

# THE BUSINESS OF AUTOMATION

## Calculate the value of efficient imposition



What if you could compare  
your operation's numbers  
against the industry and  
determine if automating  
imposition makes sense  
for you?



Many printing operations still use labour-intensive manual processes to lay out and impose jobs, even though there are automation tools available. An InfoTrends survey of over 200 print service providers (PSP) sheds some light on why:

**ABOUT  
50%**

**think that the ROI is unclear or unknown**

**45%**

**believe that workflow automation would  
be too expensive to achieve**

**OVER  
33%**

**feel they do not have the skills to  
implement higher automation**

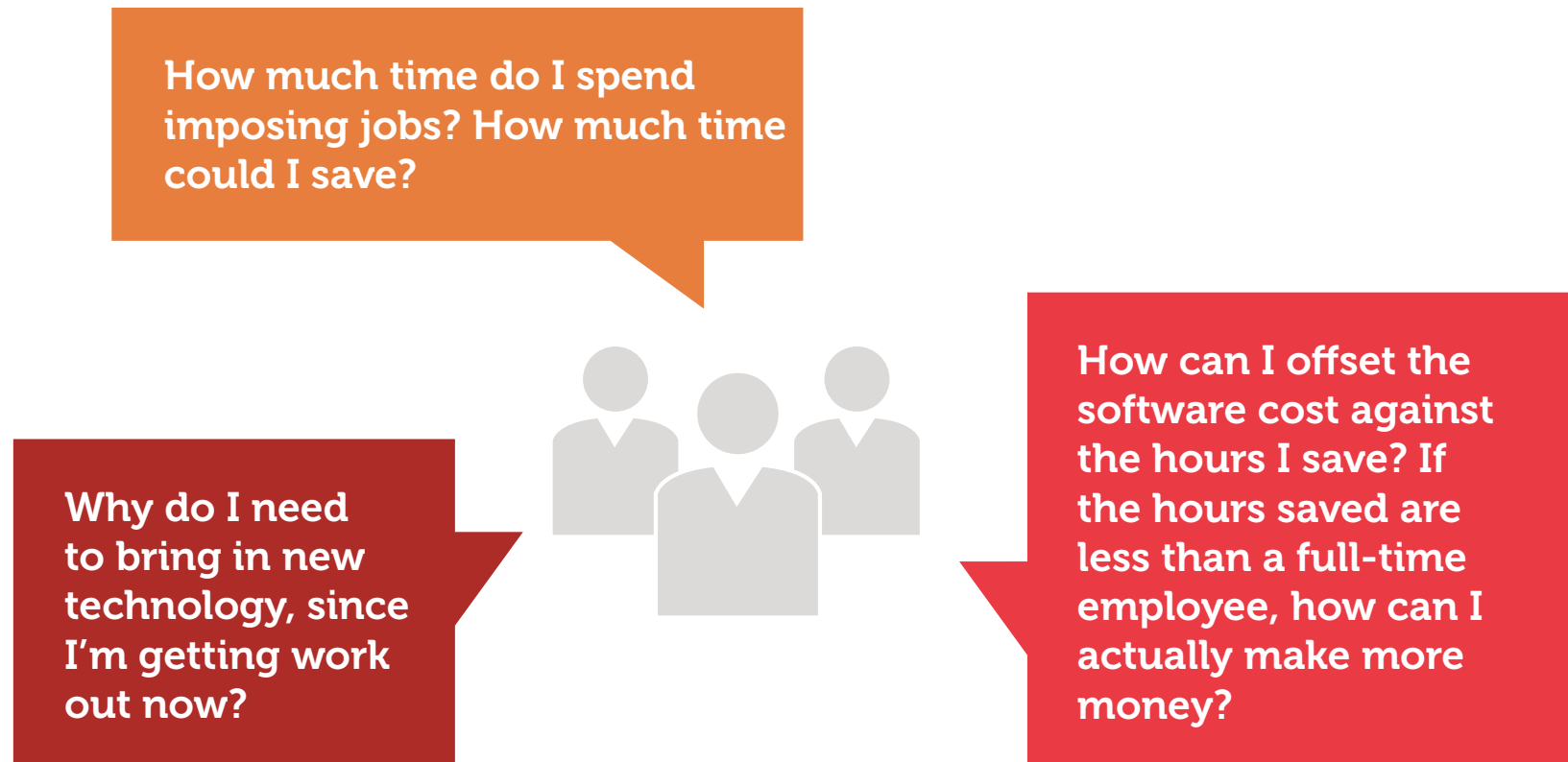
**YET OVER  
80%**

**believe they could automate further without  
having too many exceptions in the process**

Even though PSPs may have doubts about the ROI, or whether they have the skills to achieve automation, they know how automation benefits could change their business:



Understanding workflow automation ROI is critical because many printers wonder whether they do enough work to justify the investment.



