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## Aleyant Solutions enhance B2B customer relationships, position the company to expand into B2C

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Lakes Printers, located on the Central Coast of NSW Australia, is a family owned and operated business that has been in operation for more than 80 years. Traditionally an offset printer, the company has expanded to offer digital and wide format printing as well with a staff of 15 to 20.

According to Aidan Vaughn, Operations Manager, "One of the primary industries we serve is real estate marketing, and the vast majority of our B2B sites, powered by Aleyant Pressero, are set up to cater to these clients. Our specialties that support this industry include short-run property brochures and sign boards."

Vaughn notes that his first introduction to Aleyant was with PrintJobManager as the company as looking to replace a server-based MIS. "We wanted a cloud option," he says. "Also, our existing MIS didn't connect with the solution we were using for web storefronts at the time. When we discovered PrintJobManager and its partner solution Pressero, we were very impressed both with capabilities and price point."

Today, Lakes Printers is using Pressero for B2B sites but is in the process of building a B2C presence as well. "Our B2B

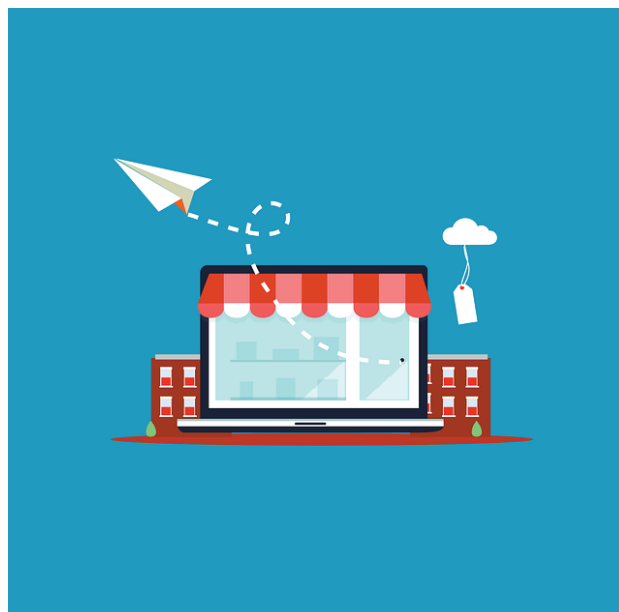
sites have allowed us to easily manage client work online," Vaughn says. "This reduces the need for traditional sales representatives servicing accounts, and the process of managing the workflow from these sites has been significantly improved with the fully integrated

Pressero/PrintJobManager solution. We are now receiving orders online that bypass our admin team and prepress department and are sent directly to our printing presses. This is something we could not do before, and it has made a big difference for us and for our customers."

At Lakes Printers, this automated workflow is in place for its digital printing and wide format operation. "We believe it has been a significant factor in our ability to retain and grow existing customers as well as acquire new ones," Vaughn said. "The key these days is to make doing business with you as easy and efficient as possible, and Pressero and PrintJobManager enable us to do just that. This workflow has reduced human error, improved

time to market and allowed us to reduce our sell prices to be more competitive within the market."

In terms of his relationship with Aleyant, Vaughn says, "When using new software, there are always going to be some onboarding issues, but Aleyant has made the transition really easy. For them, customer support is right up there in importance with actually selling the product at competitive prices. Their customer support is the biggest positive in working with the Aleyant team!"



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