

# THE POWER OF INTEGRATION



**INTRAPRINT**

*MIS Solutions for the  
Modern Print Enterprise*



*“I realized that Intraprint’s CEO, Olivier Heu, not only understood the requirements of a company like ours, but also had a solid vision of how the system could be scaled for future development and growth.”*

- Dan Lixie, VP Operations, JPS Marketing Communications

## THE POWER OF INTRAPRINT


Intraprint Corp. is a leading developer of integrated MIS software with over 25 years of experience servicing the printing industry with robust software management solutions. With offices in the US, France, and Canada, as well as a network of distributors worldwide, Intraprint has an impressive customer base at some of the most prestigious printing companies in the world, ranging in size from 4 to 4000 employees.

Evolving from its origins as an estimating management tool, the company's current offering is a world-class, fully-integrated JDF-enabled management software solution with modules that manage all facets of a print company.

Called INTRAPRINT, the integrated management system is designed to help sheetfed, web, digital, and packaging printers save time and money by streamlining their workflows and integrating their equipment, processes, and systems.

INTRAPRINT's robust modules include:

- optimised estimating
- scheduling management
- gang run management
- costing
- accounting
- JDF management
- Web-to-Print functionality
- order entry & job ticket
- shop floor data collection
- CRM
- and more



The job ran  
smoothly and  
the client  
loved it!

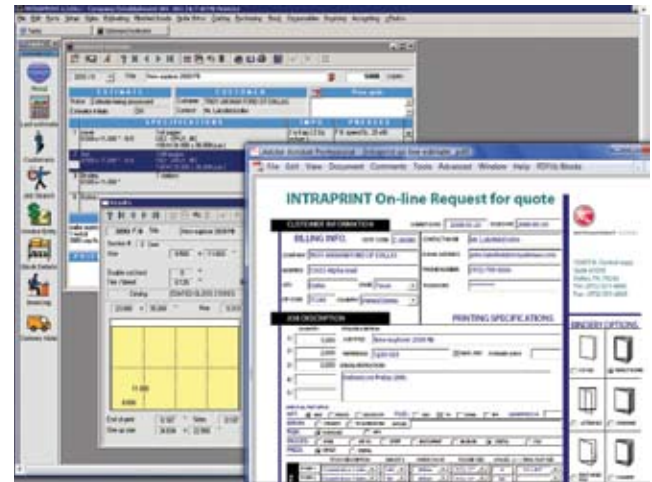
## THE POWER OF OPTIMISED ESTIMATING

The backbone of the entire INTRAPRINT MIS system, the Optimised Estimating Module guarantees speed, accuracy and consistency throughout the estimating process. The module factors in all of the capabilities and availability of every piece of prepress, printing, and finishing equipment within your printing or packaging plant, as well as the equipment of subcontractors.

Taking into account all possible costs and processes for a particular requested job, INTRAPRINT recommends the optimum technical path, equipment combinations, and appropriate stock and finishing options. Companies with multiple print processes in-house (litho, digital, screen, flexo, etc.) find the estimating module to be particularly powerful in quickly comparing printing methods.

Brochure  
Stock.....\$3,160  
Labor.....\$1,575  
Ink.....\$475  
Outside Finishing...\$1,200  
Shipping.....\$650

Cost: \$7,060  
Sell: \$13,400?

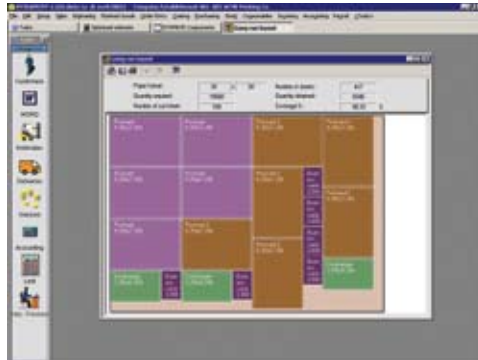


INTRAPRINT's Optimised Estimating Module has a number of distinct advantages over other MIS systems. One is the ability to produce complex, multi-product quotations. Other systems require multi-component products to be treated as multiple quotes. INTRAPRINT handles print products of any complexity with any number of components in one quotation with ease.

