

CASE STUDY Featuring:



tFLOW

tFLOW® slashes response times for leading large-format printer



Challenge

MetroMedia Technologies (MMT) is the industry leader in large format printing, outdoor advertising graphics and billboard printing operating out of an 80,000-sqft facility in Wooster, Ohio. A pioneer in digital grand-format outdoor signage since 1987, today the company offers a diversified portfolio of out-of-home solutions, from billboards, transit, events, stadiums, and sports signage. As clients increasingly demand faster proof turnarounds, MMT realized they could not scale with a manual solution, and their existing technology couldn't handle all the complexity of today's file prep demands.

Nazdar Consulting recommended they try an automated proofing approval solution from Aleyant.

Solution

MMT began by adding Aleyant tFLOW to their MIS system, providing an interface for CS and graphics operators to pull artwork and automatically proof jobs for clients. Pre-Press Manager Joe Sams describes the initial set up as "a very easy process. The team was very responsive to our questions and

requests for special features." At Aleyant, clients communicate directly with support, so responses are immediate and solutions are carefully tailored. tFLOW has eliminated many of the steps in proofing and allowed MMT to completely automate preflight and the creation of proofs. Sams continues, "The developers definitely understood our industry and the kind of issues we might have or functionality we need. tFLOW is a great solution because we can run it behind the scenes, and take files from customers directly into hot queues."

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Results

With this initial integration MMT has slashed proof times from 24 hours to an average of 2 hours, exceeding client expectations and giving the company a strategic advantage in terms of reduced labor costs. "Before adoption, our clients were screaming

for one-day-or-less proof times. Now we have zero complaints on proofs," "tFLOW has definitely made us more responsive to our customers' needs. We would recommend it to everyone but our competitors!" says Chief COO William Ishida.



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