



Ripon in Action



CSR Sue Hale (seated), shipping/warehouse supervisor Ron Ehrenberg (left), mailing supervisor Diana Olm, information systems specialist Rich Miller and fulfillment specialist LuAnn Packer provide Hentzenwerke Publishing with a fully integrated solution.

Providing an Integrated Print and Fulfillment Solution for Hentzenwerke Publishing. Hentzenwerke is a small, family-run Milwaukee business specializing in custom software development and technical book publishing. Founded in 1982 by noted software developer, trainer and author Whil Hentzen, the company's mission is to produce great books for serious developers. The successful production of a series of Visual FoxPro 6.0 books resulted in the addition of more titles, to the point where Hentzenwerke Publishing now has several dozen titles in print. As a small publisher that demands product excellence, Hentzenwerke turns to Ripon for customized print production and fulfillment services.

Challenge | Hentzenwerke takes pride in delivering friendly, personalized service and a better quality product to its customers. Lacking a large staff and the overall scale of large publishers, owner Whil Hentzen came to Ripon seeking an efficient, one-stop solution for printing, warehousing and fulfilling his book products. The existing production chain involved multiple vendors and in-house fulfillment that was inefficient and diverted time and resources from core activities.

Solution | Whenever a customer places an order at Hentzenwerke's website, an e-mail is automatically generated and sent to Ripon with the order attached as a database file. Ripon's automated system then captures the information from the order, prints a pick list, a packing slip and other related paperwork, and then updates Ripon's inventory database. The collaboration later resulted in the addition of multiple shipping mechanisms as well as international shipping capabilities. Ripon's system also automatically generates daily reports on orders received, shipments sent, tracking information and weekly inventory updates for Hentzenwerke.

Results | Rather than managing multiple vendors with a small staff, Hentzenwerke enjoys the convenience and efficiencies of having a single contact and production source for all of its printing, warehousing and fulfillment needs. Ripon's full range of services, high level of technology and consultative approach provide Hentzenwerke Publishing with an integrated, customized solution that helps the company effectively compete with larger publishing firms.

