

e.kurz+co

druck und medientechnik gmbh

New ways in customer communication – Into the cloud with Novadex



Customer	e.kurz+co druck und medientechnik GmbH
Establishment	1905
Branch	Print / media technology
Website	www.e-kurz.de

Customer profile

As a family business and long standing printing house in Baden-Württemberg, Germany, e.kurz+co can look back on a corporate history of more than hundred years. The corporate's success is not only due to the tradition but also to its innovation skills. Besides offering offset print, e.kurz+co was one of the first printing houses to introduce digital printing in Stuttgart.

Today e.kurz+co supplies a substantial service to its customers: Individualized print and personalized mailings, hardcover or softcover and many more print reprocessing methods. The corporate's emphasis is on working with the latest machines and providing high quality. At the moment e.kurz+co has 30 employees.

Challenge

e.kurz+co was searching for a technical solution that implements a wide range of complex mailing orders. Furthermore the solution should automate the mailing generation procedure, e.g. address cleansing and layout creation.

“With Novadex all the process steps of mailing creation that we value are available in the cloud in a highly automated manner”, explains Andreas Durst, member of managing board at e.kurz+co. “Moreover installing an alternative solution on site was out of the question because the decision to invest in licenses and IT-structure would have led us to higher training expenditures and system discontinuities.”



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Andreas Durst / Managing board / e.kurz+co

Solution

The solution to this challenge was found in Novadex, cloud-services that do not only unite address cleansing, postage optimization as well as layout creation but also personalization and document generation. At the same time e.kurz+co was convinced by Novadex's future-oriented way and constant advancement.

e.kurz+co started off by registering for a trial account where employees were able to test drive Novadex for free and make use of the customer support. “Novadex' support was fast and professional”, says Andreas Durst. With the help of the self learning modules available in the system the employees could get familiar with Novadex very quickly.

Benefit

After a short trial phase Novadex was used in a real project. “Novadex convinced me in many respects. On the one hand we can tackle new things with this solution and implement the latest developments on the market easily, e.g. integration of QR-codes. In the past we were not in the position to implement such requirements. On the other hand the functions offered by Novadex are considerable but can be operated fully intuitively at the same time. Apart from us our customers are also very satisfied with the quality of the result which led to more enquiries. It is as good as it gets”, says Andreas Durst.

For service provider like e.kurz+co choosing a cloud solution is clearly followed by a lot of advantages. Cost intensive investments in hardware, licenses or updates are not needed. Cloud solutions enable a pay-as-you-go billing which means that fixed charges become variable. Additionally Novadex undergoes permanent improvement from which the users can always benefit. “With Novadex we could optimize processes but also save time and money. Simultaneously we offer our customers real additional value. In this context Novadex Marketing Shop, which enables collaborative work across enterprise boundaries, is very interesting to us”, adds Andreas Durst.

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So far, mailing generation was mostly proceeded manually. But now with Novadex all process levels important to us regarding mailing generation are available in a highly automated manner in the cloud. Moreover installing an alternative solution on site was out of the question because the decision to invest in licenses and IT-structure would have led us to higher training expenditures and system discontinuities.
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