

Photobook Worldwide ramps up and enhances control with Zen^{1to1}



Founded in 2005, Kuala Lumpur based Photobook Worldwide, has become a global success story in the photo marketplace. In just 11 short years it has built a reputation as a creative and innovative organisation where entrepreneurship and pure marketing talent combined with best practice manufacturing has created a formula that is delivering stunning results.

However the sheer rate of growth being achieved also created growing pains that had the potential to slow the business down and drive up costs.

For the solution, Photobook Worldwide turned to Pictureworks Group and its Zen^{1to1} platform.



Business name: Photobook Worldwide
Located: Kuala Lumpur, Malaysia
Website: www.photobookworldwide.com
Founder and Group CEO: Mark Koay

The challenge

“Our goal is to deliver a comprehensive range of photo products of the highest quality to our customers and enable them to capture life’s important moments.” Mark Koay, Founder and Group CEO, Photobook Worldwide

Broad range, beautiful quality and great service

Photobook Worldwide’s daily challenge is staggering - fulfill many, many thousands of unique orders a day, sourced from multiple platforms, from 100 nations, across 50 different product lines - each available in a myriad of colours, styles and finishes - and dispatch to a 72 hour service level objective. In fact multiply out all Photobook Worldwide’s product combinations and you end up with millions of permutations.

For Photobook Worldwide, the focus on photobooks and bringing its customers memories to life has broadened to

become a range that extends from its traditional perfect bound photobooks to lay flat and flush mount versions, cards and stationery, stickers and photo prints, framed prints, calendars and even serving trays, phone cases and mugs.

As the range has broadened, one thing has remained constant: the fierce commitment to customer service. Alexan Chor, Customer Service Manager says *“To us, customer service is a point of difference. Many of our competitors force their customers through very anonymous, impersonal processes. We don’t see it like that. Every customer is an individual, with individual needs and our end-to-end process needs to cater to that.”*

As Photobook Worldwide scaled and complexity grew, the challenge of managing the order volume also grew. Manual methods of file movement, multiple software platforms, managing failed cover and text blocks, re-submission of orders by customer service together with an ever expanding product range meant that retaining control of manufacturing was an ever growing challenge.

“Slowing down however was not an option”, says Mark Koay, Founder and Group CEO, Photobook Worldwide, *“we have a formula that works and we are absolutely committed to driving the business forward as fast as possible.”*

The solution

“Technology is an enabler and a key differentiator. It simply enables us to execute more quickly, with greater diversity and control than our competitors.” Mark Koay, Founder and Group CEO, Photobook Worldwide

Run fast and innovate

To underpin its manufacturing and customer service processes, Photobook Worldwide selected the Zen^{1to1} platform from Pictureworks Group. According to Koay, *“What Zen^{1to1} delivered was a purpose built platform, built from the ground up based on the premise that one unique product is being supplied to one*

unique customer. It connected manufacturing and customer service and enabled us to be even more responsive to the requirements of our customer.”

Zen^{1to1} fully integrated the order stream from the customer design software, converted the orders into customer contact, order and production records and then automatically imposed the orders according to business and service

driven business-rules and submitted them to the large fleet of presses run by Photobook Worldwide. Barcode driven manufacturing control procedures and direct finishing equipment integration then delivered fine grain control on the manufacturing floor whilst keeping customer service fully aware of production status right down to the individual order in real time.

The result

“Speed of production is up, costs are down and we have far higher manufacturing control. It’s been a big win for us.”

Mark Koay, Founder and Group CEO, Photobook Worldwide

Scale efficiently and delight your customer

Zen^{1to1} handles the huge number of orders that are being submitted to the Photobook Worldwide servers whilst knitting customer service directly into manufacturing, making the organisation more agile and responsive.

Koay says the results from implementing Zen^{1to1} were dramatic, *“file movement times were slashed, staff numbers in production management, IT and prepress were dramatically reduced and*

manufacturing staff re-deployed into new growth areas due to manufacturing efficiency being increased”.

Another area where Zen^{1to1} had a dramatic impact was in reporting and the ability to see which items of production needed a “push-along”.

Koay says, *“Zen gave us a new set of tools to work with. Not only do you get business wide reporting to manage production performance but also an exception level set of tools. With Zen we keep an eye on individual orders which do not move to the next process stage within set time limits.*

When you are making countless thousands of items simultaneously, you can potentially drown in data. Zen lets us focus on the items that need extra attention. With Zen we have the tools we need to make sure we deliver great service to our customers, and that’s what counts.”



www.zen1to1.com

Control, engage & grow