

## Ensuring Technology Investments Achieve ROI Goals

Investing in the right document production hardware and software has become almost a life or death process in the evolving print and mail industry. Some would even say the change taking place is a revolution, not evolutionary, given the paradox of remarkable niche growth within a consolidating industry. The wisdom to know when to invest for change and growth and what the best technology investments are becomes a crucial differentiator for successful executives today. And more than ever before, these investments must deliver an attractive ROI as well as an efficient, productive and profitable operation moving forward.

Ironsides Technology plays a vital role for many companies in the US, UK and EU in terms of their ability to deliver profitable results, and to prove to senior management that ROI metrics have been achieved. Ironsides provides core metrics and production information, automatically and in real-time, to support:

- Current state analysis projected against planned hard dollar savings
- Automatic measurement per day per machine per operator to generate ROI analyses and to improve capacity utilization
- Automatic alerts to ensure compliance with ROI and other performance metrics
- Daily and per shift ROI metric reviews, including quantitative and qualitative analysis and adjustments
- Tracking of ROI results daily, weekly, monthly, against ROI plan
- Continuously informing senior management about performance against targets
- Avoidance of liability due to regulatory infractions

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With investment costs that can extend into the millions for inkjet technology and related infrastructure, including document composition and output management solutions, the need for rigorous ROI planning and execution is absolute. Ironsides APT™ has proven to be an integral, adaptive and flexible tool that enables print and mail organizations to execute against ROI plans in complex and evolving technology implementations.

ROI must be driven by measurable cost savings validated by maximizing machine utilization, and by reducing consumable and manpower costs. ROI can also be measured in the real value of better risk management. Achieving ROI results also ideally means growing revenue, profits and EBITDA.

It is also important to consider the growing importance of regulatory compliance, and the role all stakeholders play. While document owners assume a certain amount of the risk of non-compliance, these risks can also accrue to service providers. With its complete end-to-end production tracking and reporting, including a deeply detailed audit function, service providers can ensure that all packages have been assembled correctly and that there are no duplicates or missing packages, and that services have been delivered according to service level agreements (SLAs). The days of crossing your fingers and hoping that people and process on the customer side will ensure compliance is long gone. It must be controlled by technology, and the entire end-to-end process must be tracked and reported upon.

## Does Ironsides APT help execute against ROI goals?

“The Ironsides team was outstanding during the entire process. During the discovery phase, their product was the clear winner, and the product implementation and ongoing success has delivered on their promises.”

## Does Ironsides deliver the core metrics for execution against ROI goals?

“We have improved data for our non-conformance management system and better detail supporting root cause analysis, preventative management and corrective actions, using a proven, compliance-driven production and distribution environment that includes rigorous tracking and quality controls—Ironsides is integral to this process.”

## Does Ironsides impact revenue growth for ROI?

“We deployed Ironsides Technology APT, which was a vital factor in securing, and expanding, our key multi-year, multi-million dollar contracts. Ironsides APT has adapted to our changing client needs and helps us greatly to meet new customer requirements. In fact, Ironsides APT helps us to sell because the great APT visual GUI shows end to end production tracking in realtime during plant tours. It’s certainly fair to say that Ironsides has played a key role in helping us to win major new clients—such that our output will nearly double over the next year.”

Successful execution against ROI goals requires collaboration among internal and 3rd party technology resources that are committed to achieving the stated ROI goals. People are as important as technology. There is no Silver Bullet; achievement of ROI projections cannot be done simply by putting in place a perfect plan—because there has never been a perfect plan. Rather, it requires a well-made plan that is well executed by multiple people committed to that plan, and Ironsides Technology has a history of being a core team player in these initiatives.

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“The end result is lower operating costs, improved delivery performance and reduced risk of compliance penalties and late delivery fees.”

“It’s a complex operation, and Ironsides understands it all. I don’t think I have ever worked with such an accommodating partner. If there is something their solution does not address, they are immediately on it. It doesn’t just get put on a wish list that waits for the next update.”

“We work with a variety of partners, the majority of whom act like vendors. Ironsides embodies the concept of partnership and has been our best overall partner.”

Our goal is that our Ironsides APT tools will prove to be real assets to continuous cost saving initiatives and revenue growth for our customers. Ironsides is a committed partner beyond the successful achievement of ROI objectives. It is a permanent system that maximizes production utilization and profitable output, from implementation far into the future.

“APT allows older and proprietary tracking methodologies and information management systems to be integrated into a truly accessible, enterprise-wide job tracking and workflow strategy. The end result is lower operating costs, improved delivery performance and reduced risk of compliance penalties and late delivery fees.”

“Ironsides APT was the only solution on the market that could give us the integration we needed across all of our kit. And the promised after-sales support has been fabulous.”

For companies looking to invest in new technology or that want to improve current systems to grow earnings, Ironsides Technology has the expertise and systems to help customers accomplish those goals. Ironsides can access proven industry leaders to provide expertise and guidance to customers when installing and implementing the technology and process changes required to meet ROI goals. Ironsides Technologies APT is the glue that holds together a seamlessly integrated workflow, automatically compiling and tracking information that makes it easier to achieve performance improvements while also providing real-time operational data that ensures the streamlined and error-free movement of work through even the most complex operation.