



INDUSTRY

Commercial printing

LOCATION

Canton, Ohio

KEY CHALLENGES

- Create a tailored inventory management system that allows for future expansion and added functionality
- Design a highly functional and flexible inventory system to give customers full access to their inventory and order shipping on demand.
- Pick up where previous developer left off in completing Paragraphics' business objectives.

SOLUTION

RMR Development delivered an inventory management system that allows Paragraphics customer to enter through its secure portal to manage their printing and shipping needs.



When Paragraphics Vice President Andy Bosworth called RMR Development for the first time, he was in a jam. It seems the company they had contracted with to create an online inventory management system was unable to complete the project to their specifications.

“RMR Development bailed us out of the trouble we were having with our previous provider,” Bosworth said.

A mid-sized printing and imaging company with a reputation for exceptional customer service, Paragraphics provides the full scope of printing services, from one-color flyers to multi-page, full color catalogs. Brothers Scott and Andy Bosworth have remained true to the family vision of a successful business through employee appreciation, close customer relationships and consistent service.

As part of its customer services, Paragraphics offered a turnkey inventory management system, but they wanted to give customers full visibility to their inventory through online access.

First, RMR created a sleek order interface as part of the company's website. Then, they developed a sophisticated system that allows customers to see all the printed and digital material Paragraphics manages for them, along with the quantities on hand.

Each customer is set up with a username and password; once logged in they can place an order for any combination of assets and have them drop shipped anywhere in the country. Reports are provided to inform the customer of asset usage over time.

“Now, our customers can access their literature, marketing materials or even digital materials,” Bosworth said. *“They simply come into the portal designed by RMR, order what they need and we'll ship it to them.”*

Better yet, working with RMR has enabled Paragraphics to continually improve the inventory management they offer their customers. *“Our software is ever-evolving,”* Bosworth noted. *“We have worked with RMR Development to expand the features and capabilities that we have today.”*

RMR Development Case Study

Customers can now search for their assets by different categories and retrieve digital content in low, medium or high resolution. Low-volume customers can order online and Paragraphics will print on-demand.

For customers with medium and high volume, the company will print a reasonable quantity and keep them in inventory. If ordered quantity goes beyond the inventoried volume, Paragraphics will print the remainder of the order on demand and will replenish the quantity in stock to assure a steady inventory.

“RMR does a good job and I enjoy working with them,” said Bosworth. “The team is bright. It’s nice to work with professionals who follow you when you talk and know what you want.”

About Paragraphics

Paragraphics' roots date back to 1975 when Jim Bosworth and his colleague Ted Whitacre established the family-owned business. Equipped with secondhand printing presses, five employees and a handful of clients, Paragraphics opened for business. When Jim passed away in 1995, Scott and Andy assumed leadership of the company. To meet the demands of its clients, Paragraphics, Inc. operates a 17,000 square foot printing facility. Of this, office space takes up 2,000 square feet; 1,500 are dedicated to pre-press operations; and the remaining 13,500 square feet make up its production floor.

About RMR Development

RMR Development of Dover, Ohio has provided affordable, turnkey internet, intranet, website design, custom mobile applications, ecommerce and hosting solutions to local and national businesses since 2000. RMR's team of developers and programmers has 50-plus combined years of experience in helping clients improve revenues and efficiencies through software and custom technology solutions.

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