



# CASESTUDY

Krish Offshore Sources Pvt.Ltd

L1604, Purva Highland, Kanakapura Road, Bangalore-560062

Bangalore – New Delhi – Cochin, India

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# **Press Outsourcing and Work-flow management**

**Client : On request**  
**Industry : Commercial Printing**

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# Case

- Q—printers.com is an Ireland based commercial printer with almost 100 years of service. The 2008 recession had a huge lash on the economy and the printing industry also was gravely affected. Q—printers.com's had to stay in business and was looking for an innovative strategy to stay on course.

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# Solution

- Q--'s approached Krish Offshore Sources to provide with an effective solution to remain in the business and also to grow successfully.
- Work Flow Management Software
- Prepress Outsourcing
- Internet Marketing  
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# Technological Solution

- **Develop Work Flow Management Software:** The software is a web based one which covers areas like customer management, order management, art work management, Scheduling and CTP, estimation, inventory and delivery. As the software is online a team sitting in India could also see the live jobs and even the shop floor of the press live and process the jobs.

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# Technological Solution

- The implementation of this software helped to streamline the process in the press and get better results. As human hands are inevitable in a press the chances for errors are also normally high. And a small error in a press will ultimately affect the output. Q--- was able to reduce 80% of the human errors by using the software and bring in much standardization.

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# Outsourcing

- **Prepress Outsourcing** : Experts from printing industry like estimators, design and art work specialists, Planning and Scheduling specialists, CTP specialists, accountants, sales and customer service specialists were deployed on various stages to work and to built a strong prepress team in India.

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# Marketing

- **Internet marketing** : The website was redesigned and many user friendly features were added like E commerce, quick quote and online artwork upload, online proofing and updates.
- **SEO**: A rigorous and dedicated SEO work was done to the website which enabled the website to reach top listing in search engines for keywords. As a result the website hit got tremendously increased and Q---'s got more enquires and orders.
- Other internet marketing methods like Adwords, social media etc were later deployed.

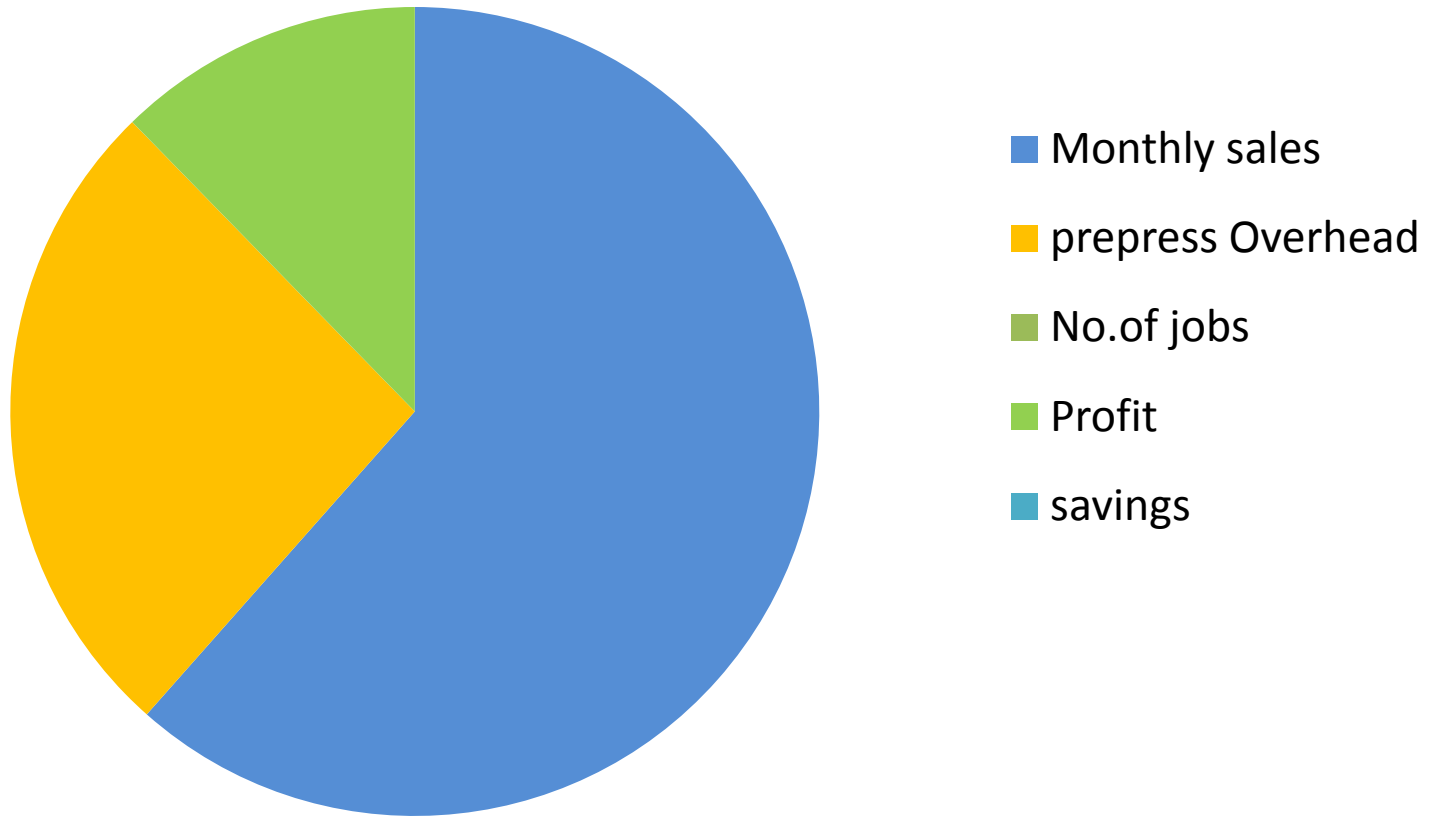
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Before applying the strategy

