



PRODUCTION FACILITIES APS

# Graphics Industry Solution Increases Order-Handling Efficiency by 40 Percent

Graphical Production Facilities is a print broker company with a focus on printed marketing and graphic materials. It works with suppliers and customers in Denmark and the EU.

## Results

- Efficiency gains of 40 percent.
- Manageable IT costs.
- Easier financial management with comprehensive overview.

## Industry

Industrial Supply/Wholesalers

## Country or Region

Denmark

## Customer Size

20 employees

## Partner

PrintVis



Connect with PrintVis:



<http://printvis.dk/>

*"We have realized efficiency gains of 40 percent by automating a large part of our order administration."*

Vilhelm Jensen, Director,  
Graphical Production Facilities

For Graphical Production Facilities to manage the hardware and software of an industry-specific business solution for the graphics industry, it knew it would have to increase staff, ramp up new skills, and commit plenty of financial resources. Instead, the small print broker company chose a cloud-based business solution based on Microsoft Dynamics NAV.

## Situation

Graphical Production Facilities works out of an office that has storage facilities but no graphics production capabilities. It serves a range of companies in need of various products for their operations and marketing—from business cards and product directories to market umbrellas. The business of Graphical Production Facilities is about finding the best solution at the right price in a jungle of suppliers, and this demands that it maintain an overview of the many specialist suppliers and their prices.

The information needed to create this overview existed in two separate systems. Data had to be entered multiple times, which consumed time and resources. "It was not optimal for efficiency in a stressful industry," explains Vilhelm Jensen, Director of Graphical Production Facilities. "And our previous systems required me to involve myself in everything that had to do with organization and costing. Therefore, we looked for a new system that was targeted to our industry needs, and at the same time could make our IT costs manageable."

*"The solution optimizes the work processes that typically steal time in a smaller print broker company like ours."*

Vilhelm Jensen, Director,  
Graphical Production Facilities

## Solution

In January 2013, Graphical Production Facilities learned about aPrintVis, a proven solution in the graphics industry that works closely with Microsoft Dynamics NAV financial capabilities. The company discovered PrintVis at the same time that the add-on solution was launched in a cloud version hosted on the Microsoft Azure platform. "Cloud computing is the future for us, and we were convinced that PrintVisCloud was the right business solution," says Vilhelm Jensen.

In particular, the cloud model provided integration with PrintVis and the cloud-based storage platform SkyDrive, making it easy to store and retrieve order documents, print files and invoices, and store other documents as well. Graphical Production Facilities doesn't have to think about creating and storing folders and files—it happens automatically. "It took time to get things up and running, but now we feel certain that it has paid off," says Jensen.

Jensen reports that the PrintVis people were on premises for two days. He explains, "Setup took place mostly online, and in small steps, so it did not disrupt our work. The PrintVis people were good at planning connectivity in relation to our needs, so we could keep the shop running. This flexibility was valuable for us."

Because Graphical Production Facilities was the first company in the world to implement PrintVisCloud, setup took a total of eight days, with a little extra adjustment time on the technical side. The company didn't have to buy any new computers because PrintVis runs on the company's existing Macs through Windows emulation software.

## Benefits

Graphical Production Facilities reports several tangible benefits from their implementation of Microsoft Dynamics NAV and PrintVisCloud, including greater efficiency, manageable IT costs, improved job costing, easier financial management, and increased flexibility.

### Forty percent more effective

"The solution has increased our efficiency by 40 percent," asserts Vilhelm Jensen. "The gain comes primarily from automating large parts of our order administration. This means that we only need to enter data on suppliers and customers once." He adds, "This gives us several advantages: It facilitates costing and strengthens our overview because we can go back and look at previous prices from the same supplier whenever we want. Plus, the system's workflow ensures that data are automatically reused in our quotations, order confirmations, delivery notices, and invoices so that the content is always correct and uniform. In short, the solution optimizes the work processes that typically steal time in a smaller print broker company like ours. "

### Manageable IT Costs

By moving to the cloud, Graphical Production Facilities avoids the startup costs for licenses and hardware. Instead they pay a fixed amount per user each quarter. The only costs during installation were related to setting up customers, suppliers, and accounts in the system. "The cloud model makes our IT costs manageable," says Vilhelm Jensen. "We must pay a modest price compared to our old accounting system that was also subscription-based. But, on the other hand, today we have one system for everything that can easily be extended—for example, with external offices, if we grow. The value of that is definitely worth the small difference in price."

#### **Easier financial management with a comprehensive overview**

From the financial management perspective, Microsoft Dynamics NAV provides completely new possibilities. "Microsoft Dynamics NAV facilitates financial management compared to our old accounting system," says the company's bookkeeper. "I can follow up on cases and go directly into the graphic orders and invoices or see job costs. It is important for me to help clients even when Vilhelm is not in the office. In short: I can see much more than just the accounts. "

Today, most of Graphical Production Facilities' administrative processes are displayed on one screen that provides a comprehensive view of the customer's price inquiry, order documents, and billing. The bookkeeper says that this makes it easier than ever to find previous orders, purchasing history, and supplier invoices. She describes the benefits: "Job costing has become much easier. We can be sure to invoice for the entire order. And finally, the system shows us the actual profit on individual jobs, while giving us the big business overview in a clear way. "

Vilhelm Jensen adds, "With PrintVisCloud we have a future-proof solution that can grow with our company as needed."

## Next Steps

- [Connect with Microsoft Dynamics](#)
- [Become a Dynamic Business](#)

For more information about Microsoft Dynamics, go to:  
[www.microsoft.com/dynamics](http://www.microsoft.com/dynamics)

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