

ENFOCUS SWITCH: BUSINESS THINKING THAT WILL MAKE YOU SUCCESSFUL



Assisting companies in becoming future-proof with intelligent and scalable, open architecture design is making Enfocus Switch automation a popular solution for organizations ranging from small shops to some of the world's largest production facilities. Customers include Hallmark and world-renowned electronic gaming leader, Ubisoft¹.

An Enfocus integrator named Steve Barston² told us a story that shows how the decision to purchase Enfocus Switch serves as a perfect example of the business thinking that defines our times.

Value Trumps Everything

Today, more and more business people realize that making purchases based on value; i.e., getting the most for your money; rather than spending more for prestige or a relationship, is imperative to survival. Few business owners have money to spare these days.

Steve was in the office of a commercial print owner – Jeff White -- when Jeff received a call from his brother, a specialist in high-end, custom foreign sports car acquisition. Steve couldn't help but get an earful of the conversation: apparently the brother was calling to complain about the cost of "keeping up with the competition" – in his case, the competition was other automobile connoisseurs and consultants who were breathing down his clients' necks from the fine leather seats of prototype Lamborghinis and Maseratis, and Jeff's brother couldn't afford to reinvest in a new product line. It would mean spending quite a lot of time and money on both the cars as well as the relationships with the car manufacturers and their representatives.

1. To read or hear more about Hallmark and Ubisoft's Switch installations, go to <http://www.enfocus.com/en/solutions/testimonials>
2. This fictional story is based on more than one integrator experience shared with Enfocus.



“In my world,” Jeff says, “I can’t go out and buy the newest digital press or prepress software suite for my entire team, every time there’s a new bell or whistle ... but it’s painful when the upgrades and new equipment might really make a difference for our customers.”

“At the same time, I have to have an eye on the future, and be sure my operation is prepared to serve our customers at least one of the new communications-related services they are looking for, in addition to conventional print,” he says, clearly echoing the segment’s trend toward diversifying into additional print (such as signage, packaging, and VDP applications) or electronic (web and display) services.

Jeff’s Quandary

Jeff needed a way to make time to research and prepare for the future, while keeping his shop running as competitively as possible in terms of quality, turn-around times, and pricing.

The Answer: Optimizing and deriving additional value from existing systems with Enfocus Switch’s advanced automation

Enfocus was armed with input like this, from the market’s smartest professionals, when our R&D team designed **Enfocus Switch**.

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The increasingly popular, scalable automation system **maximizes customers’ existing software solutions at minimum cost**. Professionals have to get on with more important things than endlessly opening, checking and converting production files between formats, and concentrate on more complex and service-oriented activities.

Switch gives maximum return – it even crosses over into internal databases, finding all the existing data related to every job, and then reuses that data intelligently: within the file itself, and sent to the CSR, the client – whomever.

“Guess what?” Steve asked Jeff. “I’m going to speed up your patched-together workflow and turn your pre-production operation into a 2012 Lamborghini, for a fraction of the price of a Smart car.”

The plan in this case was to connect **Switch** with Jeff’s internal systems like his order management system, so that once directed, Switch would go into those files and “get” necessary, related information to jobs, clients, and processes the job accordingly. Information related to inventory, for instance – not a typical pre-production data field – could now be utilized for greater benefit across the organization and for the client.

A **Switch workflow** could go for days without intervention or outside control – or get checked and controlled by stakeholders around the world with a **SwitchClient** app.

Jeff believes in value, and he was sold. At \$1,900 for the primary **Switch Core Engine**, it would allow him to set up hands-off, customized job & file handling: In his configuration, for example, files are downloaded from an FTP, routed and sorted based on file naming conventions, and PDFs are merged or split into documents. Customers get automated notifications at the right point in time.

Depending on his needs, Jeff could choose from different modules to build the solution he actually needed. “We just set it up to use with your existing software and hardware. Whatever you’ve got, Switch will grow with your needs,” Steve said. All he had to do was set up the first “flow” – literally as easy as drawing on an Etch-A-Sketch – and Switch would do all the work.

Enfocus’ use cases – application scenarios explaining additional ways to use Switch – were just a link away. Jeff became inspired to automate file conversion, for instance from InDesign and Photoshop files, and saw quickly how easily he could make it happen. (<http://www.enfocus.com/en/products/switch/use-cases>)

His customers were going to see a big, Maserati-level difference, especially when Jeff starts to incorporate additional services.

Jeff reports that this realization was the point where he not only felt smart, but also, happy.

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Sometimes there is skepticism that well-heeled companies like Enfocus, whose parent company is Esko; are going to put a new coat of paint on last year’s model, and sell it for more.

Reality is, in fact, quite the opposite. Enfocus customers -- over 150,000 in the world – rely on the company for great solutions that are scalable, practical, and priced accordingly.

“The truth is that we are able to program intelligent automation in an affordable way,” Enfocus Vice President Fabian Prudhomme says. “It’s why we have long term customers, and why we’ve continued to grow through even the rockiest times. We’re helping our customers not only stay -- but grow, in business. **And we think that’s smart.**”

