

Case Study:
customer success with NGP



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SAII (Société Africaine d'Impression Industrielle)

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Services offered: [Offset printing, packaging]

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JDF opens doors



- 1: MANRoland press
- 2: SAII samples
- 3: SAII samples
- 4: SAII samples
- 5: SAII prepress room



NGP Partners:



Société Africaine d'Impression Industrielle (SAII) was established in 1961 by Manufacture de Tabac de l'Ouest Africain (MTOA), the leading African tobacco production company. At the time, the workshop had two gravure printing machines. In 1972, sheet-fed offset and die-cutting machines were installed. MTOA and SAII were eventually purchased; first by the French group Bollore, and then again in 2001 by the English group Imperial Tobacco. Meanwhile, investment in technology continued at SAII, with the acquisitions of a Roland 705, a varnishing machine, and a laminating machine.

MTOA now controls 95 percent of Senegal's cigarette market, while providing cigarettes for all of West Africa. SAII is one of the largest and most modern printing and packaging companies in the region. It has expanded its activities throughout Africa, including into Chad, Congo, Madagascar, Burkina-Faso, and Mali, while supplying commercial printing to international companies based in Senegal, such as Nestlé, Avantis, and Pfizer.

Graphisoft technology increases customer satisfaction

For more than 10 years, SAII has been supporting its development with a Graphisoft MIS (management information system). Idrissa N'Diaye is responsible for scheduling at SAII, and has been nicknamed "Mr. Graphisoft" by company staff. Says N'Diaye, "As a fully-integrated management system, Graphisoft software allows us to monitor all our production processes, from the estimate right through to the invoice, with a high level of production management and inventory control. Our main objective is of course our customer's satisfaction."

SAII (Société Africaine d'Impression Industrielle)

“Opening the door between our MAN Roland printing machines and our Graphisoft MIS will allow us to avoid multiple data entry. The objective is to avoid human intervention whenever communication can be automated. The information will be shared in real-time within the company to better serve our customers.”

SAII implemented their Graphisoft MIS step by step, taking into account the specifics of the African market. In particular, provisioning issues are essential—stock levels must be precisely controlled and anticipated, thanks to order and alter thresholds. The Graphisoft system is used as a day-to-day management tool, as well as a reporting facility for the group.

JDF integrates MAN Roland and Graphisoft

N'Diaye welcomes the Networked Graphic Production™ (NGP) initiative with enthusiasm: “Opening the door between our printing machines and our MIS will allow us to avoid repeated data entry.” Today, pro-

duction and management systems are in two separate worlds—the Graphisoft MIS tells the operator what he has to do, but he must manually key in the information that he obtained from the MIS into the MAN Roland workstation. He then must enter the operation on which he is working on back into the Graphisoft MIS terminal, which he sometimes forgets to do. Once the JDF link is implemented, a lot of time will be saved, and a lot of mistakes prevented. “The objective is to avoid manual keying, and have the information shared in real-time within the company.”

As a result, ongoing operations will be automatically captured on the press, with relevant information regarding times spent, materials consumed, etc. The information is completely reliable, and anyone in the company can therefore answer the usual questions coming from the customer, such as, “What is the progress of my job?”

Concludes N'Diaye: “Opening the door between our MAN Roland printing machines and our Graphisoft MIS will allow us to avoid multiple data entry. The objective is to avoid human intervention whenever communication can be automated. The information will be shared in real-time within the company to better serve our customers.”

What is Networked Graphic Production?

Networked graphic production is the industry-wide initiative for automating the entire print production process by creating an efficient, collaborative environment—from idea to delivery. The NGP Partners are committed to using open standards, such as JDF, to deliver seamlessly integrated cross-vendor solutions that enable printers, converters and print buyers to decrease cycle times, cut costs, increase revenues, reach more customers, and become profit leaders.