

Case Study | Croudace

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Robert Cleeve, Croudace’s Systems Manager

Croudace is a home construction company in Surrey, England, that decided to explore an output management solution both for external customers and internal management documents.

Croudace’s goal was to manage document outputs and improve their appearance, so as to strengthen and enhance brand equity. They wanted their enterprise documents to look more professional, selling and sharing a similar “look and feel”. Just as important, the company wished to enable easy, attractive publishing of price lists and other useful information on their web site for customers and resellers.

Furthermore, the company sought flexible document management and delivery options, such as print, e-mail and fax. Still another consideration was a simplified way for sales staff, who was often not skilled IT workers, to manage e-mails with attached reports rather than to work with IBM iSeries printqueues.

“Today we use PrintBOS for printing a number of versions of price lists from our sales systems, which are handed out to prospective customers, and are used in-house as well.”

According to Robert Cleeve, Croudace’s Systems Manager,

Simplifying workflow could boost performance, increase productivity and earn staff appreciation.

who was responsible for seeking a solution, Croudace had already made a considerable investment in equipment which it wished to continue using.

“We have an IBM iSeries 810 networked with a number of servers running Windows applications and 40 networked printers, some of which are stationed on our premises and others on remote sites for building and sales staff.

The installation of PrintBOS did not require any additional equipment, and this, of course, was an important consideration in our choice,” he relates “Today we use PrintBOS for printing a number of versions of price lists from our sales systems, which are handed out to prospective customers, and are used in-house as well. By the way, we plan to use PrintBOS

for printing, emailing and faxing material orders to suppliers”

When asked about the benefits that have already been realized, Cleeve emphasizes productivity because “professional documents can be produced directly from the IBM iSeries without having to re-key or load into Excel and reformat. Users who have experience of e-mail are now able to print their reports without needing special training on how to use IBM iSeries output queues and writers.”

Cleeve also notes a definite boost in efficiency “because we can now direct reports, via scripting, to use email where an email address exists, or directly to a fax router. This is decidedly more efficient, replacing having to print and then manually send a fax.”

»» business challenges

- Apply a professional look to enterprise documents
- Boost performance
- Increase productivity
- Earn staff appreciation

»» Achieved benefits

- Work process significantly shorten
- A definite boost in efficiency
- Improved appearance of all documents
- Enhanced brand equity