Significans® AUTOMATION

CASE STUDY:

Benson Integrated Marketing Solutions

Processing time cut 20-40%, labor reduced by three employees, and speed to market accelerated

Who They Are

Benson Integrated Marketing Solutions in Alpharetta, Georgia, offers a unique Centralized Marketing Platform (CMP) to manage multifamily property marketing activities.

Services include apparel, creative design, on-demand communication technology with online smart stores, print services, and promotional products and signage. Benson personalizes more than 500 physically branded product types, delivering scalable customization while maintaining brand consistency.

Advanced production capabilities, including HP Indigo 15K and 7900 presses with variable-data printing and embellishments, combined with G7 certification, ensure high-quality, color-accurate results across all outputs.

The Challenge

With a staff of about 220, thousands of web-to-print jobs are processed daily. This throughput was cumbersome to manage manually and labor-intensive.

Key challenges included:

- Customer Service reps working within their MIS system to manually download, impose, and drop files to their presses.
- A labor-intensive workflow that slowed production throughput.

Enter Significans Automation

In 2024, Benson partnered with Significans Automation.

Keri Lively, Director of Strategic Initiatives at Benson, recalled the need to create a more efficient production workflow.

"We were producing a huge volume of printed pieces that each had their own unique production variables. We needed to streamline our data collection and increase our efficiency."

- Keri Lively, Director of Strategic Initiatives

Key automation goals included:

- Automate web-to-print files from customers' online smart stores.
- Eliminate manual multi-up layout creation for hundreds of jobs processed daily.
- Remove time-consuming manual steps in production preparation.

The Solution

The Benson-Significans team automated the nametag and maintenance badge workflow by filtering incoming orders based on specific production criteria. They developed a customized, automated workflow that optimally ganged all orders to reduce setup time.

Key integrations included:

- Triggering production based on quantity thresholds and accelerated time to market.
- Integrating all existing workflow systems, including web-to-print and Pace software, for a seamless flow of data.
- Upgrading imposition capabilities by installing Enfocus Phoenix.

The Results

- Eliminated an entire 3-person department through automation.
- 20% reduction in manual file-handling workload for production staff.
- 40% faster processing each week for operators.
- On track to complete 80% of all jobs within 24 hours.

> We believe employee throughput must increase rapidly to stay competitive as an organization. Of course, great people are the backbone of all our success, but we must support them with smart workflows and automations. **Significans has played a major role in helping us achieve this.**
>
> - Brian Benson, Founder & CEO

Ready to streamline your workflow and boost ROI?

Talk to us about a professional automation assessment.

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