

Leading Large Format Print Company Replaces Standard FTP & Improves Customer Service Experience with Hermstedt StingRay

"The new Quicksend feature allows the Studio to send clients email links for HTTPS downloads without the need to setup an address book entry... This solution is both fast and efficient!"



PROBLEMS

- Huge volumes of files arriving from a range of different locations, using various file delivery methods.
- Time wasted monitoring solutions to determine when a file has arrived.
- The possibility of files getting lost or misplaced.
- Significant costs associated with couriers and ISDN line charges.
- Customers struggling to use complicated FTP solutions.

SOLUTION

- Hermstedt StingRay.

RESULTS

- Replacement of inadequate FTP solutions.
- More reliable and efficient file transfer processes with the help of notification options and simple user interfaces.
- Flexible large file transfer options for both customers and internal users.
- Substantial cost savings.

The Company

Over the 25 years following its formation, Dominion Screen & Digital Print have matured to become one of the UK's leading large format print companies. During this time they have built a strong and loyal customer base encompassing both trade and direct customers nationwide, on account of their superior print products and unrivaled customer service.

Dominion Screen & Digital Print are acutely aware that in order to maintain their lead at the forefront of the large format printing industry, the advantages of modern print applications and technology must be fully embraced to provide the highest quality products and services available in the marketplace.

The Problem

By the very nature of the industry, print companies such as Dominion Screen & Digital Print send and receive huge quantities of large digital artwork files on a daily basis. Their primary business objective is to ensure a swift turnaround on all jobs whilst providing and maintaining a premium service for over 250 regular customers, therefore it is essential that their file transfer processes are as quick, simple and efficient as possible for all parties involved.

In past years, methods such as standard FTP, ISDN and courier services had been used to fulfil their file transfer requirements but as time progressed and technology advanced, it was evident that these methods were no longer adequate. Besides the reality that customers were struggling to use complicated standard FTP solutions, the lack of notification and reliability issues, not to mention the ongoing costs associated with ISDN call charges and same day courier services made each option impossible to maintain from a practical, efficiency and financial perspective.

"Our Account Managers and Production staff had been battling with fragmented file delivery methods, with no alternative option other than to waste precious time manually monitoring each to make sure files had been successfully sent or received", commented Richard Town, Research and Development Director at Dominion Screen & Digital Print. "We needed to take a two pronged approach to the problem by implementing a system that would consolidate all of our incoming and outgoing file transfers, whilst providing our customers with a simple, flexible and reliable means of sending us their artwork files."

The Solution

It was at this point that Richard Town approached Pro2col to seek advice, guidance and assistance in sourcing the best possible file transfer solution to meet their operational requirements.

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Whilst reflecting upon the operational requirements and key objectives set out by Dominion Screen & Digital Print, it was apparent that Hermstedt StingRay was the most suitable solution to address all of their needs.

From their customer's perspective, StingRay's centralised file transfer platform would provide a selection of ways to submit artwork files, allowing them to choose their preferred delivery method ranging from FTP, HTTP(S) (web browser upload and download) to email attachments. Similarly, the wide range of outgoing delivery options would allow staff to send files to customers using simple yet innovative file delivery options such as Email Hyperlink and Quicksend.

For Richard's Account Managers and Production staff, one of StingRay's principle virtues is that all of the files sent and received via the server are centralised into a single incoming and outgoing jobs queue – an invaluable feature in terms of monitoring and managing all file transfers both into and out of the business. Moreover, StingRay's email notification option can be configured to alert both internal and external users when a file has been sent or received which is critical from a time and efficiency perspective.

The Results

In the years following its install, StingRay's contribution to the company has been immeasurable and the solution has successfully replaced and addressed the inadequacies of out-dated file transfer methods such as standard FTP. The features and functionality provided by this on-premise file transfer appliance have been utilised to notably improve the efficiency and reliability of large file transfer within the business.

"Internally, our StingRay file transfer appliance has been setup to notify Account Managers and Production staff of all relative incoming file transfer traffic, which works a treat!" said Richard. "The new Quicksend feature allows the Studio to send clients email links for HTTP(S) downloads without the need to setup an address book entry. It also releases the pressure caused by large email attachments by diverting them away from our central mail server. This solution is both fast and efficient!"

The operational benefits provided by the StingRay server such as greater flexibility, reduced time commitments and uncomplicated user interfaces have resulted not only in more efficient processes but also substantial cost savings. When asked to summarise his experiences with Pro2col, Richard Town replied, "The Sales and Support teams at Pro2col are second to none and the solution itself is fantastic and stable. We love it and couldn't be without it!"