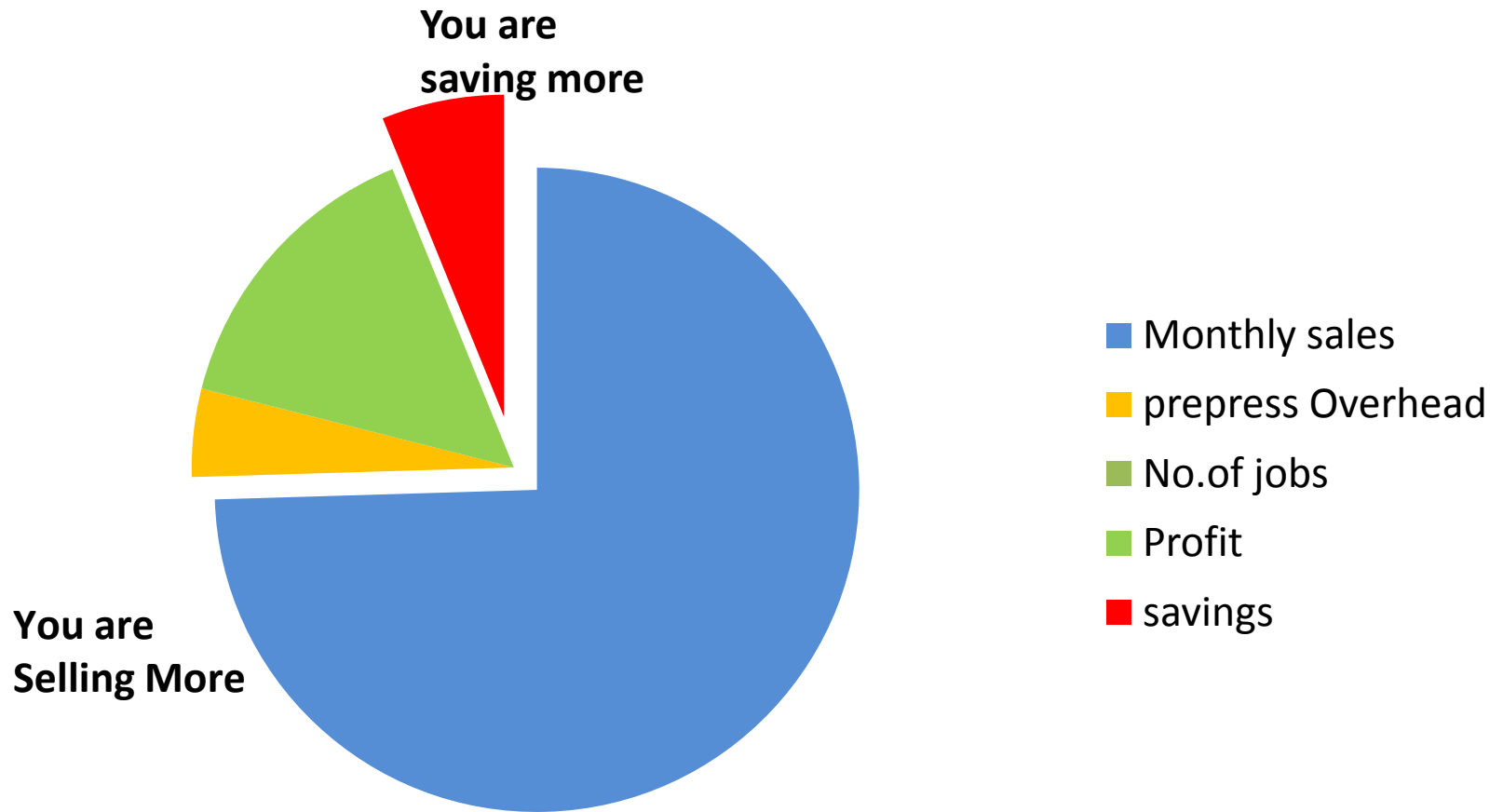
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