

HELLO



A BIT ABOUT THE PRINTED IMAGE

The Printed Image (TPI) was established in 1991. From our 23,000 ft² premises in Greenogue Business Park, West Dublin, we offer clever, creative, bespoke and cost-effective marketing solutions to a very wide range of valued clients in many market sectors. Many of these clients have been with The Printed Image for over twenty years. TPI is EcoVadis Gold Standard, ISO9001 and FSC certified and has been a Deloitte Best Managed Company for many consecutive years. We are a 100% Irish company, winners of multiple print awards and are well known as “The Home of Sustainability”.

TPI are among the largest providers of sales and marketing related print and branded promotional goods and services in the Irish market. Our growth has been based on the development of long-term working relationships with over 500 active clients including some of the country's leading brands. These clients rightly trust that we will protect their image and enhance their brand. We are 100% committed to delivering best-in-class customer service, product quality, sustainability, CSR and of course, maximum budget efficiency.

TPI's annual revenues exceed €7m and we employ 50 people. The company has been profitable in every year of its thirty-three-year history. Our many services include large and small format digital printing, print-finishing, logistics and distribution, in-house graphic design and structural design, signage, sourcing and supply of branded promotional merchandise and clothing and installation services.

All of our main print, finishing and logistics processes are completed in-house, where there is a continuous investment in new technology to ensure we maximise delivery potential to our clients and remain both relevant to them and dedicated to their success.



#HOME OF SUSTAINABILITY

www.tpi.ie    

A BIT MORE ABOUT THE PRINTED IMAGE

Markets currently serviced

Fast Moving Consumer Goods - Insurance and Health - Retail - Agencies - Tech Multinationals - Pharmaceutical - Banking - Food and Beverage - Telecoms - Government Departments - Semi State Bodies - County and City Councils - Political Parties - Automotive

Clients



OUR MISSION

To build real partnerships, help grow your brand or message and increase your sales or recognition through responsive, clever and connected marketing solutions and services.

Established in 1991 and 100% Irish owned, The Printed Image is one of the most respected marketing solutions companies in Ireland.

We have everything you need under one roof to help bring your marketing communication ideas to life through your dedicated account manager.

With sizeable resources, a small company service ethic and a big company grasp of lifetime client value, we are constantly on call, able and ready to delight our clients. We are experts in creating stand-out bespoke marketing communications to get your brand and message noticed.



CREDENTIALIALS



100% Irish



30+ Years Experience



Account Managers
to Simplify your Project
Management



Deloitte
Best Managed



Quality, Sustainability, CSR
and Environmental
Guarantees



In-House Structural
Engineering and
Graphic Design

PRINT INNOVATION

Innovation for retail is at the core of what we do. We are proven experts at converting your requests and ideas into captivating eye-catching printed materials that stand out for all the right reasons.

Originally printers by trade, we have evolved and expanded our in-house manufacturing capabilities over three decades to include permanent POS, signage and bespoke packaging alongside our traditional expertise with more traditional print requirements.

Designing and producing everything under one roof in our state-of-the-art facility allows us to manage all of your project requirements efficiently, on-time and on-budget, whilst ensuring the highest standards of quality with our ISO 9001-2015 accreditation.

With the added benefit of our in-house finishing, installation and fulfilment & kitting teams we can provide a complete solution from concept to execution, through to delivery and execution.



#HOME OF SUSTAINABILITY

TECHNOLOGY PLATFORMS...

Unlock Our Turnkey Service with

Print *on* Demand



Click



Order



Approve



Track



Report

PERSONALISED PORTAL FROM OUR TEAM TO YOURS

TECHNOLOGY PLATFORMS...

Print *on* Demand



- ✓ **Managed Brand & Compliance**
- ✓ **Centralised Hub** – *ordering, approval, tracking and reporting*
- ✓ **Reduced Costs**
- ✓ **Improved Time to Market**

Value Add Services:

- Branded and standalone client site.
- Client specific customised templates approved by their Marketing Team.
- Static and dynamic templates editable and personalised by user.
- Reduces administration on both client and TPI side.
- Real-time visibility on spend/usage for users.
- Real-time reports and analytics.
- Cost savings on designer charges (templates build once – use many times).
- Less stock holding... order on demand.

PROBLEM

We are inefficient with our data usage, reporting and we are poorly automated.

Our in house IT systems hold huge amounts of valuable accurate data on our clients, suppliers, products, materials, trends, seasonality and history in relation to thousands of estimates, jobs, sales and purchases.

Despite that, as we are time-poor and light on IT capability in-house, we do not use all of this data effectively to:

- ❖ Improve our revenues and profitability
- ❖ Allow our systems to learn from this data and report or act on it effectively
- ❖ Use latest technology to automate and take repetitive functions and processes to new levels
- ❖ Use latest technology to improve our sustainability recording and reporting, currently

KEY CHALLENGES

We have a number of different IT systems across the business which do not integrate well, flow together and produce useful data in a timely manner. Each of them do what they are supposed to do individually however they do not talk to each other or to us in a manner that is efficient.

