



# IMPRESIA IBÉRICA

## (CIRCLE PRINTERS GROUP)

### CASE STUDY

#### CLIENT

Impresia Ibérica (Circle Printers Group) is the leading printing group in the Iberian Peninsula. The company provides a full media and communication service package proposal, including marketing services, pre-press services, sheet fed and web offset printing, binding and finishing solutions, to customers mainly in Spain, Portugal and France, as well as in other prominent European markets. Impresia operates from four sites in the region. These comprise of three production facilities at Altair, Rotocayfo, and Cayfosa and their site at Espacio y Punto, which offers their customers an extensive range of pre-media requirements.

#### APTEAN SOLUTION

Aptean Ross ERP Software

#### IMPRESIA'S OPERATIONAL BASE

Impresia provides a range of products and services from its modern printing house at Altair. The plant at Rotocayfo has printing and binding facilities which can deliver in excess of 150 million A4 pages every day. Their Cayfosa facility serves customers in more than 20 countries and concentrates on the production of high quality books, both in mono-colour and full colour. Cayfosa also has the capacity to provide printing and binding solutions for short run magazines and catalogues.

The site at Espacio y Punto employs a 24 hours-a-day; 7 days-a-week working schedule, emphasising Impresia's focus on a quick and efficient response for their customers. These solutions can comprise of the integration and delivery of a broad range of services, or a more limited concentration of resources. Customers require services from database management to digital publishing; through traditional pre-press and creative services. In addition, Espacio y Punto offers a training service and technical consultancy for its customers which allows for the updating of their technology and project capabilities.

#### IMPRESIA AND ERP

Impresia has been working with Aptean's Ross ERP (Enterprise Resource Management) solution for more than fifteen years. Ross ERP covers everything a process manufacturer needs, from financials through to manufacturing itself and finally distribution. It is designed to give organisations the accurate information they need to remove waste, improve productivity and ultimately stay competitive.

Over the past fifteen years, Impresia has customised Ross to meet the ongoing demands of the business. Despite the relatively mature installation, Impresia continued to find it efficient and responsive to their needs. As their business developed they realised that

the solid functionality of their installed version, combined with the limited remaining capacity from not being on the latest version, was now no longer enough to satisfy their increasingly more demanding requirements.

Impresia's growing size and ambitions meant they needed to improve the efficiency of their processes. The company decided to do this by upgrading their Ross solution to the latest version, taking advantages of years of product enhancements by Aptean. Bryan Pakenham, Managing Director of Impresia Ibérica; who was Chief Financial Officer at the time of the migration, describes the company's motivation: *"We use the financial part of the system and the credit control capacities in particular and found the ERP system to be very simple and stable. The good services and products are the main reason we decided to upgrade. We also needed more efficiency in our administrative process in order to save costs."*

With such a large number of existing customisations it may have been difficult to replicate these in another software provider or even an in-house build. Therefore, they decided to select a solution that enabled them to eliminate any risk factor. In the intervening years, as Aptean's Ross ERP has developed, a standardisation of processes has taken place; as a result many of the customisations that Impresia had introduced have become standard to the system. By listening to customers and constantly evolving, Aptean has refined Ross ERP to become even more efficient.

## AN EASY CHOICE

Impresia were confronted with a clear choice once the decision had been made to replace their existing ERP solution. They could upgrade to the latest version, or change their system completely and purchase a new system from another supplier. Although Impresia viewed two other potential solutions in their procurement process, Aptean was the clear winner at the end of the comparison; as Bryan Pakenham concurs: *"We reviewed other systems but Ross was comparable on costs and totally interfaced with our system, making any potential migration a lot simpler."*

The new version of Ross has also kept current ever changing legal requirements.

## A LONG-TERM SOLUTION

Three factors lay behind Impresia's decision. With more than fifteen years' experience of using Aptean's Ross ERP, the company and its employees were already well aware of its dependability, the responsive nature of the software and the ease of use the solution provided. On a practical level, upgrading to the latest version looked to be a much faster process: there would be far less data to import and consequently minimal financial impact through

any downtime, troubleshooting, or bringing staff up to speed. Impresia also found the price was competitive and the enhanced functionality of the Ross system proved an equally attractive proposition. Finally, not to be understated, the third key factor was the excellent customer and supplier partnership that Impresia and Aptean have built up over the years.

Aaron Almansa, Aptean's Director for the South EMEA & LATAM regions, stresses that this is not unusual: *"Our customers in general have been with Aptean a long time – once they partner with us they stay. In fact, many of our customers have been with us for decades. We have a strong commitment to maintain our customers' existing solutions as their own businesses develop alongside Aptean's."*

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**Bryan Pakenham**  
Managing Director,  
Impresia Ibérica

## A CHALLENGING PROJECT

The main challenge of the Impresia project was in completing every aspect of the installation simultaneously within a short specified period.

