

# Your Knowledge has Value:

The case for centralizing print related processes from a knowledge management perspective

**“ when a problem arises, most people don’t need a training, they need an answer or a solution”.** Centralized knowledge ensures that the answers are there for everyone.

**CENTRALIZE = V., I. & T. TO COME OR BRING TO A CENTER; CONCENTRATE ADMINISTRATION AT A SINGLE CENTER (OXFORD CONCISE DICTIONARY)**

Hurricane Katrina taught the US Federal Government an important lesson about the value of centralized information. After the event, it was established that the poor response by government agencies to the crisis was due to the non-coordination of information among counties, states, and the central government. Countless lives were lost as a direct result of lack of information, or worse, the inability to share information between agencies, organizations, and crews on the ground.

The recognition of the value of knowledge and the need to collect, organize, and share that knowledge is a growing trend in almost all spheres of government and business. Most large companies and international corporations have been quick to understand the benefits of proper knowledge management and have invested millions of Euros in internal programs, software, and initiatives.

For smaller local and regional players, outsourcing is often the best option for achieving rewards without having to suffer the extensive costs of an internal knowledge management program. Knowledge management is rapidly becoming a popular specialization for consultancies and software manufacturers, who are moving rapidly to fill this need for clients eager to take advantage of the greater efficiencies that proper knowledge management brings to the table.

At the heart of most knowledge solutions is a centralized database from which everyone in the organization can benefit. Information resources grow exponentially in value when they are managed and centralized well, because more people have access to them and are able to implement such information instantly without costly delays.

According to Petr Baca, CEO of Cocoon Group, “When a problem arises, most people don’t need training - they need an answer or a solution.”

Centralized knowledge ensures that the answers are there for everyone.

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# CENTRALIZATION IN THE CONTEXT OF SMALL TO MEDIUM MANUFACTURING AND A MARKETING ENVIRONMENT WHERE BRANDED PACKAGING IS USED

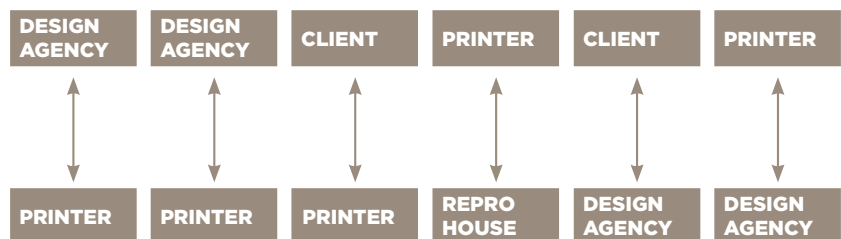
When companies begin to grow rapidly and require fast turnaround on branded packaging production, the centralization of data resources becomes imperative. This is the only way to control what can potentially be a messy and wasteful area of a business. For this reason, centralizing print-related processes (such as artwork, repro, colour proofing, etc.) has

recently become a hot topic among small to medium sized branded goods producing companies.

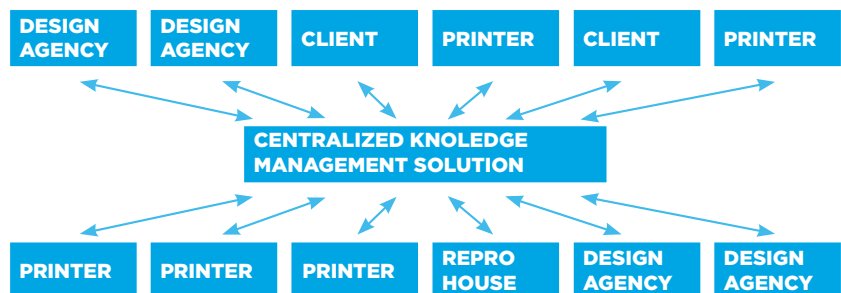
An expanding network of suppliers translates directly into more contact points and more opportunities for information to be lost, forgotten, or stored away, where it will only be useful to one agency or supplier. For the brand owner who is ultimately funding this enterprise, it is vital to turn each of these contact points into a learning experience: collecting, organizing, and most importantly, sharing knowledge with the agencies and suppliers who are given the task of executing print related processes efficiently.

In the end, this saves time, labour, and, of course, money. The centralization of print related processes and the knowledge gained from them directly relates to the bottom line.

Each of these arrows represents a meeting, email or phone call in which knowledge is lost or available only to a few participants within a large network of suppliers.



When knowledge is collected and organized in a centralized repository, each member is empowered with learnings from the entire network.



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### WHO IS AT RISK?

The companies that are most at risk of wastage and knowledge loss through non-centralized print related processes are successful, fast growing small to medium businesses. Usually, the product range of such a company is growing, its regional footprint is expanding, and its supply network is becoming more complex. Such a company is at a critical stage of growth and can least afford to lose resources or waste money due to chaotic or redundant print-related processes.

## BENEFITS OF CENTRALIZED KNOWLEDGE MANAGEMENT IN PRINT RELATED PROCESSES:

### • COST SAVINGS THROUGH EFFICIENCY

Lessons can be instantly applied and shared with all members of the team. Mistakes and delays are avoided as the right information is available to the right people at the right time, all the time.

### • TIME SAVINGS THROUGH FASTER TURN-AROUND

Given that workers and the management do not need to spend time tracking down vital data or instructions, a quicker turnaround can mean that your product reaches the market before a competitor.

### • ENHANCED CONTROL OF RESOURCES

Since all materials are located in one easy to access location, they can be quickly updated or changed. The entire print process (or brand) history is available for quick access, reference, and learning across the whole network.

### • TURNING DATA FROM A LIABILITY TO AN ASSET

Your knowledge has value. Information that had value for only one person suddenly becomes a knowledge from which the whole network benefits. Contact points become opportunities for team learning and brand building rather than opportunities for error, forgotten data, or silo-thinking.

CG Artworx is firmly committed to bringing the benefits of centralized print related processes to our clients. Chief among our proprietary tools is Smartworx Document management and workflow management systems. Within these fully customizable tools, clients have access to the full history of communications, learnings, and knowledge available for each brand and each project. Additional data, version, and asset management capabilities ensure that the right information is available to the right person at the right time, usually within one (or two) simple clicks. If you would like to learn more about how CG Artworx can bring the benefits of centralized print related processes to your company, please visit our knowledge center at [WWW.CG-ARTWORX.COM](http://WWW.CG-ARTWORX.COM)

### Or, contact us directly for a consultation:

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