This makes our processes overly laborious and also leaves us working in silos and reworking everything in Excel to pull any meaningful data together. Different staff have different styles, skill levels and interests in what they need from the data.

This leads us to a situation where a huge amount of regular tasks, which could benefit from integration, automation or the use of AI, are taking multiple people many hours per week to complete. We know the information we need to pull from our data, it takes too long to get it and the output is in silos rather than centralised and fast.

There are multiple examples of inefficiencies and potential improvements in the business:

- Estimating all jobs manually rather than using AI to assist in automating some of this process from historical data.
- Manually matching POs to purchase invoices and entering them into our accounting package and scanning them to save them rather than automating this.
- Manually tracking data for the recording of our Scope 1, 2 and 3 emissions and carbon footprint for reporting to our accreditation partner rather than using AI capabilities to do this reporting, which is vital in our business.
- Sales and marketing team members having to trawl for information and work on it in Excel instead of having AI assist by learning and telling them where they should be targeting, who, what and when.
- Time taken by staff to find information on jobs for clients and reply to their queries which could be completed by AI

BUSINESS IT SYSTEMS IN USE

The IT systems and software packages in use do exactly what they are supposed to do. All staff have IT knowledge up to the level that is required for their roles. We continuously offer staff training and upskilling in the areas they need to know about.

NETWORK INFRASTRUCTURE

We operate an on-premise Windows network with new servers, switches and NAS upgraded last year. Spec if relevant below. Full on cloud backup services in place, SonicWall firewall, regular maintenance and review with 43 end-points upgraded to Windows 11 Pro, regularly patched and managed both in house and with third party IT outsourced managed partner. All relevant users have MS Office Standard and CoPilot subscription.

Dell PowerEdge R760XD2 Server Xeon Silver 4514Y 2G, 16C/32T, 16GT/s, 30M Cache, HT (150W), RAID 10 storage array 2.4TB Hard Drive SAS ISE 12Gbps 10K 512e 2.5in with 3.5in HYB CARR Hot-Plug X 24 System -SSD 480GB SSD SATA Read Intensive 6Gbps 512 2.5in. DDR5-4400 X 2 Memory 256 GB RAM. 50 CAL Windows server 2022 OS.

MIS / CRM

Our main MIS used by the entire company is Tharstern Primo running on SQL Server 2022. This is a world leading full function package for the print industry in use for over 20 years and covers all modules required to operate the business; estimating, jobs, production time and machinery tracking, Sales Orders, Purchase Orders, Delivery, Sales Invoicing, Stock recording and reporting and more. It does have a limited CRM and Marketing Campaign function however not to a level required to assist the Sales Team well. Excel is widely used throughout the company for reporting from Primo, filtering and sorting in the package to export and manually manipulate data in Excel. Standard reporting output file types from Primo are in Crystal or Excel

PROJECT MANAGEMENT

We use a number of other IT and graphics solutions including Switch(workflow) Artios CAD, Adobe CS Suite (graphics), Click-Up (Project Management and Reporting).

ACCOUNTS SOFTWARE

Sage Line 50 is in use and there is an API from Primo to Sage for Sales and Purchase invoices

REQUEST FOR SOLUTIONS

- **We have a huge amount of historical data on clients, suppliers, sales, purchases, machinery usage, time spent by resources on jobs. As our systems do not talk to each other efficiently and require a huge amount of time resource to be incurred on reporting and recording we would like to investigate the possibility of improvements to allow staff more time for higher value work**
- **We are keen to investigate and implement an AI based IT solution which increases our efficiency and improves reporting, automation and profitability across the company**
- **We would like to use this AI solution on top of our existing systems to achieve these outcomes:**
 - ✓ Help in the preparation of Estimates for jobs using the historical data in the system to produce faster and more accurate estimates for clients and automate their delivery and our reporting on estimates which turn into jobs
 - ✓ Learn from our database about our client's past spends, trends and purchases and deliver targeted, segmented marketing material and e-mail prompts to clients based on previous business trends and habits and to provide reporting to our sales team members on what clients are active, inactive, getting estimates which don't convert to sales etc.
 - ✓ Automate the processing of incoming purchase invoice matching to POs and processing into our accounts package
 - ✓ Automate the recording, calculation and reporting of our Scope 1, 2 and 3 emissions and carbon footprint metrics
 - ✓ Have an AI bot tool where clients can request information online or by e-mail and receive AI generated answers based on information already sitting in our system, taking out the staff time currently used on answering basic questions

THANK YOU

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Image



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