Another distinguishing advantage of INTRAPRINT is its highly customizable set-up. Whereas most MIS products have rigid, pre-programmed rules for calculating certain processes (like makereadies for example), INTRAPRINT creates the calculation rules to fit your processes and methods. Because no two print companies are the same, INTRAPRINT adapts to your specific needs.

***This is the power of INTRAPRINT's  
Optimised Estimating.***

## THE POWER OF GANG RUN INTELLIGENCE



Gang running jobs together on one sheet has always been a technique used by printers to reduce costs, improve efficiency, and minimize waste. INTRAPRINT now gives these printers a tool to guarantee their groupings are made and laid-out to best maximize every possible square inch of paper.

Similar to the intelligence built into the Estimating Module, INTRAPRINT's Gang Run feature accurately and instantaneously calculates the ideal imposition and layout for each grouping of jobs with similar specifications.

Executing millions of scenarios and algorithmic calculations in seconds, the system also takes into account dozens of variables including grain direction, bleeds, and work/turn requirements. The result is fully optimised press sheets, and the ability to print more jobs with less stock in less time.

The Gang Run Module operates at two levels. At a basic level, it allows you to group similar jobs together when you know in advance that the products can be grouped (e.g. multiple jobs for a single client or campaign).

Where the module really excels is in its ability to recognize similar jobs and their potential for gang running as the new jobs are entered. When a new job enters the system, it is automatically compared to pending orders or to jobs left in the gang run queue, and grouped as necessary. Furthermore, upon completion of a gang run job, the module calculates the true cost of each job based on the surface occupancy of each component on the sheet. Knowledge is power, and this information is critical to capturing the true costs of gang run jobs.

Even small day-to-day paper savings can add up to thousands of dollars straight to the bottom line.

***Gang Run intelligence gives you the power to reclaim lost revenue & boost profits.***

# THE POWER OF WEB TO PRINT



**INTRAPRINT**  
**24/7**

Unlike other MIS offerings, INTRAPRINT's Web-to-print module is fully customizable and integrates completely with the other modules within the INTRAPRINT system. Called INTRAPRINT 24/7, the Web-to-print module transfers all relevant client-entered job information directly into INTRAPRINT, eliminating the need for you to re-input redundant information into the MIS system.

Clients can request estimates, confirm orders, monitor job progress, check available stock, submit print files directly, view proofs, and manage their own digital assets using the module. Easy re-order pages can be populated based on previous or regular orders, and clients can select customized templates for standard products to design and submit their own print files.

Completely integrated with all other INTRAPRINT modules, INTRAPRINT 24/7 automatically creates job tickets, delivery instructions (box labels, shipping lists, etc.), invoices and other important documentation, speeding up your operations at every stage of production.

Not only does INTRAPRINT 24/7 create an additional revenue stream for your business, it allows you to effectively manage your e-commerce activity as efficiently as your bricks-and-mortar business.



*This is the power of an integrated e-commerce module.*





In the history of MIS software, perhaps no other development has had as revolutionary an effect as the incorporation of the Job Definition Format (JDF). As the printing industry's standard for exchanging job related data between cross-vendor applications, JDF automates production in ways never before seen.

But in order to truly maximize the benefits of JDF automation, a JDF-enabled MIS system is absolutely critical. As one of the most active MIS members of the CIP4 organization (the group that manages the development and promotion of JDF), INTRAPRINT bases its development on the requirements and functionality that are possible not only today, but years into the future.

The JDF ActiveLink module generates the initial JDF file when the order is created in INTRAPRINT, with all relevant job information—from the type of ink and paper to the equipment and processes required—to be fed directly into the system.

Unlike many systems, INTRAPRINT acts both as an agent and a controller of the JDF file. The JDF file is sent to all equipment within the plant via the JDF ActiveLink Module. If the equipment complies to the JDF standard, it not only uses the information and instructions to execute the particular function, it also updates the file automatically as required.

