

A major increase in productivity thanks to the TASKalfa Pro 15000c

Case Study: CyberCopy



About CyberCopy

CyberCopy is a digital print and copy shop located in Portland, Maine. Founded in 2001, they have worked hard to build a reputation for exceptional service and quality throughout the state. General Manager Brian McGinley played a crucial role in driving this change. "When I got here, CyberCopy was a down-the-street copy shop," he explains.

Today, CyberCopy's staff of six handles projects for a core clientele of local colleges, not-for-profit organizations, and small to medium-sized businesses. Their primary offerings include full-color printing, finishing services, and mail services.

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Brian McGinley
General Manager

Challenge

To maintain the level of service its customers have come to expect, CyberCopy must have the flexibility to deliver quality output with consistency and efficiency.

With local businesses making up much of the company's clientele, turnaround times can range from a few weeks to hours. "We fit in the bail-me-out-I-forgot-about-this niche," says Brian. "In a fast-paced environment like this, reliability is key." In the past, CyberCopy struggled with paper and color shifting on larger print jobs.

Often, these issues resulted in needing to reprint entire projects. "We were using up valuable time and resources, not to mention being far less cost-effective than we wanted to be."



The solution

CyberCopy's search for a reliable machine led them to Kyocera's TASKalfa Pro 15000c. Though initially chosen for its consistency, the device also presented an opportunity for the company to add the benefits of an inkjet machine to its existing fleet. "The efficiency of cost and ink has helped us land more jobs and retain more customers," says Brian.

Robust and powerfully economical, the TASKalfa Pro 15000c gave CyberCopy the flexibility to aggressively seek new business and bring many projects it had previously outsourced back in-house. "I know that whether I'm printing 100 or 30,000 sheets, the color will look the same and the crop marks will line up," says Brian. "We can accomplish so much more with that peace of mind."

The results

The TASKalfa Pro 15000c has given CyberCopy many opportunities to present cost-saving solutions to its clients. One such client, a **medical practice**, began working with them through a print broker.

The client would have its letterhead printed separately in bulk, then shipped to CyberCopy to have black text printed on the shell. When Brian realized the color of the letterhead was inconsistent from shipment to shipment, he began to brainstorm a solution.

"In the end, we were able to offer them a significantly lower price for a high-quality product using the Pro 15000c," explains Brian. "They were saving 3 cents on every packet, not to mention trucking, travel, gas, and warehousing costs."

Now, CyberCopy prints both the letterhead and black text using the Pro 15000c's ability to print both shells and variable data simultaneously. The client receives substantial savings while CyberCopy continues to increase its profit margin.



The ability to bring jobs back in-house has also improved CyberCopy's level of customer service. Before adding the Pro 15000c to its fleet, the company was outsourcing an annual job for a **Maine school** system.

The ability to complete the job in-house cut the timeline for the project from three-and-a-half months to three weeks. In addition, the distribution process was made much simpler without the extra work required to sort incoming shipments.

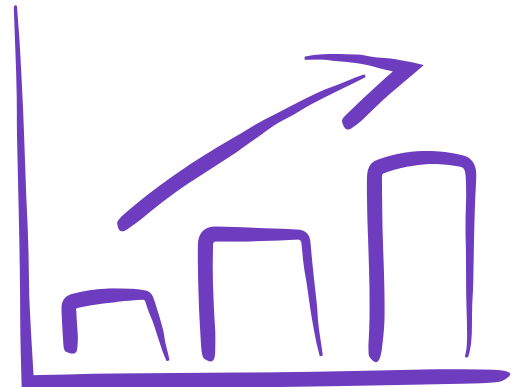
CyberCopy was able to reduce customer cost by 5% and still improve their margin. "With the Pro 15000c, we can even offer color printing at nearly B&W prices. This is huge for customers who previously couldn't afford color," adds Brian.

Continued benefit

At CyberCopy, the TASKalfa Pro 15000c continues to drive new business growth opportunities. "It's come to my attention that I could potentially start bringing mailings back in-house with this machine," says Brian. "Its variable data capabilities mean we can pursue school mailers, town mailers, and other operational-type direct mail." Possibilities like these make the Pro 15000c an asset to smaller businesses looking to invest in Inkjet for the first time.

"The biggest thing the Pro 15000c has done for us is provide a cost-saving option to offer customers," adds Brian. "That and the consistency of output have made it a key asset in our continued growth."

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