



io integration

spotlight

RPRGraphics^{INC.}





case study

RPRGraphics INC.

Introduction

Located in Mountainside, New Jersey RPR Graphics is an agency specializing in premedia and workflow solutions. For more than 50 years, RPR has helped in-house marketing and advertising departments improve productivity and efficiency with advanced workflow solutions.

Challenge

RPR had been using an internal digital asset management (DAM) system to streamline its own workflows and be able to deliver consistently and efficiently to clients, but it realized that if it were to extend the functionality of its internal DAM system so that its clients could use the technology, they would benefit from having easy online access to their digital assets.

To accomplish this, RPR partnered with IO Integration, a leading global provider of marketing technology software and digital media workflow solutions for retailers, agencies, publishers, and enterprise marcom organizations. "We weren't looking for just another vendor; we wanted a strategic partner," says Anthony Grasso, COO of RPR Graphics. "We got all that and more with IO Integration."



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Chief Operating Officer

Solution

IO Integration conducted a discovery audit to fully understand RPR's business, its needs, and the needs of its clients, and then recommended a North Plains Xinet digital asset management solution. Xinet WebNative Suite is the only asset management system that combines a dynamic production workflow toolset with a powerful digital asset management framework, and we a perfect fit for RPR's needs.

Once the new system was design and deployed, RPR was able to roll the solution out for use by its client base, with great results. Xinet enabled RPR to not only improve its services to clients, but also to enhance its expertise in digital asset management, and grow its business overall. "Although our business has always been solutions-oriented, IOI brought us to a new level in becoming a DAM expert," says Frank DeCarlo, Head of Sales & Services at RPR Graphics. "Within a short amount of time, clients started asking us to be more involved with their strategic objectives and to help them achieve the results they were looking for in their business."

Benefits

- **Fast ROI** – IOI provided comprehensive training for RPR staff, which enabled the company to transition smoothly to the new system and benefit from the investment rapidly
- **Expanded business** – With its newfound expertise in DAM systems, RPR clients began asking for additional services, and referring other departments to RPR to help streamline workflows
- **New revenue streams** – Xinet enabled RPR to improve its customer service and implement new service offerings almost immediately, which led to a significant increase in revenue

