



Xeretec

## Case Study Cloud 9



"The team at Xeretec is superb and their service, combined with the DC700's performance, makes an unbeatable combination"

Peter Carroll, Director, Cloud 9



A passion for print and customer satisfaction is evident in the quality of work and service delivered by Ireland based Cloud 9 Graphic Solutions. In the case of founder Peter Carroll, this enthusiasm is mixed with 20 years of print experience and combined with the energy of an expanding, dynamic team.

### A long term view

Peter's foresight and understanding of the print industry, lead him to believe that the future for print was in digital, rather than litho printing. With that in mind, he established Cloud 9 Graphic Solutions, targeting the hotel and leisure industry as well as smaller, local businesses which accounts for 70% of Cloud 9 Graphic Solutions' turnover. Today, the company boasts over 300 customers - including the Radisson Hotel chain, Dell and Local Councils - serviced by an experienced team of seven print professionals.

To begin with, the company used a Xerox DC250 which Peter describes as "excellent". However, limitations with the stock it could print to meant that the company had to outsource certain jobs. For Peter, this didn't always provide him with the reassurance he needed to be able to say 'yes' to print job requests that came in at very short notice. He explains, "The hotel and leisure industries we specialise in have rapid turn-around times, which companies we outsource to can't always respond to quickly enough. This is a problem for us because we believe that by delivering a reliable, consistent, 'can do' service, we will retain those customers long term."

### Xerox - living up to expectations

Recognising that this task had to be pulled in-house to ensure both image quality and adherence to deadlines, Peter considered investing in an additional digital printer with greater print stock capabilities. He said: "I looked at the digital machines available, but they didn't really live up to expectations, nor the print claims their manufacturers were making for them. The Xerox DC700 Digital Colour Printer, however, seemed an ideal solution for digital production printing and it was on a different level altogether. Its range across different gamuts and its overall image and build quality were just superb. Most impressive of all, is that it is absolutely consistent with colour.

From the first print to the last, the colour consistency remains. Consistency is everything for Cloud 9 said Peter; "we must have continuity between our short format print and our wide format graphic arts department. This is vital for a global brand - like Radisson Hotels - because its corporate identity, branding and colours need to be identical no matter where in the world the hotel is."



## Performance, reliability and cost savings

Cloud 9 had one other demanding criteria – reliability. “For us to offer services in-house, we had to be 100% sure this machine was going to be reliable and worthy of our investment. We needed a guarantee that this machine would always be running. If not, that it could be fixed on the same day or at least by 9am the next day.” Previous positive experiences with Xeretec meant that Peter was keen for the machine to be purchased and supported by the company, knowing that if anything did go wrong Xeretec has the skills and resources to promptly diagnose and resolve the issue.

With the machine now having amassed an impressive 1m colour clicks, Peter is certain he’s got the reliability and durability he was looking for. He said: “Because this machine is so reliable, I can be confident that jobs will get done and that customers will come back. Therefore, it is now easier for us to make long-term cash-flow forecasts which is vital for a small business to survive and grow.”

## New printer, new revenue streams

In addition to saving the company money, the DC700 has also opened up additional revenue streams, helping the business to grow further by offering extra services like point of sale items. Enabling Cloud 9 to reposition themselves as a complete marketing solutions provider, as Peter explains. “Where we used to print 40,000 generic mailers for a client, with personalised print, we can now work with the client and break down the demographic of who they want to target, and where. Now, we’ll print 10,000 personalised mailers for well-qualified prospects. Not only does this cost the client less, but because it is personalised, it actually achieves a better success rate than a bigger, broader mailing. Because it works, they come back to us and do it again.”

The DC700 has shown its worth on other jobs, too. “The fiery RIP is so much better on the DC700. It makes booklet creation really effective and efficient and we don’t have to worry about collation. The printer just gets on with it, so we can attend to other things like spending more time with our customers and understanding their needs.”

## A bright future with Xeretec

Endearing the DC700 to him further, have been Xeretec’s support engineers. “When they are here, they always give me little snippets of technical information to keep the DC700 running in tip-top condition. Along with the routine servicing, it’s this kind of useful feedback that keep the machine running so effectively. The team at Xeretec is superb and their service, combined with the DC700’s performance, makes an unbeatable combination,” Peter said. He is undeniably – and rightly – impressed by the Xerox DC700 and Xeretec, as he confirms by concluding, “They are both a massive part of our present and our future growth, as we blossom into a total marketing solutions service.”

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Xeretec is a leading integrator of digital print hardware, software, solutions and services, supporting the print needs of businesses across the UK, Ireland and Western Europe. Established in 1991, Xeretec has grown to become both Xerox’s largest UK managed print service provider and its largest reseller in Western Europe in terms of scale, enhanced Managed Print Services and heavy and light production print technology.



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