

Shamrock Creative

Shamrock Creative Finds New Accuracy with Virtual Ticket and Job Manager

Each year, Shamrock Graphics produces over 1500 jobs including film output, designing marketing campaigns, web sites, ads and videos, and much more. Shamrock Creative's total company sales approach \$30 million annually. "We have no limitations to bind us," says Creative Director Dave Larson. "We can put your logo on a pen, or on a boat that we're selling you. We can give you film from an existing disk, or design an ad campaign from the ground up. We offer any services the customer wants."

Before Workgroups, Shamrock Creative designers and management were keeping track of their business on three-part paper forms. These forms were consolidated on a regular basis and stored in file cabinets, where employees would search manually when they needed to locate an archived file or job change order. The valuable time lost searching for old files and filling out forms for current jobs was too much for Shamrock Creative management. When they purchased Workgroups, the change was felt immediately throughout the company.

Workgroups has made those cabinets obsolete by providing full archiving of all files, whether they're located on the network or in a CD library. Shamrock Creative's digital resources are now all searchable by resource, by job, by customer, by keyword or by any other information recorded in the database.

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Dave Larson, Creative Director

According to Larson, "This is an amazing feature when repeat jobs come in. If we need a graphic we used years before, we can find it even if we don't know what job it was used on, or even what the name of the file was. And we can find it quickly."

But archiving is only half of the story. "We have also recreated all of our company forms in Workgroups. All of our fax sheets, customer support forms, job change forms — everything is immediately available and completely customizable. With Workgroups, we're not forced to work in ways we're not used to."



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Location:
Cleveland, OH

Founded:
1991

Clients:
Ad agencies, corporate marketing, and retail companies through parent company Shamrock Graphics. Includes The Limited, Victoria's Secret, Ameritech, Brown-Foreman Beverages, and Eyemed

Operations:
One shift, 5 days per week

Primary Work:
Design and Prepress