Francesc Viana Otero, Impresia's Aptean Account Manager in Spain, describes Aptean's priorities: *"We targeted a time span for the installation to be completed within a few weeks; a period which also included all of the migration and the necessary staff training."*

Prior to the upgrade, Bryan Pakenham's main concern was to: *"Check that all IT-related functions will work, in order to focus on information and process."*

He continues: *"The main challenge of the 'Big Bang' approach is that all steps of the project have to be planned and executed perfectly. While, the main driver of the approach is the full commitment of the management."*

Following an initial in-depth analysis, Aptean prepared a comprehensive and intensive plan for the Impresia upgrade a number of weeks in advance of the switch. Once Aptean were satisfied that they had identified every eventuality, the latest version of Ross was migrated to, in a test process with Impresia's participation. This was necessary to ensure that each element worked efficiently and to define the areas where it might be necessary to train Impresia's staff.

There was no individual customisation for each site or plant. Eight companies within the group were migrated at the same time, working on three of the company's sites. The entire system was merged to the same database with a uniform accounting plan. That this was completed to the total satisfaction of Impresia, and without any incident, is testament to the preparation and professionalism of the Aptean Customer Solutions (professional services) team.

## A FULLY SUPPORTED INSTALLATION

Aptean tailored training for Impresia's employees, to assist in familiarisation of the new advanced functionality. Contingencies were identified specifically as a result of the move from a heavily-customised system to the latest streamlined standard version. Only once everything in the test was judged a success, did Aptean go ahead with the real migration. This proved to be an easy straightforward process. Having used the previous version for so long there was, as anticipated, an understanding of the underlying system among Impresia's staff.

Highlighting the data differences, Aptean's consultants identified the transformations that could be achieved with the new solution. It wasn't long before Impresia were reaping the benefits of the new functionality in the latest version of Ross, delivering a - *"much simpler and leaner"* - process, according to Bryan Pakenham.

## THE KEY FEATURE

The upgraded Aptean Ross ERP solution provides Impresia with a significantly improved interface compared to their previous historical version.

It is a more flexible and a more sympathetic option for carrying out Impresia's core tasks; delivering access to more information easier than ever before. With the increased agility, the company enjoys more graphical possibilities, as the information panel allows for two or three screens to be opened simultaneously. This enables staff to be highly responsive by shifting rapidly from one screen to another.

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## FEELING THE BENEFITS

One of the crucial factors addressed by the installation is to protect Impresia's operations from exposure to technological risk. The new system ensures that these potential security risks are minimised as a direct result of the functionality being brought up to date. Francesc Viana Otero concludes: *"This is the right system for Impresia for their business growth plans. Impresia's business is characterised by a fast turnaround; there is fine technical detail to be achieved and equally fine financial margins. The new Ross ERP system enables Impresia to build on their hard-won reputation in the printing industry; to maintain their efficiency and competitiveness; as well as have features in place that make them well prepared for any of the demands that growth might place on the company."*

# COMPLETE BUSINESS INTELLIGENCE

When Impresia implemented their migration to the latest version of Aptean's Ross ERP they were able to count on the experience of Aptean's Customer Solutions team and their deep understanding of the industry to partner them through the process. Consequently, Impresia's 'Big Bang' was achieved in two months, without pain and within budget. With a complete business intelligence solution in place delivering key insights on their operations, Impresia are able to make faster, more informed decisions. Through optimising efficiencies they are able to drive proactive responses, while accurately forecasting and planning their print schedule.

Praising Aptean's "very professional and experienced" support throughout, Bryan Pakenham is positive about the immediate benefits and similarly positive for the future.

Every successful business, like Impresia, reaches a point where they need to reflect on and evaluate the efficiencies of their current processes. This can be as a result of the impact of a number of possible business scenarios including: expansion, a merger, integration within an overall group of companies and across borders, the provision of new services, older technology no longer being supported, or the development of new products. Impresia's upgrade provides them with an innovative and flexible platform that delivers the 'bigger picture' to enable continuous and consistent improvements throughout every aspect of their operations. It is a system that will grow with the needs of their business and which allows them to face the future with confidence.

If you would like to see how Aptean's Ross ERP solution can help you meet your complex business requirements, email us at [enquiries@aptean.com](mailto:enquiries@aptean.com)

"Our efficiency is improved: we have the ability to generate reports and SharePoint capabilities. We also achieved cost saving in our administration team and will be able to integrate more of our workflow, in addition to automating other processes."

**Bryan Pakenham**  
Managing Director,  
Impresia Ibérica



About Aptean: Aptean is a leading global provider of mission critical enterprise software solutions. We build and acquire industry-focused solutions to support the evolving operational needs of our customers. Our solutions help nearly 6,500 organizations stay at the forefront of their industries by enabling them to operate more efficiently, thereby ensuring higher customer satisfaction. For more information, visit [www.aptean.com](http://www.aptean.com)