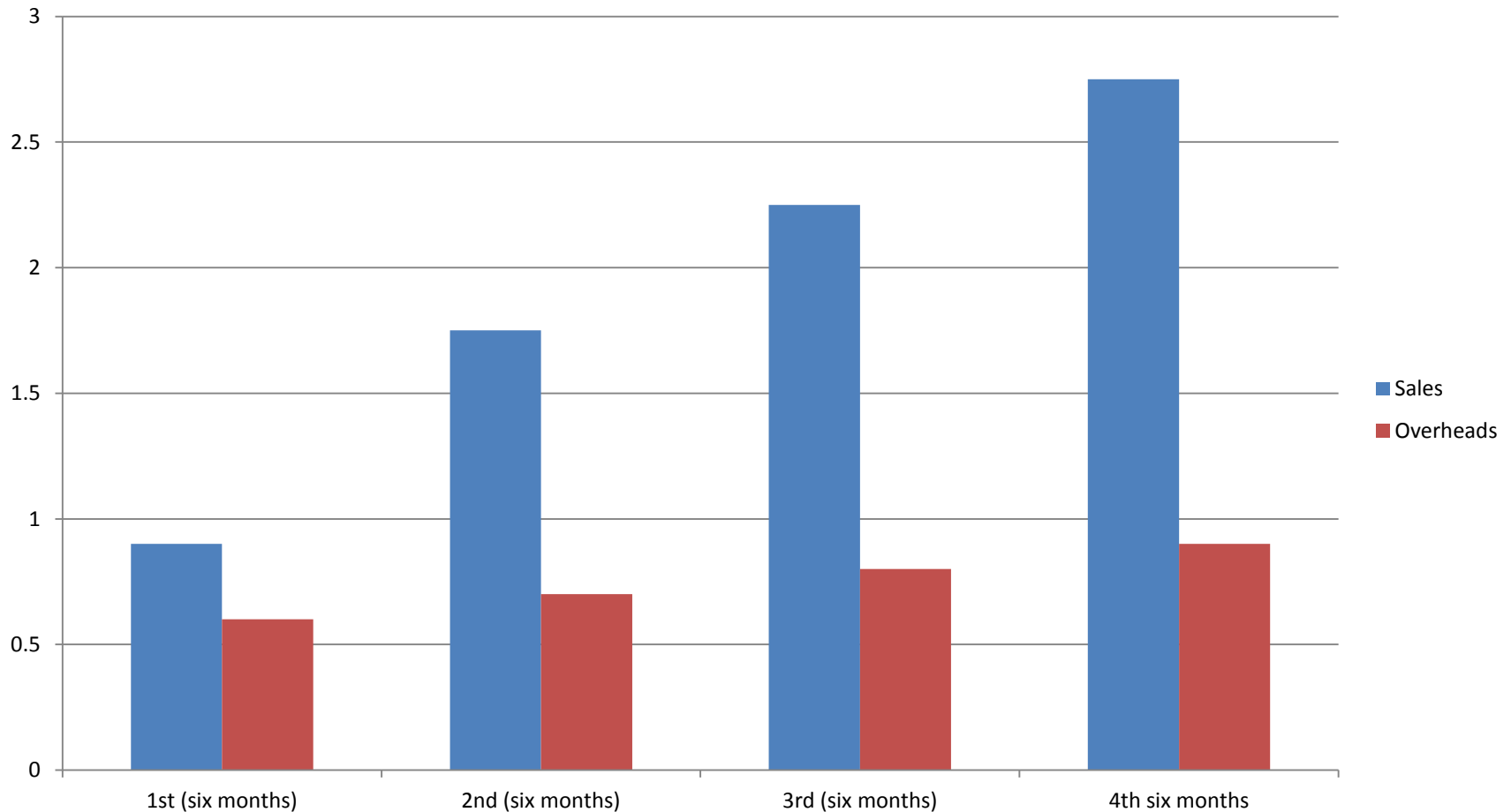
## After Applying our strategy





