

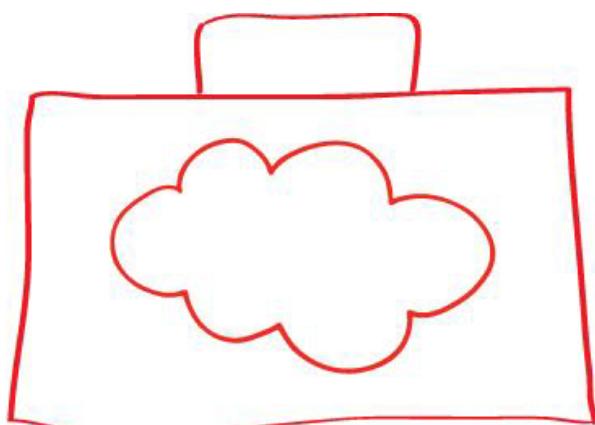
Offset Alpine Printing works with Logicalis to streamline national operations and create workflow efficiencies

Focus on quality for internal and customer services

Offset Alpine Printing (OAP) is part of the IPMG Group, an award-winning national printing company with 430 staff and a 70 year history across its headquarters in Sydney and branches in Melbourne and Brisbane.

The company is recognised as one of Australia's leading web offset and sheetfed printing companies. It specialises in magazine, catalogue, corporate and commercial printing and its brand is synonymous with quality and client service.

Indeed, OAP even provides clients with 'Chain of Custody' certified printed product, with traceability from our despatch dock back to the certified forest where the pulp originated.



With facilities and customer services that run 24 hours, 7 days a week, to deliver a print product and digital service to companies and corporations around Australia, the efficiency and resilience of its technology infrastructure are the backbone of its success.

Challenge

Twelve months ago, the company reviewed its plant operations and cost efficiencies, deciding to centralise print operations via its data centre in Sydney and upgrade its Production Management System to enable it to scale and deliver superior services to customers and take on additional projects internally from the wider IPMG Group.

OAP was running on aging Dell & EMC data centre infrastructure nearing capacity, and a proliferation of Virtual Machines (VMs) in its heavily virtualised environment was becoming difficult to manage. This led to a situation where the compute and storage platform was not delivering the performance or flexibility the business required.

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Solution

The company sought external consultancy to provide and provision the data centre network and counsel on performance management to host the new management information system which would control OAP's sales, planning, development, production, binding, despatching and finance/invoicing.

“We chose Logicalis on account of its reputation for counsel and combining deep technical knowledge in support of business objectives, as well as providing the technology” explained Frank O'Brien, IT Manager at Offset Alpine.

The two companies worked together to plan the cutover, which allowed for great volumes of data (often in large chunks) and transactions, through a staggered approach to minimise impact on the business.

To better serve compute power to the growing number of virtual machines and provide performance for the network, OAP took Logicalis' recommendations to implement a scalable Cisco UCS B-Series blade architecture. To deliver the intensive I/O needed for a planned virtual desktop environment the Unified Communications Systems was paired with an EMC VNX5300 for an all encompassing efficient

and powerful architecture which could be simply managed centrally by Mr O'Brien's team.

Logicalis remained on site during the process and implementation went smoothly in a matter of weeks.

Benefits

OAP has now centralised its transactional, IT, financial, communications, sales and production operations in Sydney. With this internal foundation in place, the next phase is to modernise other revenue-generating business functions, such as mobile communications and workflow for salespeople on the road.

“Most time was spent in the planning phase and I believe that's the critical success factor,” said Mr O'Brien. “Of course, the technology needs to be of high quality, but it's the value of the advice on meeting your organisation's current needs while adapting for the future that differentiates one technology partner from another. And for us, that was Logicalis.”