

## Innovative Ink

### The Overview

With 2 locations, one in Millbank, ON, and one in Waterloo, ON, Innovative Ink employs 50 employees and generates \$6-7 million in annual revenue. Calvin Frey, President and Founder, started the full service design, web, print, mail, and signage company 11 years ago. He has a lot of responsibility on his shoulders but a strong team at his side, "The goals and vision for the company are almost entirely driven by me", said Calvin, "I have been blessed with an excellent team around me to help."

### The Issue

With a rapidly growing company, Calvin needed a way to help control the growth curve and have clarity throughout the whole operation. He described his previous process as "A recipe for mistakes" and "Painful".

### The Implementation

Calvin and his team implemented DocketManager in 2013, and as they grew, each new member became a DocketManager user. They utilize almost all the platform has to offer, from customer management, production and scheduling, to reporting and sales strategy. They started using the online ordering system early on and have more recently began creating custom portals for some of their customers.

### The Outcome

In the 6 years Innovative Ink has been using DocketManager, they have noticed a significant reduction in order entry times, including limited re-entry touch points from quotes, to orders, to work orders, to invoices. The purchase and transition of a second location was made easier because DocketManager. As the solution is a web-based application, they were able to keep both locations running on one system. They have transitioned numerous customers to online ordering and are finding the online ordering to be a huge growth potential for them.