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# The Change in Sales and Overheads





# Current Situation of Printing Industry

The industry struggles as printed media lose consumers to the web. The Printing industry has faced a variety of challenges over the past five years.

- The main challenge has been **the rise of digital media**, which has slowly replaced traditional forms of advertising, challenging many of the industry's clients and fostering industry restructuring.
- **The recession's adverse effects** on advertising and consumer spending, industry revenue declined considerably over the five-year period.
- In the five years to 2011, the **Printing industry's revenue is expected to contract** at an average annual rate of 4.5% to total \$81.4 billion.
- Although print advertising expenditure is expected to experience some growth in 2011, a **highly competitive market, pricing pressures and the rise of digital media** will restrict industry growth.

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Printing Market Research Report | NAICS 32311 | Dec 2011



# How to stay in course?

## from Ronnie H. Davis, Ph.D

- **Think Smart:** Printers need to understand print's emerging economic and industry.
- **Think Forward:** Thinking smart is not enough to compete for print's thriving future. You also have to think forward in order to manage forward.
- **Think Better Not Bigger:** The industry can be characterized as one of constant returns to scale in terms of long-run cost. However, these curves are likely shifting down as a result of technology change. **The lesson from this is that printers need to think about investments in technology that reduce cost rather than on getting bigger by chasing sales growth.** (*This is what Krish offshore Sources offered its client 3 years ago*)
- **Think Strategically:** The next key component for competing for print's thriving future is to think strategically.

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# How to stay in course ?

## from Ronnie H. Davis, Ph.D

- **Think process** : Thinking “off the top of your head” will not work.
- **Think Business Model**: As demonstrated in Competing for Print’s Thriving Future, **business model selection makes a difference in profitability in the printing industry.** (*Outsourcing of prepress is one profitable model which Krish Offshore Sources offered*)
- **Think Like a Super Printer**: Profit-leading Super Printers not only outperform and outthink other printers, but they also out execute. By this I mean they **not only figure out the right thing to do, but they also do things right.**
- **Think Pricing Power**: To compete for print’s thriving future you need to **use price as a strategic tool** rather than as defensive cover. You need to understand cost, but don’t price solely on cost but also according to demand elasticity.

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# How to stay in course from Ronnie H. Davis, Ph.D

- **Think to Combat Foreign Competition:** Although print remains primarily a domestic industry, it is increasingly global. This is particularly true for niches with longer lead times and less integration with domestic distribution systems such as the postal services.
- **Don't Think Alone:** You need to remember you are not alone in this thought process. Remember to **utilize the available resources and expert networks that are available through Printing Industries.** Studies demonstrate that association membership is correlated with improved performance, higher profits, and increased sales.
- **Think Again:** Lastly, printers who plan to compete for print's thriving future need to think and think again. You and your management team need to think and think again to constantly repeat the above ten steps to competing for print's thriving future.

<http://www.printing.org/page/9252> | [Prepress Services](#) and [Print Outsourcing, India](#)



# Conclusion by Dillon Mooney, Technical Consultant, Printing Industries of America

“ I look over the description of Krish Offshore’s printing management software and it looks interesting. I am not aware of anyone in the US market offering this software on-line through a subscription. “

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# Conclusion

- In last couple of years across US and UK it is seen that many printers are closing down. This is due to the emergence of digital media, bad global economic condition and the increasing competition. It has been stated by the experts that if a printer needs to stay in course he needs to develop strategies based mainly on technology and on costing.
- We have also given a detailed case study of a press which we have helped to stay afloat in the bad economic condition. We have developed a strategy using the technological and printing background that can be of huge benefit to the printing industry. We are confident to say that we have operationised, commissioned and delivered this strategy successfully and can help the printing community around the world.

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# Thank You

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