



Océ Case Study

DiggyPod conquers downtime and finds profit



Online printer saves \$4,000 a month with reliable Océ VarioPrint® 6160 system

The last thing DiggyPod.com owner and President Tim Simpson expected was to get into short-run book publishing. Now it accounts for almost half of his company's volume.

The Saline, MI business had been around for twenty years, and when Simpson bought it, DiggyPod was a quick print operation. Four years ago, DiggyPod wasn't doing any book work at all. "We didn't plan to do books, just quick printing. Then, a large book manufacturer approached us to do all of its short-run books. We found we were good at it," he said, so they launched a website and rebranded to offer online printing services.

Today this profitable application generates 40 percent of the firm's business, and Simpson expects it to keep growing. "We are up 35 percent just this year in our book business compared to last year," Simpson said.

Fed up with downtime

The outlook was not always so positive. At one point, DiggyPod struggled for six months to keep its previous cutsheet system running. Simpson spent hours of his own time pressing the vendor to fix the problem and overseeing engineers who sometimes worked on the machine a week at a time.

The constant downtime caused serious problems. "We needed all kinds of overtime and service people to get the job done, and then we were always trying to get caught up to recover from the downtime," Simpson said.

In contrast, when DiggyPod acquired an Océ VarioPrint6160 instant duplex system in 2007, the printer was installed, up and running by the end of the day.

DiggyPod now sees monthly savings of \$3,000 to \$4,000 because it doesn't have to incur overtime to get jobs done. Simpson's time is no longer consumed by keeping a key machine running. "We're happy we never see our Océ service tech," he said. "The Océ equipment runs and runs and runs. In fact, jobs are often delivered ahead of schedule. People are shocked to have a print provider who delivers early instead of late. Sometimes an order comes in, and we have it shipping out the next day."

Near-offset quality on a digital printer

As DiggyPod moved deeper into the book space, Simpson wanted an offset look to be its standard, and this was a key criterion for a replacement printer. "The Océ output



rivals offset,” said Simpson, “and that’s especially important when doing publishing for other manufacturers who subcontract to DiggyPod. You want the output to match the originals if you are doing a short run of a previous offset run.”

The short-run soft cover books are perfect-bound. Trim size and page counts vary. Full-color covers are produced on another digital system or on an offset device.

Keeping it simple wins business

Simpson believes people want to work with DiggyPod because, “we make it easy. We take the ‘printer speak’ out of book printing. I’m a printer, and I don’t understand half the stuff out there. This is Printing 101 – easy stuff. Many printers feel they have to have a lot of complexity. There are no crazy quote forms. Our specs are what you get.”

Automation drives most prepress and production workflow, and the Océ VarioPrint 6160 system contributes to a streamlined, productive environment. “Right now, we are doing a 13-hour job and a 28-hour job. The operating screen at the Océ VarioPrint 6160 system tells us how long a job will take. This is a huge benefit in workload planning and scheduling,” he said.

The fast track to publishing

The firm’s growing book printing client base includes one major book manufacturer along with several publishing companies, universities and individuals. A big part of the business is printing books on demand for self-publishers who need small quantities ranging from 25 to 1,500. Usually, aspiring authors find DiggyPod through online search. “We’re looking at

Océ PRISMAweb™ software and automating our order entry process, so we don’t have to spend any more time on it than necessary,” said Simpson.

“An important capability of the Océ equipment is that we can upgrade speed with just a code change,” he added. “We like that because with other companies, if you want a faster box, you have to buy the box.”

As DiggyPod continues to refine its workflow and explore new markets and services, Simpson now has a vendor partner qualified to work with him today and well into the next phase of his business, whatever direction that might take.

Océ North America

Production Printing Systems

5600 Broken Sound Boulevard
Boca Raton, FL 33487

Document Printing Systems

100 Oakview Drive
Trumbull, CT 06611

For information and services, call us at: 1.800.523.5444 or visit: www.oceusa.com

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