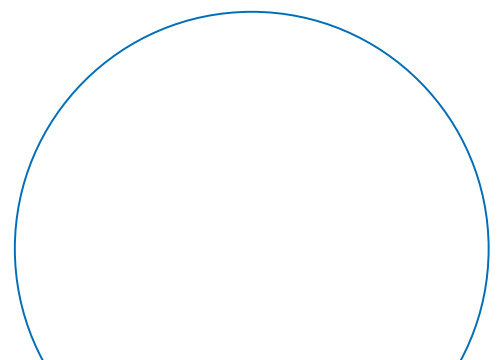
The Digital Storefront is connected to the local devices through the Internet and communicates with them directly through a print server. In the next step of the solution development this will also enable fully automated execution of orders.

“When a customer places his order, the operator receives a detailed description - a specification on how the product must be made, therefore, the potential for error is very small. In doing so, we save time, which was previously spend for coordination with the client.



With this solution we raised our business to a higher level and separated ourselves from the competition with a unique service. Step by step we are introducing new features that simplify the work of operators, as well as new services, which should primarily be economically viable. DSF enables gradual introduction of options depending on the needs of the market.

Vedad Klebić,
co-owner of Mit-Alex company



A successful business model

As the solution is a shared investment of partners Avtera BH and Mit-Alex, ROI solutions of the Web-2-Print are measured through the revenue from the increased quantities of the prints and by increasing of the market share in Bosnia and Herzegovina. With an additional investment in the marketing of services they expect a rapid return on investment over three years period.

“In Bosnia and Herzegovina, the Web-2-Print market does not exist. Therefore, with this pilot project we are only creating it. With the Canon’s solution we are proving a lack of competitiveness of the most prevalent type of printing in the market - offset - for printing of smaller editions. In Avtera, we believe that for the needs of the market it would be enough as many as 4 to 6 such solutions,” said Ekrem.

The business model of solutions is designed in a way in which Mit-Alex offers service of online prints ordering also as a further sale. Customers, who opt for it, do not need any equipment, thereby saving investment. They accede as a partner of the Mit-Alex online store and a print service provider. This is a new way of selling prints and achieving higher circulations, which are required for the business model to be financially viable.

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new features that simplify the work of operators, as well as new services, which should primarily be economically viable. DSF enables gradual introduction of options depending on the needs of the market. When we can let the system decide how to fully and automatically carry out the order, the solution will be perfect,” says Vedad.

Successfulness of the offer is also related to the method of payment, which for now represents an obstacle in the B2C segment. The only reliable option for the provider is card payments, also supported in the EFI solution, but the environment has not yet been adapted to it as the primary method of payment. Mit-Alex does a lot of business with students from surrounding universities, so they are developing a possibility to place an order via the Digital Storefront, and payments would be done on the basis of a pre-payment system or directly through the university.

The correct step for business growth

With the Canon’s solution, Mit-Alex doubled the amount of transactions bound to the print in color, and the scale of black-and-white printing has increased threefold. Some has been contributed by the Digital Storefront, but mostly the imagePRESS C800, which allows carrying out orders they previously could not.

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Ekrem Okanović,
director of Avtera BH.

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