

*Workflow
efficiency
from all
angles*

360° Business Analysis



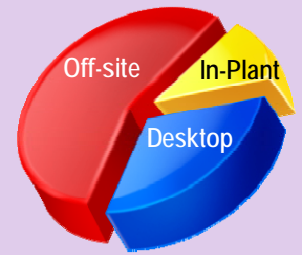
- Proven strategies to ensure a successful Web-to-Print implementation
- Identify areas for improvement and workflow efficiency
- Achieve buy-in throughout the enterprise

Rochester Software Associates, Inc.



Do these challenges sound familiar?

- Improve perceived value of the Print Center throughout the enterprise.
- Identify the true costs of operation and justify ongoing investments
- Market the Print Center internally to compete with alternatives (desktop and off-site).
- Increase centralized volumes to eliminate idle time, leverage efficiencies, and run printers at rated speed.
- Do all of the above with fewer resources.



**The average
In-Plant supports
less than 15% of
what their company
produces!**

Software is only part of the solution

RSA's 360° Business Analysis is a proven system to get every department involved and on the same page, working towards a successful rollout. RSA will help you grow your business by finding out who your best customers are and how to target them. We also help with the promotion of your services, and evaluate the allocation of your resources.

When done right, Web-to-Print can save an organization millions of dollars, improve productivity, and increase both quality and customer satisfaction. We will show you how to do this and obtain your goals.

Your Custom Action Plan will include:

- A marketing strategy for web-to-print
- Internal training recommendations
- Assess potential applications for in-sourcing
- Recommendations for additional opportunities

RSA's 360° Business Analysis Program

One day on-site consulting with your management team and key end-users:

- Assess your business issues and internal marketing strategy
- Collection of supporting data
- Custom Action Plan based on your specific business needs

RSA's 360° Business Analysis is delivered in partnership with Gimbel & Associates, leaders in Enterprise Print Consulting

The professionals at Gimbel & Associates have decades of experience in sales, marketing, technology, printing, and distribution.

Gimbel & Associates help clients grow their bottom line through operational analysis, specialized sales and marketing support, as well as strategic planning.

GIMBEL &
ASSOCIATES

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Integrated. Workflow. Results.

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