

Job Tracking Case Study Biddles Book Printers

Biddles has been established since 1885. Based in King's Lynn, the company prints books for publishers in a demanding marketplace. Book manufacturing is a highly competitive market.

1 Business challenges and aims

Biddles (www.biddles.co.uk) is a book printer with over 400 clients running several hundred high complexity print runs at any one time, the sophistication of the message configurations is very high. Without an automated system to manage client relationships, the company would have to employ an impossible number of people to answer calls from clients querying job details. This would ensure high prices and not help customer satisfaction as the information is required 24/7.

Biddles were Highly Commended runner up in the Most Innovative Supply Chain management Category along with Marks and Spencers and Focus DIY.

The winners were Futaba Industrial UK Ltd.

Biddles were finalists in the East of England DTI/ Sunday Times e-Commerce Awards.



2 System Solution

To keep hundreds of clients up to date with hundreds of simultaneous production jobs, each client contact has a private login to the Biddles Press2Book™, a JobTracker provided by AXLR8. Additionally, progress news and alerts about important hold ups due to, say a print file not being received, are generated automatically by AXLR8 Trigaware™ to make Biddles project managers and clients aware and minimise costly delays. Other information that triggers communications (usually emails) to clients includes delivery confirmations for finished products to requested locations. Clients can specify alert report summary level and frequency. Staff can access the same information about the clients they are serving by accessing their intranet.

AXLR8 Trigaware™ alerts clients to problems and hold ups for action by the client. It also informs clients about the dispatch of finished goods.

Biddles Press2Book™ with track and trace for the clients to examine production details uses AXLR8 Trigaware™ to generate alerts, updates and reminders, as well as comprehensive reports.



Award winning systems for fast moving businesses



Get on the right track with Biddles' Press2Book



User name:

Password:

Log in

Job Tracker

Track the progress of your print jobs throughout the production process 24/7. Automatic e-mail alerts confirm orders placed and jobs delivered.

Job Quote

Calculate Publisher's Choice quotes and request litho estimates. Save them to come back to later when you are ready to order.

Integrated FTP upload

Upload files directly to your folder on our FTP server from within the Press2Book window. No need to remember your user name and password!

One click reprint ordering

Three clicks of a mouse and 30 seconds is all it takes to order reprints from our database of titles previously produced for you.

A private log in for every client contact, allows people to see only their projects within their company's printing jobs.

A team leader will see all their team members' print jobs.

Job Tracker Support
 e: jobtracker@biddles.co.uk
 t: 01553 764728

Site maintained by AXLR8

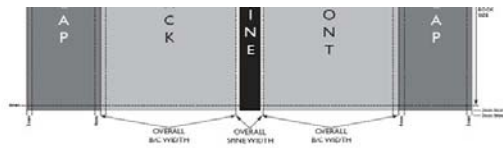


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This is linked to their legacy system that has managed their production schedules for 20 years. The information is also available for staff internally on their intranet. Clients can also book reprints, request forward loads (reserve print run space in advance) and see breakdowns of jobs by status and project manager.

Biddles Job No.	ISBN and Title	Date booked in	Expected despatch date	Status
223033	978 0 113 24880 0 - THE HISTORY OF THE UNITED STATES Publisher's Choice Slotted Hardback, 130 copies, 234X156MM, 224PP	14/04/2008	28/04/2008	Delivered
223128	978 0 113 24880 0 - THE HISTORY OF THE UNITED STATES 150 copies, 248X249MM, 158PP	21/04/2008	08/05/2008	Delivered
223293	978 0 113 24880 0 - THE HISTORY OF THE UNITED STATES Binding Only, 130 copies, 248X189MM, 162PP	01/05/2008	13/05/2008	Delivered
223124	978 0 113 24880 0 - THE HISTORY OF THE UNITED STATES 50 copies, 248X189MM, 248PP	21/04/2008	16/05/2008	Delivered
223273	978 0 113 24880 0 - THE HISTORY OF THE UNITED STATES Publisher's Choice Slotted Paperback, 80 copies, 234X156MM, 304PP	01/05/2008	16/05/2008	Delivered
223444	978 0 113 24880 0 - THE HISTORY OF THE UNITED STATES Publsher's Choice Slotted Hardback, 15 copies, 234X156MM, 240PP	14/05/2008	22/05/2008	In production
223445	978 0 113 24880 0 - THE HISTORY OF THE UNITED STATES Publisher's Choice Slotted Hardback, 15 copies, 234X156MM, 256PP	14/05/2008	22/05/2008	In production
223452	978 0 113 24880 0 - THE HISTORY OF THE UNITED STATES	12/05/2008	27/05/2008	In production

