optamark

Ellenos specializes in delivering healthy food in a fun environment with Optamark Company Branded Storefront

Company Background

When you grow up in a Greek family, yogurt is just a way of life. Made at home all the time in small handmade batches, the Ellenos family's love for yogurt even inspires friendly competition to see who does it best. Parents, uncles, grandparents and cousins vie to see who has the right blend of creamy, sweet and tart. Ellenos Real Greek Yogurt is the yummy outcome of intense competition between members of a slightly yogurt-obsessed family. They make it from the freshest and best ingredients in a time-honored and competition-proven way. It's their delicious family tradition, and they thought it was time to share.

Challenge

While preparing delicious yogurt is the heart of the Ellenos business, the ability to provide store managers with high quality, timely printed materials is almost as important to the company's success. "We needed to find a way to speed up creation and delivery of flyers, menus and other printed materials which were being created manually and often had lead times of as much as a month," said Melissa Lyons, Communications Manager for Ellenos.

Solution

Melissa reports that the company investigated a number of Print and Promo suppliers offering Company Branded Storefronts to solve this problem. "Most we looked at," she says, "were tied to a specific printer, and we needed more flexibility in choosing printers based on a variety of requirements, including turnaround times and geographic location. We chose Optamark Storefront because it gave us a robust, printer-independent solution that allowed us to automate ordering and approvals, dramatically speeding up order delivery times and significantly improving quality."

Results

This amazing growth did not come without its headaches, however. Key among those was the need to provide restaurants with printed materials to support the business, including flyers, menus, labels, business cards, signs and more. Melissa explains that ordering these items was a completely manual process. "A manager would request, for example, a flyer," she says. "Our outstanding design team would get to work, designing the flyer on a one-off basis. Because of our heavy workload due to demand for printed materials from all of our stores, however, it could take as much as a month for managers to receive requested materials. This was a huge bottleneck that needed to be addressed." The Ellenos team set out to find a solution and discovered Optamark Storefront. "We knew this would be the answer for us," Melissa remarks, "but most of the solutions we found were tied to a single printer. We needed something that we could implement ourselves so that we would have flexibility to choose different printers based on the specific needs of a job. Especially with future international expansion plans in mind, tying ourselves to a single printing firm simply did not make sense." That's when Ellenos discovered Optamark Storefront, an affordable and easy-to-use cloud-based B2B storefront solution that can quickly and easily be customized to individual client needs. A web-based variable data publishing system built specifically to easily integrate into Optamark or third-party MIS solutions and featuring advanced typography control, imposition, scripting support, PDF workflows, rapid template creation, Excel merge capabilities and more. "We believed Optamark would be the best medicine for our headaches," Melissa says, "and that is certainly proving to be true."

Once the Optamark decision was made, the next step for Ellenos was to create a web portal that would enable managers to place orders online for a wide variety of materials. "In addition to the convenience of online ordering," Melissa says, "we wanted to build optimized templates that managers could use as a base for document creation, giving them local flexibility but guarding our brand integrity. We also needed to automate the approval process to speed orders through the system. Optamark allows us to do that.

Melissa exclaims, "Optamark Storefront will change our lives! We are taking our time launching the platform because we want to introduce it to our community with everything fully tested and ready to go, but we can already see the benefits we will achieve." The new workflow will allow managers to enter online orders for a variety of materials. In some cases they merely select the item, specify the quantity and send it for approval and printing. In other cases, managers will customize pieces, including merging an Excel pricing spreadsheet into the job to accommodate local and specialized pricing. Online proofs are immediately presented for manager approval, and the job is sent for approval, with email notifications to appropriate stakeholders. "This completely eliminates any involvement of our design staff," Melissa says, "as well as the need to manually send a PDF proof to the requester for approval. Once the job is approved it is sent immediately for print. That means managers receive their materials in days, not weeks, and our design staff will now be free to focus on broader communication and campaign needs." Melissa also points out that this streamlined and automated process, in addition to taking significant time and cost out of the workflow, also eliminates errors. "Managers are responsible for entering their own information," she says, "and for checking that it is accurate before submitting the job for approval. The second level approver stage is a final check that printing requests are authorized and error-free."