These updates are perhaps the best example of the unbelievable power of INTRAPRINT. The press equipment, for example, automatically adds information to the file about the time spent running the job, the raw materials used, and the labor hours spent. The updated JDF/JMF file is then sent back to INTRAPRINT so that the appropriate modules (in this case Scheduling and Costing) can be updated. This enterprise information is invaluable for any operation serious about continuous improvement and process efficiency.

INTRAPRINT's JDF ActiveLink provides the graphic arts manager with the power they need to identify process-improving opportunities and to make informed decisions based on scientific data, not intuition or guesswork.

***JDF ActiveLink has the power to transform your business.***

# THE POWER OF

## Optimised Estimating

- Generates accurate quotes in seconds
- Recommends best print method and technical path
- Selects best equipment mix
- Even estimates outsourcing costs



Optimised  
Estimating

Order Entry  
& Job Ticket

CRM

Shop Floor  
Data  
Collection

Scheduling

Intraprint  
24/7™

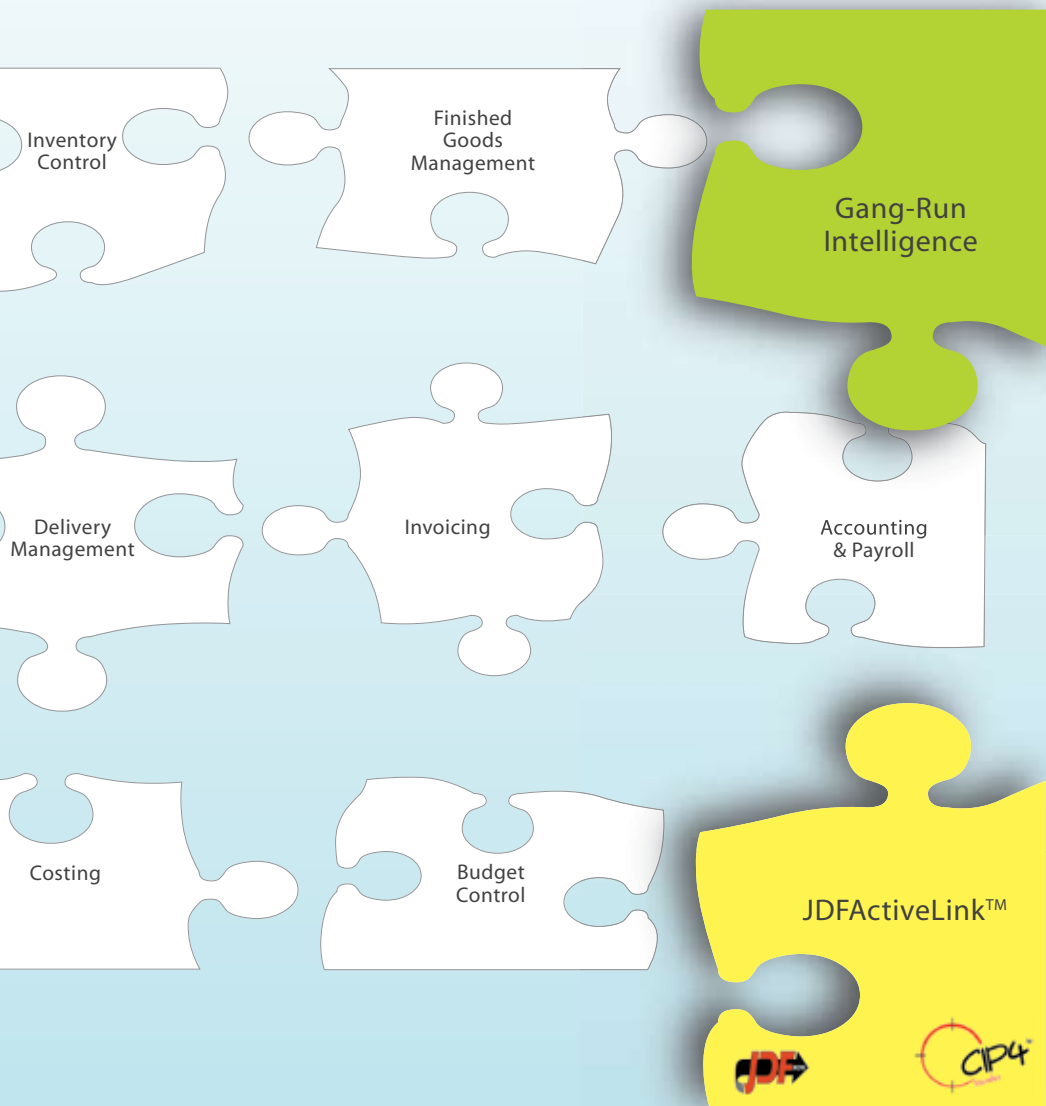


## Intraprint 24/7™

- Powerful Web-to-Print software module enables easy e-commerce
- Fully integrates with all other modules in system
- Client and end-user interface uses customizable PDF forms, so logos, corporate colours, etc. can be displayed.



# INTEGRATION



## Gang-Run Intelligence

- Plans and schedules best possible sheet layout
- Performs algorithmic calculations to maximize savings
- Factors grain direction, bleeds, and other requirements



## JDActiveLink

- Module generates all job ticket information in JDF format
- Feeds info into MIS system automatically when job created
- Easily updates spec changes on the fly, up to the last minute

*“For us it was essential that the system be seamless, and we chose INTRAPRINT because it embraced integration better than any other product we have ever seen.”*

*- Art Johnson, President & Founder, JPS Marketing Communications*

## CASE STUDY:

# JPS MARKETING COMMUNICATIONS THE POWER OF INNOVATION

Art Johnson started JPS Printing in 1987 to provide quick print services to local businesses in Novi, Michigan just outside of Detroit. Johnson and two employees operated duplicating and copying equipment while juggling estimating, selling, purchasing, accounting, shipping, and everything else in the shop.

As the region's burgeoning automotive industry grew, so did JPS's revenues and customer base, allowing it to reinvest in new equipment and expand its product offerings. The reward was consistent double digit growth. This warranted new employees, new systems, the acquisition of new digital and offset printing equipment, and the construction of a 20,000-square foot facility in 2000.