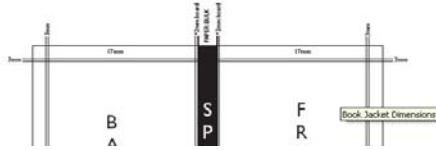
View and track each job in progress (or historical)



Add a minimum of 4mm wrap around board on to flap (if using our Hardback spine width calculator please be aware that this has been allowed for already in the calculator).
DUST JACKET WIDTH = 3mm bleed + 80mm back flap (our recommended flap size) + 4mm for board + 3mm bleed + back page width + spine width + front page width + 3mm bleed + 4mm for board = 80mm front flap + 3mm bleed
 To calculate the spine width please use our **Hardback spine width calculator** ensuring that you pick the correct paper (please refer to your estimate if you are unsure).
 So if your book was A5 with 140 pages on our Vancouver Opaque paper then the dust jacket width will be:
 $3 + 80 + 4 + 3 + 140 + 12 + 140 + 3 + 4 + 80 + 3 = 480$ mm
DUST JACKET HEIGHT = 6mm bleed + page height + 6mm bleed
 So if your book was A5 then the dust jacket height will be = $6 + 210 + 6 = 222$ mm
BARCODE if we are making and inserting a barcode on your behalf then please leave a white box on the back of approx 35mm wide by 25mm high.
 If you are supplying artwork for us to make a brass to stamp foil on to the spine or front of the hardback please supply this as a **print ready PDF file**.

Creating a hardback PPC (Printed Paper Case):

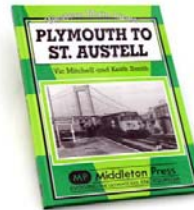
The PPC should be the same size as the page (trim) size plus a total of 20mm - 17mm to allow us to fold the jacket around the board and 3mm overhang. On screen your file should look like the layout below i.e. with the back, spine and front all side by side:



What is a ZINC?
 A device made of zinc which is used to stamp the foil lettering on to the 'cloth' finish on a hardback typically on the spine, front or both.



What is a PPC?
 A PPC (printed paper case) is used on a hardback and it is when the jacket is physically glued to the book so that it cannot be removed.



What is lamination?
 This process coats the cover or jacket with an extremely thin layer of either glossy or matt plastic which provides a highly professional, extra smooth finish, as well as protecting the paper or card underneath.
 We offer gloss and matt lamination.

MPG

Hardback Spine Width Calculator

Choose paper:

Number of pages:

Spine width =

Please note that calculations are based on our **stock paper** range. An allowance of 5mm for board has already been added to this calculator.

Job Pricing Calculator tools built into the website for clients and prospects

Biddles Press2Book™ system from AXLR8 allows clients to log in and see where each of their jobs is in the manufacturing process. To accomplish this, AXLR8's Trigaware™ software draws data from a complex book manufacturing system running in the factory and provides each client with their data. It manages email reporting and alerts. AXLR8Synch™ keeps the data on the website current.

The data from a legacy production system running at their factory in King's Lynn is synchronised using AXLR8Synch™ with a secure web site accessible privately by individual managers at the clients. The benefits saving a massive admin overhead that would otherwise be necessary include the following.

- **Provides information 24 hours, seven days a week** answering customer questions.
- **Time saved** by Project Manager sending proactive information and responding to repetitive questions.
- **Client satisfaction**, image of efficiency and accuracy hence, reducing churn without raising costs.

3 Outcome

Biddles' Online Services Manager outlines the systems benefits:

"Clients really appreciate the access to real time information. This has prevented delays, reduced costs and time to market for our clients. Together with online order management it has saved us money and allowed us to build customer satisfaction and loyalty with minimal resources. We have been able to pass these economies on to our clients in this challenging marketplace."

"It has had a great impact on the level of interaction and feedback between all departments. It has enabled us to see where components of jobs are outstanding, for example if a book cover is out on proof with the customer, we can automatically chase using Press2Book™ and members of staff are able to access the system to provide feedback internally or to our customers and suppliers"



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