



INFORMATION SYSTEMS

A Reynolds and Reynolds Company

CASE STUDY

The Power Behind Profitability

CRC Helps Lithographics Inc. Achieve Greater Profitability

Lithographics Inc. (Lithographics) is a 175-employee sheetfed and web commercial printer located in Nashville, Tennessee. They produce high quality commercial printing products using computer-to-plate technology, a Heidelberg® pressroom, and a full-service bindery. Lithographics also offers their clients an array of fulfillment programs and two state-of-the-art digital photography studios. Lithographics implemented CRC's software in January of 2005 and immediately realized its benefits company-wide ranging from CRC's open-architecture database structure and ease-of-use features to more accurate job costing information, increased control of inventory, and access to more detailed accounting information. In fact, as Lithographics continues to grow, CRC has helped them save over \$50,000 annually on IT expenses.

Lithographics evaluated several business management software systems before deciding on CRC. "Other systems either were not powerful enough for the size of our shop, too expensive to implement and maintain, or were still 'character based' systems. CRC came out on top without question in all areas of consideration," said Lithographics Director of IT Services Joe Schuld.

"Our decision to purchase CRC was based on the 'Open Architecture' of the SQL database coupled with CRC's options, which I like to call 'tools' that allowed us to pick and choose our overall system

configuration. Other systems had an 'all or nothing' approach. We also took into consideration the strong users group association and the demonstration of CRC's commitment to the growth and future of their software," remarked Schuld.

The outdated database structure of Lithographics' previous software system made it extremely difficult to generate reports unique to their business and required 20-25 hours a month to manage for their IT department.

Since implementing CRC, Lithographics has been able to utilize Crystal Reports® in conjunction with the open database to significantly reduce the time spent generating custom reports. Overall business management software expenses have also been dramatically reduced. "Monthly maintenance and support has been reduced by 60%, overall operating costs reduced by 40%, and the amount of IT hours reduced by 80%. In the IT area alone, we have saved over \$50,000 annually," noted Schuld.

CRC has numerous features built in to help ensure ease-of-use, and CRC's workflow menu structure is designed to show end users how information flows from module to module. "Efficiency is everything in manufacturing. CRC's user interface is far superior to its competitors. Our shop floor employees seamlessly transitioned to CRC. We feel that this ease of operation will provide more accurate

40%
Reduction
In Operating
Costs

"Lithographics has confidence in the partnership with CRC that they will continue to develop state-of-the-art software and provide outstanding customer service."

*Cindy Tanley
Marketing Manager
Lithographics Inc.*

To See How CRC
Information Systems
Can Help Power Your
Profitability

Call:
1.877.7.GET.CRC

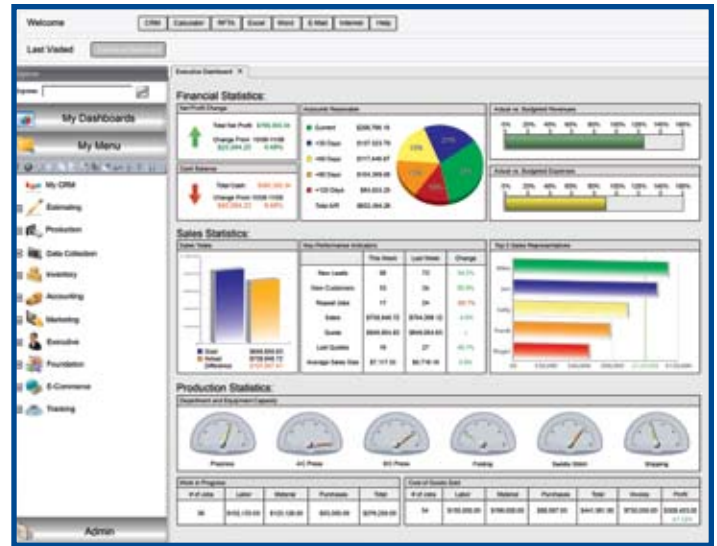
WebSite:
www.CRCinfosys.com

entries, which will give us better information for job costing analysis. CRC reports estimated vs. actual costs in a clear and concise manner. We are in the initial stages of using this information to evaluate our standards and feel this will translate into greater overall efficiency from estimating through production,” remarked Lithographics Special Project & Marketing Manager Cindy Tanley.

CRC has also helped streamline and improve control of Lithographics inventory. “Physical inventory is no longer necessary at the end of the month, and CRC is providing accurate reporting with minimal administrative responsibilities,” said Tanley.

Lithographics accounting department has also benefited from the amount of control, level of detail, and efficient workflows provided by CRC. “Our purchasing and vendor invoicing reconciliations have been the most improved area since the implementation of the software. This is the first time we are able to track the actual invoice to a purchase order and know that a vendor’s invoice is what has been quoted. We produce over 650 purchase orders a month, with many of those purchase orders having several invoices from vendors. In fact, our accounts payable staff is able to perform all activities in much less time than with our previous system, and we have been able to reduce our accounting staff by 30%,” commented Schuld.

One example of how CRC has benefited Lithographics’ accounts receivable personnel is through utilization of the Executive Notification feature. “We have reduced overall accounts receivable due to faster collection

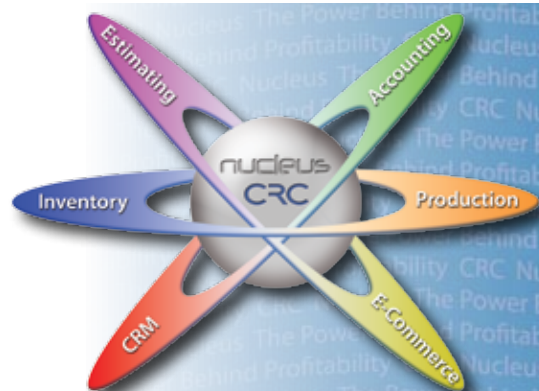


cycles because CRC automatically notifies us of past due accounts,” remarked Schuld. Executive Notification is one of the most powerful features in CRC’s software. By continuously monitoring database activity, Executive Notification can detect virtually any business event and e-mail the appropriate personnel as soon as the event occurs.

“It’s hard to measure the overall time saved in dollars, but we have reduced our administrative overhead by 25% overall (less time spent on various activities such as payroll, invoicing, purchasing, job jackets, etc.). The flow of the software mirrors our workflow. This helps create procedures throughout the company. For example, CRC handles customer change orders easily. Just one keystroke denotes that an activity was generated by a customer change and ensures the change is invoiced appropriately,” noted Tanley.

CRC has the necessary tools in place to grow with Lithographics as they continue to expand and diversify. “Lithographics has confidence in the partnership with CRC that they will continue to develop state-of-the-art software and provide outstanding customer service,” said Tanley.

Lithographics has reduced administrative overhead by 25% overall (less time spent on various activities such as payroll, invoicing, purchasing, job jackets, etc.) since implementing the CRC solution.



To See A Demonstration of How CRC Can Help Your Business Grow Contact Us At:

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