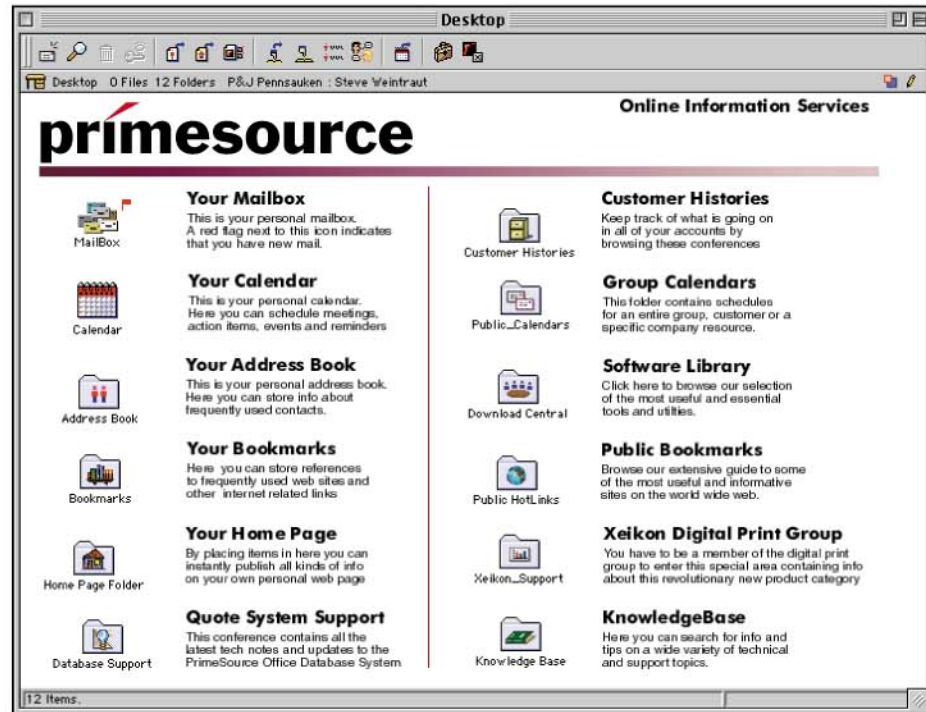


connect • communicate • collaborate

FIRSTCLASS®

Case Study

PrimeSource uses FirstClass Intranet Server foundation to build printing industry partnerships



“If I wasn't using FirstClass, I'd either have to get a dozen products and link them all together myself, or buy a really expensive Lotus® Notes application and spend all my waking hours maintaining it.”

Steve Weintraut, Systems Engineer, PrimeSource Corporation

PrimeSource Corporation (NASDAQ: PSRC), one of the largest suppliers of products and services to the printing industry, has leveraged acquisitions and an in-depth commitment to meeting customer needs into a dynamic company with over \$500 million in sales annually. Centrinity's **FirstClass Intranet Server** is a key component of the company's internal and external communications systems.

• Information management made easy with FirstClass

“I learned about FirstClass a couple of years ago, and it's taken over all the functions that I used to do with a lot of other products,” says Steve Weintraut, Systems Engineer for PrimeSource and the FirstClass Administrator. Headquartered in Pennsauken, NJ, PrimeSource operates more than 30 branches, strategically located to form a nationwide network for graphic arts products and services. The company has grown rapidly to become a major partner for the printing and publishing industries, which are transitioning from a craft/manufacturing orientation to information management.

FirstClass is helping in the changeover. “We use FirstClass as a web server, extensively for email, and for online databases for pricing searches on different products,” Weintraut says. “I also use it for a lot of research and development. We had some FirstClass fever going on, starting last year. One of our sister divisions in Dallas bought one, running on Windows NT, and it's feeding off the main server in New Jersey.”

- **Customized integration for an expanding company**

Last year, PrimeSource introduced an integrated system in which Service Technicians used handheld computers to do billing and capture electronic signatures. FirstClass captured the data electronically, then posted it to a database for billing to customers. All email related to a particular account was stored in centralized customer history conferences on FirstClass for future reference.

The company, formerly Phillips & Jacobs, has purchased seven other firms in the past few years and now operates coast to coast. "We're implementing a wide variety of information systems as we gear up to grow even larger," Weintraut says. "FirstClass' web functionality and cross-platform capabilities have been a big help in the change." Currently, the application runs on a Macintosh server with eight PCs, with a wide variety of third-party software and custom programming that interacts with FirstClass.

- **Full capabilities right out of the box**

PrimeSource sells its integrated printing industry solutions not only to large and small commercial printing companies and franchises but also to corporations, many of which are doing more of their printing in-house. The PrimeSource system acts not only as a private intranet for key accounts and PrimeSource employees, but also as a reference point for customers who need to find important information on the web. The firm's 25,000 customers include commercial and in-plant printers, publishers, color separators, service bureaus, graphic arts firms, newspapers and graphic design studios.

Besides selling consumable supplies, prepress equipment, and press and bindery machinery, PrimeSource now offers full support for a printer's electronic systems — design, configuration, installation, integration and on-going training and support. "We deal daily with the quality and stability of new products, electronic prepress technologies, digital printing, cost-benefit considerations, as well as health and safety concerns and waste reduction programs — it's a full plate," Weintraut says. From Weintraut's perspective, FirstClass saves him and PrimeSource both time and money: "Like everyone else, I'm very busy. The FirstClass system does everything right out of the box — no muss, no fuss. The support is great. It's just a shrink-wrapped, plug-n-play product."

- **Unparalleled efficiency in an innovative product**

Would Weintraut recommend FirstClass? "I'd tell my best friend to buy it, he'd be a fool not to," he enthuses. "If you need something that's low-cost, efficient and does the job, there really isn't anything else on the market. FirstClass is breaking new ground. So many other products are just another web server. FirstClass is an integrated product. For example, the email system gives you receipts — when you send a message on the Internet you know whether the other party received it."

PrimeSource uses FirstClass' graphical forms extensively for service requests and parts orders. "We've customized the look and feel of everything around our corporate name," Weintraut says. "People open up a PrimeSource message with fields and details, not just another web browser message. Users are finding it both comfortable and exciting, and so they're more likely to use it," he explains.

"For any company that wants to minimize the time and expense of putting up an intranet, FirstClass is it," Weintraut says. PrimeSource has resold the application to some customers that saw FirstClass in action and wanted it. Weintraut says choosing FirstClass was "a no-brainer for me. I couldn't imagine using anything else at this point. It's still the best product."



- **For more information,** contact Steve Weintraut, Systems Engineer
PrimeSource
856.488.7216
steve@primesourceonline.com

Visit PrimeSource online at:
www.primesource.com