

## Swiftprint on the fast track to success with EFI PrintSmith Vision

Swiftprint, a design and print consultancy in Huddersfield, West Yorkshire, isn't in the business of standing still. By their own assertion they have always moved with the times; originally a litho house, Swiftprint was an early adopter of digital in the mid-1990s, and are always on the lookout for what's next, producing anything from direct mail to point-of-sale, to exhibition displays and window graphics. However, for the last 18 years there has been one constant – EFI™ PrintSmith™ management information system (MIS) software.

"We've had PrintSmith in its various forms since 2002, and we've seen a lot of changes, all for the good," says Phil Earle, owner at Swiftprint. "We love it – it's a great tool for management as well as for order processing, invoicing, and account history. You can quickly and easily access a job that you did six or seven years ago within seconds. It's just enabled us to do more. We're always looking at ways to add value to the print that we produce, we're always looking at different ways to add value to what we're selling, and it's very easy to integrate a new process into PrintSmith."

EFI PrintSmith Vision is a browser-based MIS that allows businesses to streamline their workflow, integrate and automate operations, and achieve 360° visibility into performance, with up to the minute insight into processes such as estimating, account management, point of sale, and sales analysis, as well as job tracking, costing, and shop floor data collection.

Another fundamental at Swiftprint has been the evolution of the software in keeping with the company's own development, most recently the latest version of PrintSmith Vision, moving from a Flash-based system to the HTML version. The latest iteration allows for an even smoother management of print operations, including direct integration with EFI Fiery® for touchless



### Challenge:

"We're always looking at ways to add value to the print that we produce."

PHIL EARLE,  
OWNER





Established in the 1970s, Swiftprint have always moved with the times, yet the company's staff pride themselves on their traditional values. Swiftprint are West Yorkshire's premiere design and print facility. The company offers a competitive, time-managed, customer focused service.

Swiftprint are dedicated to fulfilling their customers' needs on budget, on time, every time, with top quality printing and copying, the best customer service, and high-quality graphic design.

23b St. John's Road  
Huddersfield. West Yorkshire HD1 5BW  
United Kingdom

+44.01484.513737  
sales@swiftprintuk.net  
swiftprintuk.net



print production. For those running the 'classic' version of the software, moving to the 'fast track' doesn't need to be a daunting prospect – while the solution can be fully functional within forty hours, EFI provides comprehensive support and assistance to ensure a smooth transition.

### ***Swift by name, swift by nature***

Earle explains: "We've been slowly phasing in the new PrintSmith Vision software, and the staff love it. They think it's so much easier and quicker to use. It's a learning curve when you're used to a certain system, but the support from EFI has been great. By bringing in the modules gradually and allowing users to run both versions alongside each other, it has been much easier to get to grips with and feel comfortable with the new system."

How has the new version benefitted Swiftprint's business day-to-day? Earle puts it simply: "It means we can sell more! It means we're not spending time writing job sheets, and estimates and typing up invoices. It just frees us up to do more selling, which I think is key. PrintSmith Vision really saves us time, and we use that time wisely to chase work down, getting it in, so we can get it out again."

On a day-to-day basis, there is one word that sums up Swiftprint's experience with EFI PrintSmith Vision – seamless. "The first thing I do in

### **Solution:**

"The first thing I do in the morning is look at the PrintSmith Vision dashboard, which is brilliant – it holds all the information I could possibly need."

PHIL EARLE,  
OWNER



Swiftprint can quickly turn around invitations and many other different types of cut-sheet work using PrintSmith Vision's direct integration with EFI Fiery digital front ends used to drive the company's digital printers.

the morning is look at the PrintSmith Vision dashboard, which is brilliant – it holds all the information I could possibly need. It tells me: how many estimates and orders I've had in today, how many I've had this month and this year, what's due to be printed today, the number of overdue jobs should there be any, the number of jobs at the proof stage, and a list of estimates that we've recently done."

Earle adds: "Once we have given an estimate, as soon as the client gives us the go ahead, we just literally click a button to make that estimate a job. From there, another click and you can print your job tickets out, and you can also click an email and send an invoice straight to the client. It's a whole shop window to everything that's happening in the business. It just saves so much time, and we find we're getting paid quicker!"

So, what's next for a business that doesn't stand still? Swiftprint plans to enlist EFI to help them take 'seamless' to the next level. Earle explains: "The next step for us will be integrating EFI MarketDirect StoreFront software, which will sit on top of the PrintSmith Vision and process orders for us. A customer will literally order from the web and it will seamlessly drop into our production, with the information going straight to the EFI Fiery digital front end – you can just get on and print. It will save us even more time and allow the client to personalise at their end, so that they can create their own pieces and edit their own artwork. That's what's next for Swiftprint."

## Result:

"It's a whole shop window to everything that's happening in the business. It just saves so much time, and we find we're getting paid quicker!"

PHIL EARLE,  
OWNER

## EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, building materials, and personalized documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity. Visit [www.efi.com](http://www.efi.com) or call 650-357-3500 for more information.



Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services.

The APPS logo, AutoCal, Auto-Count, Balance, BESTColor, BioVu, BioWare, ColorPASS, Colorproof, ColorWise, Command WorkStation, CopyNet, Cretachrom, Cretaprint, the Cretaprint logo, Cretaprinter, Cretaroller, Digital StoreFront, Divisional Graphics, DocBuilder, DocBuilder Pro, DockNet, DocStream, DSFdesign Studio, Dynamic Wedge, EDOX, EFI, the EFI logo, Electronics For Imaging, Entrac, EPCount, EPPPhoto, EPRegister, EPStatus, Estimate, ExpressPay, FabriVU, Fast-4, Fiery, the Fiery logo, Fiery Driven, the Fiery Driven logo, Fiery JobFlow, Fiery JobMaster, Fiery Link, Fiery Navigator, Fiery Prints, the Fiery Prints logo, Fiery Spark, FreeForm, Hagen, InkIntensity, Inkware, LapNet, Logic, Metrix, MicroPress, MiniNet, Monarch, OneFlow, Pace, Pecas, Pecas Vision, PhotoXposure, PressVu, Printcafe, PrinterSite, PrintFlow, PrintMe, the PrintMe logo, PrintSmith, PrintSmith Site, PrintStream, Print to Win, Prograph, PSI, PSI Flexo, Radius, Remoteproof, RIPChips, RIP-While-Print, Screenproof, SendMe, Sincolor, Splash, Spot-On, TrackNet, UltraPress, UltraTex, UltraVu, UV Series 50, VisualCal, VUTEK, the VUTEK logo, and WebTools are trademarks of Electronics For Imaging, Inc. and/or its wholly owned subsidiaries in the U.S. and/or certain other countries.

All other terms and product names may be trademarks or registered trademarks of their respective owners, and are hereby acknowledged.