CASE STUDY ▸ QUANTUM DIGITAL

02

FLIGHT NUMBER   QUANTUM DIGITAL, AUSTIN (TEXAS), USA
TRAVEL MANAGER   ORIS PRESS MATCHER // WEB | ORIS CERTIFIED // WEB
GOAL   COLOR ME PROFITABLE

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Austin, Texas-based Quantum Digital is a growing online service provider focused on direct marketing automation, fulfillment and response. Their core business focuses on direct mail, on-demand digital printing and innovative e-marketing solutions for enterprises and small businesses. It specializes in providing printing and mailing support to companies at field sales level. Business customers can easily order customized direct marketing materials online, which Quantum Digital prepares, prints and mails.

The branded materials of one particular Fortune 500 company, a potential customer, had to be produced under very stringent G7 color quality requirements. To address this, Quantum Digital obtained IDEAlliance's G7 Master Printer certification, using ORIS color management in its modern high-speed printing press environment. In fact, Quantum Digital was the first all-digital printing facility to achieve G7 Master Printer status thanks to ORIS Press Matcher // Web. Baird applauded CGS' testing, training and implementation, which enabled them to easily achieve certification and not only win the Fortune 500 account but also benefit their existing customers and add new business.

"Before we used ORIS, the color quality was good, but not measurable," Baird said. "We didn't have the tools nor the technical expertise to hit these colors consistently. When we brought in ORIS Press Matcher // Web, we were able to do so. We now have extremely tight colors, and we can hit it every time." The economic results of using ORIS have been impressive. One color-critical customer, a large telecommunications company, has increased its business with Quantum Digital by 25–30 %. Baird estimates that the increase in revenue due to ORIS is in the millions of dollars. "Usually, I expect a return on investment in 6–9 months," he said, "but in the case of ORIS Press Matcher // Web, we achieved an ROI within the first 90 days."

The company also employs ORIS Certified // Web to verify color consistency and keep the modern high-speed printing presses within tight G7 tolerances. They also use Certified // Web to achieve and lock in specific brand colors. "With ORIS, we don't have to guess anymore," Baird said. "Even with brand colors, we can achieve it, measure it, dial it in and pretty much forget about it. Some of our customers demand this level of measurable color; others just benefit from getting great color. Everybody's happy."