



Randy Brown, DataPrint Initiatives' Web-to-Print Specialist, developing a new web-to-print site using EFI OPS software.



DataPrint Initiatives was founded in 2005 to provide the marketplace with innovative print solutions. Growing from the instant and commercial print industries, with experience in both, DataPrint has positioned itself ahead of the curve, keeping on the forefront of emerging digital printing technology. Today, the 10-employee company has full capabilities to create, produce and distribute marketing solutions through traditional and cutting-edge print channels, as well as through electronic media.

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## DataPrint Initiatives Strikes Gold with EFI OPS and Fiery Driven Printing

### Challenge:

*"We needed an easy-to-use web-to-print solution that we could control — affordable, reliable and fast."*

*Dan Foster, CEO  
DataPrint Initiatives, LLC*

DataPrint Initiatives founder Dan Foster has been in printing most of his life, including working in management at a company that was ultimately acquired by a larger graphic arts organization.

"We were early adopters of web-to-print," he says, "and I carried that knowledge with me in founding DataPrint Initiatives. While we had some good customer-facing solutions at my former company, I knew I needed to explore something different for our new, smaller business. There is no question that if you are going to have a digital printing business, you need an effective eCommerce solution."



### Solution:

*"DataPrint and OPS actually started out together as two startups. Over time we have grown together as well. With the acquisition of OPS by EFI, we expect to see even more rapid development of leading-edge capabilities coming our way."*

*Dan Foster, CEO  
DataPrint Initiatives, LLC*

As Foster and his team were pondering which of the many available web-to-print solutions to implement in their new company, Mark McGowan, founder of Online Print Solutions (OPS) in Australia, contacted Foster. "At the time," Foster explains, "he was really just getting started and might have had one or two installations in the U.S. While it might have been a bit of a risk to jump in the boat with this small start-up company, we liked its ease of use, and it appeared that they were adding some features that were pretty unique at the time.

"As an SaaS solution, it was much more scalable and affordable than many of the licensed software solutions available at that time," Foster adds. "Upfront investment was minimal—they were willing to work with us as a small business."

### Solution:

*"You can't stand still in this business, and especially with our partnership with EFI, we certainly don't intend to."*

**Dan Foster**  
CEO, DataPrint Initiatives, LLC



Michelle Sellers, Digital Print Operator at DataPrint Initiatives, prepares a job for production on a Fiery RIP with a Ricoh C901 production press.

**Results:**

*“Not only are we benefiting from the simplicity yet robustness of OPS for our own business and customers, we have also added a significant revenue stream by providing professional services to the trade, especially with print brokers looking to establish an online presence.”*

*Dan Foster, CEO  
DataPrint Initiatives, LLC*

“When we started with OPS, we had one customer and 20 items on the system,” Foster explains. “Today, we have over 200 templates, and we manage a wide range of items from business cards, conference pads and forms to client mailings and promotional items, all through one, simple cloud-based interface. In the two years we have been operating OPS, we have processed more than 5,000 orders through the system.”

One of DataPrint’s print broker clients represents a large bank that uses EFI™ OPS software to supply business cards, stationery and more to its locations throughout the Americas. “There are about 50 users from the bank on the system,” Foster says, “but of those 50, two are completely dedicated to the system eight hours a day as part of the bank’s dedicated print procurement department.”

Foster points out that the automation offered by OPS is critical to his success and to his ability to serve the trade. “We all know that business cards are a low-margin item,” he comments. “We do a lot of business cards. With OPS, these orders are accumulated in a 24-hour period and then ganged for optimum printing. They go right to the press without human intervention.”

Foster says that, in addition to its professional services offerings to the trade, the company processes about 400 online orders per month for its own clients, with an average value of about \$200 per order. “If you don’t have automation,” he says, “it is simply too costly to process this volume of small orders. With OPS, we are doing so profitably.”

DataPrint’s in-house printing capacity includes a Presstek 34DI digital offset press and three Ricoh digital production devices, including a Ricoh C901 printing system. “Our Ricohs have Fiery front ends,” Foster says. “This is one of the reasons we were excited about EFI acquiring OPS. Not only do we believe that EFI is bringing additional needed resources to the OPS product, but we are also looking forward to future integration between OPS and Fiery. It will make my life a hundred times easier.”



DataPrint Initiatives runs the successful quickclickprint.com web-to-print site using EFI OPS software.

**Results:**

*“If there is an issue with an on demand proof, we simply correct the problem at the Fiery in a matter of seconds without having to go back to prepress and the native files. That’s huge for us.”*

*Dan Foster  
CEO, DataPrint Initiatives, LLC*



DataPrint is already benefiting from the ability to drive its Fiery® workflow from Fiery Command WorkStation®. “We use Command WorkStation tools constantly, allowing us to run live proofs, do color management tasks and impose files at the point of print, which we do about 50% of the time,” says Foster.

Foster is also considering adding an EFI print MIS solution to the mix in the future. “With total EFI integration, from the customer-facing portal through our production and business systems,” he concludes, “we expect to see a real goldmine of productivity and business benefits.”

Beat the competition and profit with EFI’s integrated Fiery®, VUTEK®, Jetrion®, EFI Wide Format, Print MIS and Web-to-Print solutions. Visit [www.efi.com](http://www.efi.com) to learn more.

## Why EFI?

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