MIGU

Print It. Promote It. Fulfill It.

PRESSERO™

MIGU Updates Fulfillment Services Infrastructure with an Aleyant Pressero Implementation that Took Weeks, Not Months

MIGU, founded in 1988 and located in Warminster PA, is a woman-owned commercial print operation offering print, promotion and fulfillment services with 22 employees generating about $5 million in annual revenues. The company produces a wide range of applications from business cards and direct mail to high-page-count catalogs with its offset and digital printing capabilities, full bindery and mail services. The company works with customers to print for direct distribution or to inventory for later fulfillment.

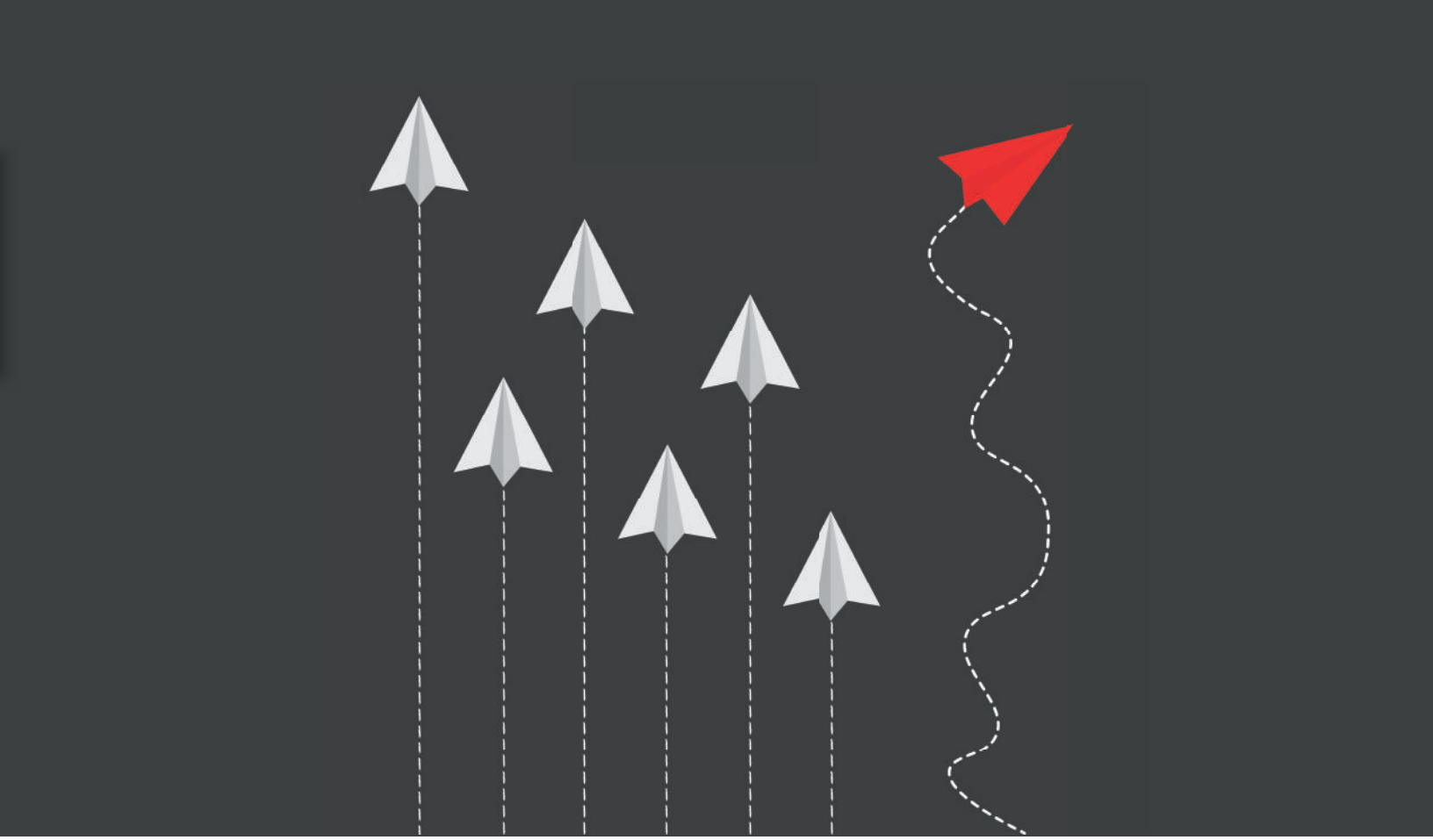
> *"We were very pleased with the response we got from the Aleyant team"*

"We needed to make a fast change storefront and fulfillment infrastructure serving our second largest customers, a veterinary pharmaceutical company, due to some unavoidable circumstances," explains Eric Rice, Operations Manager. "We turned to Aleyant to help us execute this important update. Had we needed to implement a completely new system, it could have taken months to search out, select and implement another solution."

The storefront serves 100+ customer sales reps with everything from postcards and mailers to trade show materials. "We needed to do this update with as little disruption as possible," Rice continued, "and we were very pleased with the response we got from the Aleyant team. From a customer perspective, this transition was completely seamless, and we had about 350 skids of material in house at the time."

In addition to the need to update our storefront and fulfillment software, the customer also moved its shipping from FedEx to UPS. "As part of the update," Rice says, "we also determined that we needed a shipping application that could help us be more efficient at the back end, especially considering that we can get as many as 80 orders per day. Manually providing tracking information to the customer was quite time-consuming and errors could occur. Aleyant recommended Ship Station and we integrated that with Pressero during the upgrade using their API. That has worked very well for us, and the customer now has access to look at tracking information if they choose to do so."

Internally, the upgrade was managed



by Customer Service Rep Lisa Furry. “I worked closely with Aleyant,” she says, “in terms of training and support, and I was also able to figure out a lot of things on my own. It’s a relatively intuitive system. We worked with Aleyant over two to three weeks to get everything ready, and then the system was only down for a couple days over a weekend while we did the actual transition. There is no way we could have accomplished this had we been required to start from scratch with a new system. Plus, the customer’s salespeople were already used to Pressero and liked its ease of use.”

With fulfillment services now in-house and the ability to efficiently manage inventory levels with Pressero, as well as Lisa’s expertise in the Pressero system, Rice states that the company is in a position to add other customers should the need arise. “For the veterinary pharmaceutical customer,” he says, “there is no need to integrate with our QuickBooks accounting system since they are billed monthly rather than as each item is fulfilled. But if we had a new customer that required that integration, we are fully confident we could get it done pretty easily.”

aleyant®

Aleyant • 122 N. Wheaton #641 Wheaton, IL 60187
Toll-free: 800.571.2138 • Local: 630-929-0104 • Fax: 630-929-0104 • info@aleyant.com • www.aleyant.com

Pressero is one of Aleyant’s trademarks and it is registered in U. S. Patent and Trademark Office. The following are also Aleyant’s trademarks: a | Pressero, Aleyant Pressero, eDocBuilder, a | eDocBuilder, Aleyant eDocBuilder, tFLOW, a | tFLOW, Aleyant tFLOW, PrintJobManager, Aleyant PrintJobManager, a | PrintJobManager, Aleyant Automated Workflow Integrator, Automated Workflow Integrator.