Of course, many offset printers felt the same way about digital printing at one time.



Use the interactive tools in this e-book to help determine whether automating imposition makes business sense for you:



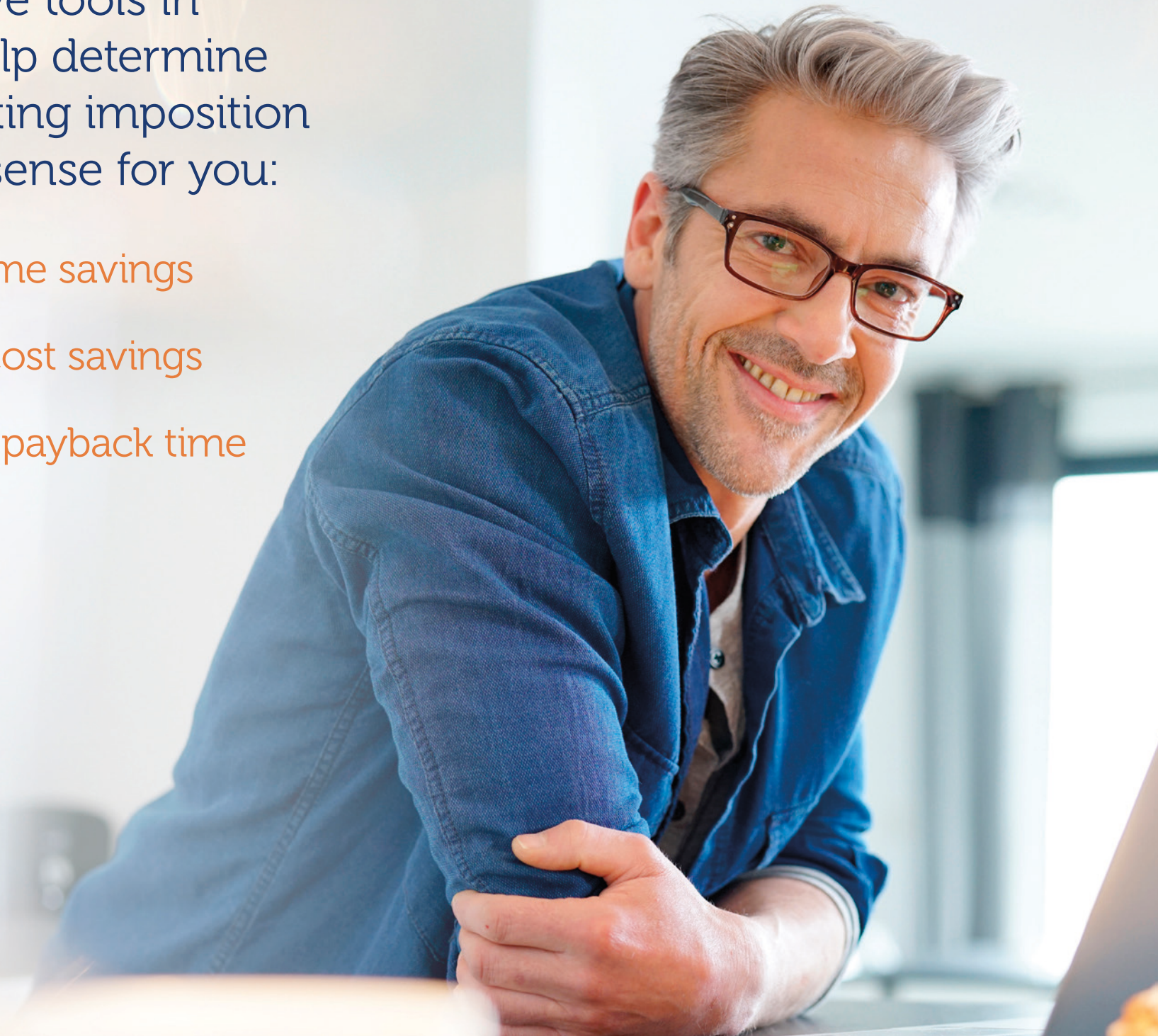
**1. Estimate** time savings



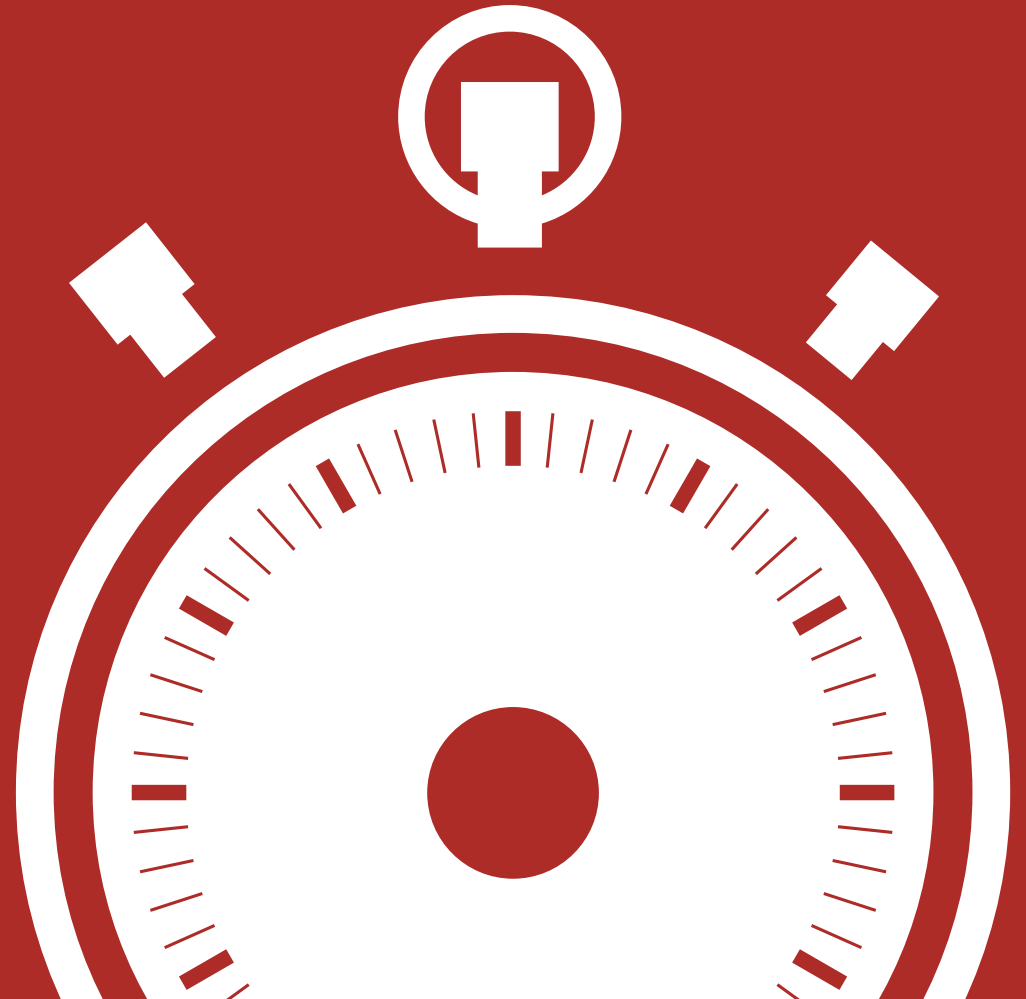
**2. Calculate** cost savings



**3. Determine** payback time



# 1 Estimate time savings



# Monthly time-savings model

Think about the types of imposition jobs you routinely do — business cards, brochures, postcards, etc.

Enter your data in the column on the right to see how your company compares to the results from an InfoTrends ROI study.\*

Because automation benefits will be unique to your operation, use the InfoTrends numbers as a reference as you fill in your values.

## Estimate your time savings here:

| Job type                                       | Manual process<br>designer time<br>(min:sec) | Manual Fieri®<br>Impose™<br>process<br>operator time<br>(min:sec)** | Automated Fieri<br>Impose<br>process<br>operator time<br>(min:sec)** | Your prep<br>time<br>(min:sec) | Prep<br>time<br>saved<br>(seconds) |
|--|--|---|--|--------------------------------|------------------------------------|
| Business card, postcard, and other gangup jobs | 8:00   | 1:50  | 0:10   |                                |                                    |
| Simple booklets                                | 8:00   | 1:00  | 0:10   |                                |                                    |

|  | Study | Study | Study | Your<br>values |
|--|-------|-------|-------|----------------|
| Total number of employees  | <10   | 10-49 | 50+   |                |
| Digital jobs per week  | 217   | 832   | 3039  |                |
| Number of business card, postcard, invitation, and other gangup impositions per week |       |       |       |                |
| Number of simple booklets per week   |       |       |       |                |

Monthly time savings in hours:

\* Source: Workflow ROI Study, InfoTrends 2014.  
\*\* EFI data. See video on page 18 for time analysis.