Among the company's growing pains was the challenge of how to streamline the independent workflows and processes within the new facility. Etching out any advantage over its competitors was particularly crucial, as the local economy began to feel the effects of a troubled auto industry.

While competitors slashed prices and saw profits plummet, JPS took a long-term approach, changing its name to JPS Marketing Communications to reflect its role as a resource to its clients, and purchasing an enterprise management software system.

VP of Operations Dan Lixie explains, "We had the right mix of equipment and people, but we needed to tie the operation together with a central software system."

JPS found a system and began implementation. But a number of technical shortcomings eventually came to light, and the team struggled with the limitations of the software, with little product support. After years of frustration, JPS realized the system lacked horsepower and integration, severely impeding its ability to grow.

Lixie recalls receiving a mailer for INTRAPRINT, an MIS



product widely used throughout Europe, but new to America. He was intrigued by an illustration that demonstrated a "visionary" approach to modular enterprise management. "When I saw the mailer, I realized that Olivier [Intraprint's CEO] not only understood the requirements of a company like ours, but also had a solid vision of how the system could be scaled for future development and growth," Lixie explains.

Once they saw the demo, they were amazed. "The estimating module was not only lightning fast, it was sophisticated and optimised, taking into account all kinds of factors to produce very accurate quotes," recalls Johnson.

INTRAPRINT's unique ability to integrate both its offset and digital workflows was a huge selling point, as was the powerful scheduling module, which is real-time and fully integrated with the other modules within the system. "This is absolutely crucial since schedules are constantly changing, sometimes every minute," according to Lixie. "INTRAPRINT could manage this and feed all of the updated information throughout the system on the fly."

Operating its business with INTRAPRINT since early 2007, JPS has weathered the economic storm and remained profitable. "For us it was essential that the system be seamless, and we chose INTRAPRINT because it embraced integration better than any other product we have ever seen," says Johnson. "They constantly address any issues, and offer tremendous support to us. I can't say enough about this, they really do listen."

Today the 25-employee company with \$4 million in revenue attributes much of its success to its decision to commit to an integrated management software system, maximizing every possible efficiency within its walls and staying one step ahead of the competition.

