

Case Study

FULL-SERVICE PRINTING
AND GRAPHICS COMPANY

Finding the “Just-Right” Platform

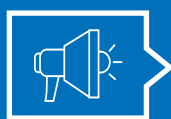
“Propago has provided a solution that has opened the door to customers that our other solutions could not satisfy.” - Jeff, President

The Company

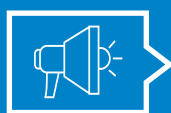
- Full-Service Commercial Print Company
- Innovative Solutions and State-of-the-Art Technology
- \$24 million Yearly Revenue
- Founded in 1981

Highlight Quotes:

Jerimiah, Creative Services Manager



“With Propago, we feel more like we have engaged in a partnership, rather than simply purchased some software.”



“The Propago team is extremely supportive and goes above and beyond in helping us provide the best solution possible to meet our customer’s needs.”

Executive Summary

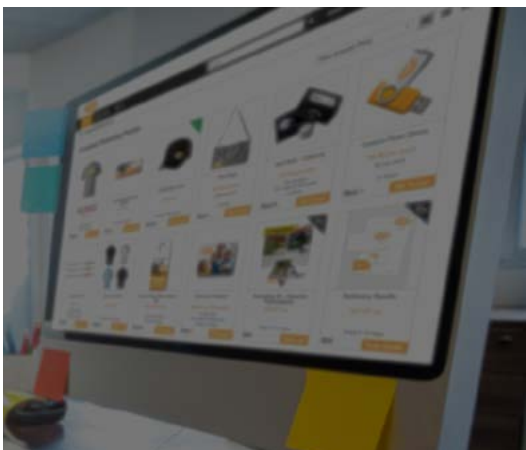
Online storefronts have always been a central offering of this large, full-service printing and graphics company. They focus on staying innovative and utilizing state-of-the-art technology.

They found themselves at a crossroads when the two platforms they offered both fell short of many of their needs. One was robust but bloated with unused features and priced high. The other was more streamlined and inexpensive but lacked functionality and flexibility beyond simple order processing.

In addition, neither platform had the key capability needed to win the business of a large prospective client.

“Propago fit perfectly within a need for a middle ground solution, providing a good price point along with a large and robust offering outside of simple order entry.”

- Jeff, President



The Problem

The graphics and printing company needed a new web to print platform. *"Our existing solutions had limitations in either pricing or functionality that created a barrier for onboarding customers."*

- Jeff, President

The key requirements they sought in a platform:

- Flexibility and the ability to innovate, to adapt to new needs and creatively solve client problems.
- A cost-effective price-point without 'nickel and dime' add-on costs.
- Strong reporting, customer facing administrative tools, and a user-friendly interface.
- Robust functionality beyond the basics, such as the key to winning a prospective real estate client: direct information feed from an MLS number.

The Results

50 %

Expanded Customer Base

By replacing two old platforms with Propago, this printing company has *"opened a pathway for attracting new customers that fit the model well and may not otherwise have been viable to pursue."*

- Jeff, President

40 %

Reduced Software Costs

"Propago does not 'nickel and dime' you with add-ons and additional costs, but rather continuously improves their product offering to increase capabilities and meet the diverse needs of their customers."

- Jeff, President

60 %

Time Saved Seeking Support

Significant time is saved when you can always get prompt and effective support. *"We are never lost in the ticket queue. With Propago it often feels more like a partnership than just a software subscription as a faceless customer."*

- Jeff, President

The Solution

DIVERSE FUNCTIONALITY

Flexible and robust capabilities allow for diverse products and meeting complex customer needs.

USER FRIENDLY

Clean and intuitive user interface and extensive user-facing administrative tools.

"JUST-RIGHT" BUSINESS MODEL

Replaced two old platforms by combining affordability, robust functionality, and quality support.

HANDS-ON PARTNERSHIP

Consistently responsive and helpful support. Willingness to explore creative solutions and adapt.

Bottom Line

This innovative and multi-faceted printing company replaced two platforms with Propago, opening a path to new customers and making them stronger providers and partners.

"Propago stands out against the competition."