

iWay Prime

A Case Study: CM Group

Business Description

Company Name: CM Group

Address: Sweden, Bromma

Nature of Business: Digital printing

Applications: Booklets, Catalogs, brochure, Posters

Output Devices

Xerox DC 2060 1 machine

Xerox DT 6180 2 machines

Xerox DC 35 1 Machine

The Issues Addressed by iWay

Most CM Group customers are large-scale institutional organisations that work with computerised procurement systems. One of the conditions for working with the CM Group was that the companies have a web-based ordering system. One of CM Group's main customers is Nokia.

Another problem was that the ordering process was very long and tedious. Receiving orders by fax, sending a fax back to the customer with the sketch of the Job for his approval, receiving the corrections from the customer and so on. This long process required a great deal of time and effort, both on the customer's side and on the company's side.

This long ordering process increased the rate of error and misunderstandings. The customer didn't have the ability to change his mind or commit changes after approving the Job.

CM Group didn't have control of the flow and status of the Jobs, within the Print House and, in fact, didn't have a structured workflow. As a result CM Group spent a great deal of time and effort during the ordering cycle, on such activities as quotations, Proofing, Job definitions etc.

The Current Situation (working with iWay)

With iWay, the supply time was dramatically reduced and CM Group can deliver orders on the same day that it was placed.

iWay supplies CM Group with the ability to offer e-Procurement solutions to customers who are interested in or demanding this kind of solution.

iWay provides a competitive advantage to CM Group over its competitors when approaching new institutional customers. The ability to offer a web-based solution, which enables the customer to store and manage all of his Print assets in one place, provides added value for the customer.

The system helps in abbreviating the ordering cycle by diminishing the time required for ordering a Job and the number of mistakes and corrections per Job. iWay puts an end to the traditional ordering cycle of faxes, phone calls etc. The ordering process becomes much more flexible, enabling the customer to commit changes to the Job at each and every point along the process. The customer also receives an immediate online proof of the Job.