IBM

Folens Documents Success with InfoPrint.

One of Ireland's most respected technical and educational publishers, Folens plays an instrumental role in helping clients understand the advantages of offering high-quality user manuals. With Folens' assistance, industry-leading companies such as Motorola, Oracle, AST Computers, Claris Software and Apple produce documentation and manuals that reflect the high quality of their products. These manuals are reader friendly, and rather than including numerous models, features and options in several languages, the manuals are product and language specific.

To create such high-quality documentation, Folens needed to select the most advanced, yet practical printing solution for its digital print division, DigiSource Ltd. DigiSource, regarded as one of the world's leading printers, serves predominantly high technology companies who produce manuals that require constant updating to keep up with product life cycles.

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Gerry Molloy, Operations Director, DigiSource

DigiSource specializes in this niche market by offering a solution to the problem of producing outdated and vague product manuals.

Folens established DigiSource to satisfy demand for short-run, quick-turnaround printing. In 1996, IBM® worked with Folens to install a comprehensive printing solution for a state-of-the-art, print-on-demand (POD) facility on the premise that Claris Software in Dublin, Ireland would

Application	Short-run, on-demand, user-friendly, high-quality manuals
Software	IBM InfoPrint® Manager
Hardware	IBM InfoPrint 4000 and IBM InfoColor™ 70
Services	Maintenance and Support

print product manuals exclusively. The solution consisted of an IBM InfoPrint 4000—a 464 impressions-per-minute (ipm), black-and-white digital printer—and IBM's InfoPrint Manager software to submit and track print jobs.

Among the factors contributing to Claris' decision to create the new POD facility was the ability to print small quantities of documents economically. They also expected a 25 percent reduction in the costs normally associated with lithographic or reprographic systems, faster turnaround of each print job and the associated benefits of continuous web technology. Following the success of this POD facility, in 1997 Folens opened a second one in Cork, Ireland, producing manuals for Apple Macintosh and AST PCs.

All Signs Point to Digital

"It was clear that the market for producing software and IT technical manuals was rapidly growing," said Gerry Molloy, Operations Director, DigiSource. "This niche market, characterized by short print runs and frequent product and specification changes, could not be accommodated by

Ease of operation and the extremely quick turnaround printing times were key factors in choosing the IBM InfoPrint solution.

conventional printing techniques." Gerry added, "A combination of the ability to print straight from a digital file, the ease of operating the IBM solution and the extremely quick turnaround times made it possible for us to reach an unprecedented turnaround time of one day. We consider this to be a key element in our success with the IBM InfoPrint 4000."

Realizing that this solution provided the only feasible way for customers to avoid distributing obsolete material with high-tech products, DigiSource opened

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other similar POD facilities. The company ventured to a new geography and opened a facility in Bathgate, Scotland, specifically to produce manuals for the nearby Motorola mobile phone assembly plant. And, as business continued to increase back in Ireland, they established a second print shop in Dublin to produce manuals for Oracle and Cabletron Software as well as act as a general commercial print shop. The shop currently serves more than forty other customers with its InfoPrint 4000.

With the combined output of five InfoPrint 4000s in four locations, DigiSource currently prints 275 million impressions per month, making DigiSource the world's third largest digital print producer.

Color Expansion

DigiSource was so impressed with the capabilities of IBM's InfoPrint 4000 that in October of 1997 they acquired an IBM InfoColor 70—a 70 ipm, full color digital press—for their Dublin commercial print shop. The InfoColor 70 enabled DigiSource to expand their commercial print offerings by producing offset quality, general color print work, such as marketing materials, brochures and state agents property catalogs.

Continuing its tradition of innovation and leadership in new markets, DigiSource recently pioneered the use of variable data on the InfoColor 70 to print personalized ID cards directly onto plastic.

Full Speed Ahead

IBM was instrumental in helping DigiSource gain substantial market share. DigiSource remains at the forefront of new technology, updating their printing solutions as IBM makes new versions available. For example, their initial installation was the IBM InfoPrint 4000, followed by an upgrade of their software from InfoPrint Manager Version 1 to Version 2, and the installation of an IBM InfoColor 70 with the variable data creation tool.

At their current growth rate, DigiSource expects to be producing 400 million digital impressions per month by the summer of 1998, entirely with IBM InfoPrint.

Printed on the IBM
*info*Color 70