# 2 Calculate cost savings



## Choose a financial model

There are various ways to translate time savings into financial terms.

Choose one model that best fits your business.



Model 1: Labour reduction



Model 2: Overtime reduction



Model 3: New revenue from design services



Model 4: Profit from outsourced job recovery

# Model 1: Labour reduction

One method to translate time savings into financial gain is to reduce labour by:

- Eliminating a full- or part-time position
- Or reassigning newly available staff time to eliminate the need for additional headcount

## What could your labour savings be per month?

|   | Study (\$) | Your values |
|---|------------|-------------|
| Budgeted hourly labour rate for imposition, \$/hour | \$88.30    |             |
| Monthly hours saved (from page 8)                   |            |             |

Labour savings per month, \$:

[See results.](#)



# Model 2: Overtime reduction

Another way to translate time savings into financial gain is to reduce overtime.

What could your overtime savings be per month?

|                                      | Your values |
|--------------------------------------|-------------|
| Overtime hourly rate, \$/hour        |             |
| Monthly overtime hours (from page 8) |             |

|                                 |  |
|---------------------------------|--|
| Overtime savings per month, \$: |  |
|---------------------------------|--|

See results.





# Model 3: Revenue from design services

Many printers have their designers impose jobs with graphic design tools like Adobe® InDesign®.

If imposition is automated, you can free up those resources to do more sophisticated design work. If this is something you do, how many billable design hours do you think you could sell each month?

Bear in mind that this revenue is mostly profit, since your labour is already a sunk cost.

## What could your design services revenue be per month?

|  | Your values |
|--|-------------|
| Billable hour rate, \$/hour                      |             |
| Potential billable hours per month (from page 8) |             |

Monthly billable hour revenue, \$:

[See results.](#)



## Model 4: Revenue from job recovery

Some shops need to outsource or turn away work during peak times because they don't have the capacity to handle it. This is usually due to labour rather than equipment constraints.

While you never want to turn away work, the amount you're outsourcing may not be enough to justify additional staff. Making prepress and operators more efficient can allow you to keep this work in-house.

**How much revenue could you recover from outsourced work or from jobs you turn away?**

|                                    | Your values |
|------------------------------------|-------------|
| Monthly additional job revenue, \$ |             |
| Monthly outsourced job revenue, \$ |             |

**Net new monthly revenue, \$:**

[See results.](#)



# 3 Determine payback time



# Determine your payback time

EFI™ Fiery Impose delivers real time and labour savings for a minimal investment. Here is how quickly you can expect it to pay for itself.

|                                    | Monthly benefit, \$ |
|------------------------------------|---------------------|
| Labour reduction model             |                     |
| Overtime reduction model           |                     |
| Revenue from design services model |                     |
| Revenue from job recovery model    |                     |

| Investment        | MSRP, \$ |
|-------------------|----------|
| Fiery Impose cost |          |

Take the next step.



To adjust your numbers,  
go back to time/analysis.





# Workflow automation: more than the numbers

This exercise typically shows that the payback time for EFI Fiery Impose is under a year.

If you currently impose a steady stream of jobs manually, it could be far less.

However, if you only consider cost savings, you're missing half of the picture.

Automating workflows can have powerful benefits like:



**Increased accuracy and quality**



**Reduced errors and waste**



**Faster turnaround time**



**Greater capacity with same equipment/workforce**



**Improved customer and employee satisfaction**

# Ready to automate your imposition?

Fiery Impose is fully visual imposition software for Fiery digital front ends\* that automates imposition for faster job submission. Its tight integration with Fiery Command WorkStation® makes it easy to turn time-consuming tasks into an automated workflow. Fiery Impose is installed with Command WorkStation — all you need is a license code to activate.



## How do I get started?

You may be asking, “Do I have the skills and IT resources to achieve automated imposition?”

Watch a video to see how easy it can be, then test it yourself with a free software trial.



Click to view a short demonstration video to see how it works.

**[WATCH NOW](#)**



Click to visit **[efi.com/impose](https://efi.com/impose)** and sign up for a free, limited-time trial.

**[VISIT SITE](#)**



Contact your EFI Fiery reseller to purchase a license.

**[fieryproducts@efi.com](mailto:fieryproducts@efi.com)**

\* Fiery Impose works with both embedded and external Fiery servers, System 8 and above.

## EFI fuels success.

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