

FOR IMMEDIATE RELEASE

“Is there really any ROI from a Print MIS?” Avanti answers the question at Print 17

TORONTO, September 8, 2017 – Implementing a Print MIS requires a substantial investment in time and resources. [Avanti Computer Systems Limited](#), a leader in Print MIS solutions, will feature the ways that printers are measuring their return on that investment at this year’s PRINT 17, taking place September 10 – 14 in Chicago.

“Investing in a Print MIS is a big decision,” explained Patrick Bolan, President and CEO of Avanti. “Business owners want to know that there will be a measurable ROI at the other end. That’s why, at PRINT 17, we’ll share examples of how printers achieved real ROI. Seeing how it’s impacted other shops is often the best way to get the conversation started around how a change can impact your business.”

Avanti has helped printers and marketing services providers significantly improve profitability with Avanti Slingshot. The award-winning Print MIS platform connects “islands of automation” and eliminates the errors and redundant work inherent to the re-entry of manual data.

“All of the printers we speak with want to drive profitability, but most need help analyzing their workflow and understanding the specific areas in which Avanti Slingshot will help,” said Bolan. “The ROI for one print shop often looks different from another’s.”

PRINT 17 attendees visiting Avanti in [booth 635](#), can have conversations with MIS business specialists about what ROI would look like for their company. They will also have a variety of opportunities to engage and learn about Avanti Slingshot, this year’s winner of two [PRINT 17 MUST SEE ‘EMS](#). The company is delivering 30- and 45- minute product demonstrations in their theatre, with a heavy dose of customer stories.

“Our goal for PRINT 17 is all about showing versus telling,” shared Joanne Gore, Avanti’s Director of Marketing. “By sharing actual customer examples, business owners can get a real sense of how a Print MIS implementation has resulted in sales and profitability gains.”

Demo stations will be staffed around the booth, while those looking for a more in-depth, tailored conversation can accomplish this in the booth’s lounge area. “To support our ROI theme, we’ve also produced a new ebook, titled: *Is there Really any ROI from a Print MIS?*” said Gore. “It features the top

three ways in which Print MIS delivers ROI, and includes real stories from real printers who have achieved new levels of growth and profitability.”

The ebook will be available for [download from the Avanti website](#) following the show. Visitors to the Avanti booth can reserve a copy and have it sent to them directly.

Show Special: Avanti has reserved a block of ten Print MIS ROI assessments, which attendees can schedule by visiting booth 635.

Anyone not attending Print 17 can book an ROI assessment by visiting: avantisystems.com/roi.

About Avanti

At Avanti, our goal is to help you deliver more jobs, in less time, with the confidence in knowing that every aspect of your shop is integrated into one powerful Print MIS platform. Connect islands of automation, eliminate breakpoints in your workflow, and get the information you want – when you want it, and where you want it – easily, with Award-winning, JDF-certified Avanti Slingshot. From order entry through to production and billing, Avanti Slingshot enables you to work more efficiently, control your costs and move more jobs through the shop with ease. www.avantisystems.com #askavanti #PRINT17

###

Avanti press contact:

Joanne Gore

Avanti Computer Systems Limited

+1 416 445 1722 x 265

jgore@avantisystems.com