



Airesys Customer Profile: JB Deschamps

In 2002 Quebec City-based sheetfed printer JB Deschamps found itself in a position familiar to many North American print companies. The company serviced many high profile local print customers as well as some international clients with high quality printing, complimented by highly personal and thorough customer service and competitive prices. But like printers in high print consumption markets, competition was tough, leading to downward pricing pressures and ultimately shrinking margins. Management evaluated its strategic options relating to investments in new equipment and technology to gain an efficiency advantage.

For some time, company vice-president Christian Deschamps had been concerned about the integration of the plant's numerous and overlapping systems technology and felt the solution might lie in improving the way those systems communicating. In his opinion, all of the company's parts worked well individually, but if he could get them to interact better, the resulting efficiency could be significant. Christian made some inquiries into the complex world of print management software and was quickly intrigued by the offerings of MIS software developer, Airesys. Of the numerous packages in the marketplace, Airesys' Intraprint MIS print management system outshined the competition in numerous key areas.

Firstly, Intraprint's optimized estimating component, the backbone of the system, stacked up extremely well. The speed, thoroughness, and accuracy of the price quotes impressed the seasoned print professional. "During the evaluation, I kept throwing increasingly complex scenarios into the Intraprint demo, and was amazed at how thoroughly and comprehensively the system had been built," recalls Christian. Intraprint's job tracking, job history, and inventory control functionality were equally amazing, as was the company's deep knowledge of the challenges of the printing industry. Because the software was available in multiple languages, JB Deschamps could also use the single system to provide quotes to its English- and French speaking customers without duplicating valuable time.

After a few weeks of intense testing, JB Deschamps became North America's first implementation of the Intraprint MIS system, a decision that has been key to the company's growth in the past three years. "The Intraprint product delivered in all areas, and has allowed our plant to run at peak efficiency while improving our response time to our customers in need of fast and accurate print quote," explains Christian.

Christian attributes its success with several new accounts to the improved customer service inherent with the Intraprint system. Through Intraprint, JB Deschamps allows select customers to remotely view past estimates, track their own jobs, verify important job details like delivery addresses, and manage their finished goods inventory.

“The securing of many of our best contracts might not have been possible if we were not able to provide our customers the functionality that Intraprint offered,” concludes Christian. “Intraprint has been a very valuable tool for us in this highly competitive marketplace.”

For more information about JB Deschamps, contact:
Christian Deschamps
Vice-President JB Deschamps Inc.
Tel (418) 667 3322

For more information about Airesys and its powerful Intraprint MIS print management software, contact:
Olivier Heu
President, Airesys Inc.
Tel: (514) 499-9595
olivier.heu@airesys.com