

11-TTAG-004

Company Name	Magna IV Color Imaging, Inc.
NAICS	3231100
Address	2401 Commercial Lane
City	Little Rock
State	AR
ZIP	72206
County	Pulaski
Number of Employees	60
Year Established	1975
Company Web Site	business communicatins & commercial printing
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Resource Provider	Profectus
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RP State	FL
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RP County	NA - Resource Provider Is Not Located In Arkansas
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RP Title	President
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Project Area	Information Technology - 22 - Software Development
Project Area Brief Description	Select a MIS (Management Information System) solution that will help Magna IV increase operating efficiency, gain market share, and save jobs.
Federal Agency	- Not Applicable -
Project Title	11-TTAG-004 - MIS System Selection
Competitive Challenges	<p>Magna IV is a commercial printer. Printing is a very capital intensive and ever-changing industry. Staying on the cutting edge of technology is critical for survival. Current trends include shrinking demand for print and shorter print runs. Whereas in the past, the customer placed a large order and would keep an inventory, the customer now expects to order small print quantities "on demand". Magna IV's long term objective is to grow. In order to grow and remain technologically competitive and current, we must retool with the technology necessary to be able to provide this type of "on demand" printing.</p>
Specific Problem	<p>An effective Management Information System is critical in order to provide our client's with "on-demand, short-run" printing. Magna IV's current MIS system is outdated and does not provide an adequate "web-to-print" storefront or JDF capabilities. Both are absolutely critical in order to profit from short-run printing. Additionally, our current system requires cumbersome human interaction. Under the old business model of a small number of very large print jobs, this was not an issue. However, now that the trend is towards many, small jobs; we must implement a solution that allows for a minimum of human touch points - from order entry, to job costing, to billing. Magna IV must offer a web solution that our clients can log on, access their digital files, order print collateral direct, and then access their billing. The print file will be sent automatically to our printing equipment with minimal human touch. The JDF option will allow our MIS system to sync with our digital printing equipment and record costs automatically rather than forcing an operator to manually charge their time and materials. This manual method is an onerous burden and a competitive threat considering the large quantity of small jobs that a digital press operator runs.</p> <p>Magna IV recently contracted with an MIS consultant who works exclusively in the print industry. He was tasked with helping Magna IV identify a list of MIS system requirements and develop a RFP (request for proposal) to be sent to</p>

	<p>MIS vendors. Magna IV does not have the in house expertise to analyze the resulting product proposals and develop a “short list” of qualified MIS vendors in order to set up product demonstrations.</p>
Solution	<p>Magna IV put out an RFP to four consultants in the print industry known to have specific experience with implementing MIS software in print environments. This is a very specific type of service. The RFPs were all similar in cost, with Profectus being slightly below average. Magna IV was most impressed with Profectus' proprietary database and methods.</p> <p>Profectus was contracted to study Magna IV's services, existing workflow and MIS system and recommend an appropriate MIS solution to accommodate Magna IV's needs. The deliverable will likely be a hybrid of existing softwares that are customized to meet Magna IV's unique needs. Magna IV is unique among printers in that we offer all types of communication services (sheetfed, digital, wide format, cross media, mailing, and fulfillment).</p> <p>Ultimately, the software chosen will help strengthen Magna IV's competitive position by eliminating wastes in our processes and workflow.</p>
Implementation Plan	<p>Profectus will perform an analysis of the product proposals resulting from the prior RFP process and identify a short list of appropriate MIS solutions that will fit Magna IV's workflow. Profectus will set up product demonstrations, consult with Magna IV, and guide the decision of choosing the final solution to best accommodate Magna IV's broad and unique requirements.</p>
Maintenance Plan	<p>Magna IV's Information Technology department will work closely with Plant Management and Accounting on an ongoing basis in order to identify and eliminate inefficiencies in the MIS workflow process. Maintaining a lean system will be critical to Magna IV's future success.</p>
Step 1	<p>Project Approach and Deliverables: A senior consultant from Profectus will work with Magna IV's team to study and evaluate a short list of potential software solutions. This will involve meeting with Magna IV's management team offsite for 1 day and on-site for 2 days in order to manage and facilitate product demonstrations, conduct a product evaluation survey using a propriety tool, provide contract negotiation assistance, and ultimately give an unbiased final product recommendation. This process will narrow the field of hundreds of solutions down to 1.</p>
Step 1 Time	32.00
Step 1 Budget	\$5,000
Step 2	
Step 2 Time	0.00
Step 2 Budget	\$0
Step 3	
Step 3 Time	0.00

Step 3 Budget	\$0
Increased Sales	\$1,000,000
Retained Sales	\$10,000,000
CS Inventory	\$0
CS Labor	\$75,000
CS Materials	\$0
CS Other	\$0
II Plant	\$0
II IS	\$100,000
II Workforce	\$23,600
II Research	\$0
II Other	\$0
AUI	\$0
SOI	\$0
Job Retention	60
Job Creation	0
YN 90Days	Yes
YN Affiliation	No
YN Agreement	Yes
YN Total Project Price	Yes
Explain Total Project Price	
YN Cash Match Agreement	Yes
Copied	No
TTAG ID	11-TTAG-004
Signature Panel - RP AR Name	Craig Press/Profectus
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Signature Panel -	Kristi DAnnelley

Enterprise AR Name	
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Signature Panel - Enterprise AR Email	kristi@magna4.net
Include in Batch	Yes
Batch Number	NA
Application Status	Pending
Organization	AMS
BatchTest	Processed
Batch Date	
Set Batch Number	
Lvl4	Yes
Application Description	9-Information Technology
SBIR-STTR	No