# THE POWER OF TECHNOLOGY

*INTRAPRINT is a state-of-the-art management software system incorporating cutting edge technology in every component and module.*

**ORACLE** PARTNER



The architecture of this robust system is based on the following technologies, standards, and operating systems:

- **ORACLE DATABASE**
- **WINDOWS server, LINUX or UNIX:** Server Operating Systems.
- **MS WINDOWS XP, VISTA & MAC OS:** Workstation Operating Systems.
- **CLIENT-SERVER ARCHITECTURE:** INTRAPRINT is a true client/server application using 2 and 3 tiers architecture. Clients communicate to the server every time they need to access data.
- **“THIN CLIENT” installation:** No software to install on each workstation; the application and the database both reside only on the server.
- **ODBC (Open DataBase Connectivity):** the system uses this industry standard database interface that allows users to access all INTRAPRINT data from a wide range of office applications such as Excel, Access, Word, Crystal Reports and any other report generator and dashboard application.
- **WEB SERVICES (SOAP):** this new standard protocol is used to communicate with INTRAPRINT using an increasing number of applications and especially INTRAPRINT’s customizable e-form tool.
- **JDF (CIP4 Job Definition Format):** the main XML-based industry-specific standard is used to manipulate technical and management data between INTRAPRINT software and prepress/printing/binding equipment and graphic applications.

## COMPANY HISTORY

## THE POWER OF EXPERIENCE

INTRAPRINT was born in 1982, when Olivier Heu founded Aire Informatique in Paris France. A recent university graduate with a degree in chemical engineering, Heu's natural curiosity for computers and technology led him away from his field of study to pursue a career in software development.

Aire Informatique developed a software system for French printing companies called Arcade which ran on the then-standard VAX mini computer, which pre-dated the Macintosh. In 1991, Heu and his team re-wrote the software for the Macintosh, and by 1993 had moved it to the Windows platform, almost a decade earlier than the majority of today's MIS systems.

Those years marked a great period of development and innovation for the company. In 1985, the company became the first in the world to develop an estimating module with on-screen graphic impositions and layouts. In 1987, the system which had already become the leading MIS product in France, landed its first foreign customer, a Belgian label printer. This ushered in a new era of exporting the powerful MIS tool throughout Europe, Australia, Asia and Africa.

The company was first to market with gang-run imposition software when it developed the robust module for its MIS system in 1992. Incorporating the power of the Oracle database in 1995, it also became the first to use the Internet in conjunction with its software in 1997. The largest book printer in the world embraced the software to manage all of its plants throughout France in 1996.



Intraprint Corp.  
Headquarters in  
Dallas, Texas

Aire Informatique became the first to develop a database driven web site that was fully integrated with its MIS system in 1998. This became the groundwork for the development of Intranet, Extranet, and e-commerce technology to further enhance the power of its software.

INTRAPRINT came to North America in 2000, when Aire Informatique created Intraprint Corp. to distribute the software solution in the Americas. Based in Montreal, the company achieved a number of key installations throughout Canada and began customizing the product for North American business. At this time, 20-year company partner Jacky Menager became the general manager of the French operation, taking on responsibility for all sales and technical services for all of Europe.

In 2001, all research and development for the worldwide company was relocated from Paris to the Montreal office. Sales offices were opened in Chicago, Illinois and Dallas, Texas. To better serve the giant U.S. market, Intraprint moved its corporate headquarters to Dallas in 2006, while Montreal remains the home of its development and support functions.

Today, Intraprint has 40 employees worldwide and has an installation base of over 250 print and packaging companies in 15 countries on every continent on the globe.

## THE POWER OF INNOVATION

## CASE STUDY: 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 communicated. 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, INTRAPRINT.

Of the numerous packages in the marketplace, the INTRAPRINT MIS print management system outshined the competition in numerous key areas.

Firstly, INTRAPRINT's optimised 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 evalu-



ation, 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 quotes," 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."



*“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. INTRAPRINT has been a very valuable tool for us in this highly competitive marketplace.”*

*- Christian Deschamps, Vice-President, JB Deschamps*



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