

CASE STUDY

IMPRESS FOR LESS

In a world of constant change, moving from toner to inkjet reduces cost—and keeps you flexible.



OVERVIEW

MPS Communications is a full-service marketing communications company that provides powerful strategic thinking and strong creative executions across client brands. They specialize in employee communications specifically related to benefits and wellness programs. They use multimedia design and distribution tools to ensure that the communication preferences of their clients are satisfied, MPS relies on a suite of printing equipment to execute their business operations.

The pandemic created new challenges for MPS. Rising costs and fluctuating volumes encouraged them to investigate investment strategies that would help MPS address not only the rise in cost and volumes, but also the difficulties of a competitive labor market.

SOLUTION

BlueCrest's EvoluJet printing system was the perfect platform for MPS Communications. After a financial analysis, justification for the investment was proved through a demonstration and proof of concept by BlueCrest experts, who provided a cost analysis for MPS Communications.

With the business case made, a creative leasing option was provided to make the investment as seamless as possible. The BlueCrest EvoluJet would be joining the BlueCrest Rival Inserter and BlueCrest Output Management Software to round out the entire solution—from data to delivery.

AT A GLANCE

Challenges

- Lower Cost Impressions
- Labor Cost
- Easy operations
- Needed increase throughput

Benefits

- Seamless leasing option
- Reduced impression cost
- Increased flexibility
- Increased uptime
- Throughput and Capacity increase

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TECHNOLOGY USED

BlueCrest EvoluJet, based on the Kyocera TASKalfa Pro 15000c, for cost-effective color printing of billing invoices, promotional, employee, and customer communications.

MPS Communications already invested in the BlueCrest Rival for high-integrity, multi-format inserting. The EvoluJet integrates seamlessly with the Rival for high quality output.

Tying it all together is the BlueCrest Output Manager, a robust print management software system that centralizes print control, resource management, and ensures high quality output management for color and monochrome resources.

BENEFITS

Cost-Effectiveness

By reducing their cost-per-impression from \$0.055 to \$0.008, MPS Communications opened the door to a new segment of customers. The switch from toner to inkjet substantially increased operating margins.

“Converting from toner to inkjet increased our profitability,” said Michael Whelan, Productions Director, MPS Communications. “Equally important, we’ve been able to grow new prospective clients most notably in the healthcare industry, where cost is king.”

Increased Flexibility

In the past, whenever MPS Communications experienced periods of higher volume runs, they needed to dedicate an operator to it. Now, since the EvoluJet printer can keep running on its own with minimal interruption, MPS can free up those operators to multi-task on other operations within the work environment.

“We’re a nimble operation with limited people, but we work in a mid-level market. For us to be successful and meet our client’s needs, we need flexibility,” Whelan said. “We need to be able to move operators around while machines churn away. Flexibility is a great advantage for us. We keep a work-life balance with our employees,” Whelan said.

By switching the BlueCrest EvoluJet, MPS was able to incorporate their staff into other areas since the EvoluJet requires minimal operator intervention. “It’s a really helped us to manage our labor resources” added Whelan.

This increased flexibility also allowed MPS to pull volumes from other machines onto the EvoluJet. In the first two months alone, MPS moved over 600,000 impressions onto the new system.



BlueCrest EvoluJet

In their own words...



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Increased Uptime

Increased uptime made a big difference at MPS Communications, realized in part by both the reliability of the equipment, and the excellence of BlueCrest Service.

“It’s been great partnering with a company like BlueCrest,” said Whelan. “The EvoluJet, Rival, Output Manager, the training, and the services—all of this together has been a lifeline for us. When comparing BlueCrest to some of our previous print solution providers, one of the biggest benefits we’ve noticed, besides cost-effectiveness, is the level of service. We can place a service call and get a response in a very short timeframe. We can get a tech onsite very quickly. We were lacking that with other equipment, and our digital print equipment. 48-72 hours was too long to wait. That’s absolutely crippling for us, and BlueCrest solves that.”

The success of the solution to date means that MPS Communications is now considering its broader applications. By making the move from toner to inkjet with the BlueCrest EvoluJet, MPS Communications can now enjoy the benefit of increased flexibility and cost-effectiveness as the firm continues to grow within the mid-level market.