

# Needs Analysis Project

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Mark Oglesby  
OGLESBY AUTOMATION GROUP



# Needs Analysis Document

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Project Initiative: Resource Label Group Prepress Workflow Assessment

Project Manager: Mark Oglesby

Stakeholder: Cesar Martinez, Global Director of IT Services

Department: Prepress

Other Stakeholders: Prepress Leads, Site Production Management

Project Duration: October 1, 2024 – November 15, 2024

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## Executive Summary

Resource Label Group has invested in the Esko Automation Engine SaaS solution to standardize and automate prepress workflows. However, operators at various sites are not consistently following the established processes, leading to inefficiencies, potential quality issues, and underutilization of the automation capabilities.

## Involved parties

Resource Label Group specializes in designing and manufacturing custom labels and packaging solutions for diverse industries, including food, beverage, healthcare, and consumer products. They offer services such as label design, inventory management, and specialized printing (like RFID and sustainable labels). Known for a balance of national reach and local service, they provide expertise in label application, compliance, and certifications to support brands of all sizes.

Esko provides software and hardware solutions for packaging, label production, and print automation, serving sectors such as consumer goods, pharmaceuticals, and printing. They streamline design, prepress, and print processes with tools for CAD design, flexo platemaking, and print inspection. Focused on productivity and regulatory compliance, Esko supports clients with a global team dedicated to high-performance and innovation in packaging and labeling.

Oglesby Automation Group offers API tools, e-learning courses, and consulting to streamline prepress automation for printing professionals. Their platform enables file preparation, automated workflow integration, and provides tailored programming solutions. They also offer in-depth training on software and techniques for prepress and print production.

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## Background

Resource Label Group has invested in the Esko Automation Engine SaaS solution to standardize and automate prepress workflows. However, operators at various sites are not consistently following the established processes, leading to inefficiencies, potential quality issues, and underutilization of the automation capabilities.

In the year since the Automation Engine SaaS was deployed to the 33 sites, Resource Label Group has experienced significant challenges due to workflow deviations:

- Approximately 1,200 jobs were printed with errors, representing about 4% of total production.
- These errors resulted in an estimated 4800 hours spent on rework and corrections.
- The company incurred additional costs for reprints and rush orders to meet client deadlines.
- Customer satisfaction scores dropped by 5% due to delays and quality issues.

These statistics highlight the urgent need for addressing the inconsistent use of standard prepress workflows and maximizing the potential of the Automation Engine SaaS solution. The proposed solutions aim to significantly reduce these errors, minimize rework hours, and improve overall efficiency and quality in prepress operations.

## Objectives

1. Identify reasons for workflow deviations.
2. Determine specific instances when operators deviate from standard processes.
3. Develop strategies to address workflow adherence issues.

## Project Results Overview

The comprehensive needs assessment for Resource Label Group has been completed, revealing why operators weren't fully utilizing standard prepress workflows with the Esko Automation Engine SaaS solution. The assessment involved three sites, with participation from prepress leads and two operators at each location. Based on the analysis, multiple solutions

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have been proposed:

Solutions Proposed
Workflow Optimization
Customized Training Program
Performance Monitoring System
Cross-Site Collaboration Platform
Standard Operating Procedures (SOPs)

These solutions aim to increase workflow adoption, improve efficiency, and enhance overall prepress operations at Resource Label Group.

## Methodology

- Operator Surveys:** Operators completed 2 separate surveys.
- Interviews:** Conduct one-on-one interviews with prepress leads and operators to understand their perspectives on the current workflows.
- Process mapping:** Reviewed detailed maps of the current workflows to identify areas of deviation and potential improvements.
- Workflow metrics analysis:** Reviewed and Analyzed workflow usage data from Automation Engine for the course of the project.
- Data analysis:** Review job logs and performance metrics to quantify the impact of workflow deviations.

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## Business Case

Resource Label Group faces challenges with inconsistent adherence to standard prepress workflows using the Esko Automation Engine SaaS solution. This business case proposes a comprehensive needs assessment across three production sites to identify why operators deviate from established processes and develop targeted strategies for improvement. By investing \$18,000 in this four-week project, the company stands to gain potential annual savings of \$75,000 through reduced errors, increased productivity, and improved customer satisfaction. With a projected first-year ROI of 416% and a payback period of just over six months, this initiative presents a compelling opportunity to optimize prepress operations, maximize automation technology utilization, and strengthen Resource Label Group's competitive position in the label printing industry.

### 1. Vision

Upon successful completion of this project, Resource Label Group will have transformed its prepress operations across all participating sites. The new standardized workflows, optimized through the Esko Automation Engine SaaS solution, will seamlessly integrate into daily operations, resulting in a more efficient and productive prepress environment. Operators will confidently navigate the streamlined processes, handling a higher volume of jobs with reduced stress and increased job satisfaction. The standardization across locations will enable seamless work sharing between sites, allowing for better resource utilization and improved ability to meet tight deadlines.

New prepress operators will onboard faster, quickly becoming productive team members thanks to the intuitive and well-documented workflows. This rapid integration will reduce training costs and alleviate pressure on existing staff during expansion or staff turnover.

### 2. Audience

The audience for this prepress workflow analysis included key stakeholders at Resource Label Group directly involved in or impacted by prepress operations. This comprised prepress leads from each participating site, the IT manager responsible for software integration, and plant operation managers overseeing production efficiency. This diverse group ensured the analysis addressed both technical and operational perspectives, providing a comprehensive view of the prepress landscape and potential improvements.

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## 3. Products Used

The needs analysis focused on the integration and utilization of key prepress software solutions in Resource Label Group's workflow. This included Esko Automation Engine for workflow automation, Esko DeskPack tools for packaging-specific design in Adobe Illustrator, ArtPro+ for PDF editing and prepress, and the Adobe Creative Suite, particularly Illustrator and Photoshop. The assessment aimed to identify opportunities for optimizing these tools' usage and improving their integration to enhance overall prepress efficiency across all sites.

## 4. Success Criteria

We will measure success in the following ways.

- a. **Usage** – This improvement will be quantified by comparing average job completion times before and after the project implementation. The target will be a minimum 20% reduction in overall prepress processing time, enabling Resource Label Group to handle more jobs and meet tighter deadlines.
- b. **Analysis of Skills** – This improvement will be measured by comparing the average time-to-proficiency for new hires before and after the project implementation. The goal will be to reduce the onboarding period by at least 30%, allowing new operators to contribute effectively to the team more quickly and reducing the strain on existing staff during training periods.
- c. **Employee Sentiment** – This improvement will be measured through pre- and post-implementation surveys, focusing on key indicators such as perceived workload manageability, job satisfaction, and stress levels. The target will be a 12.5% increase in overall employee satisfaction scores, reflecting the potential productivity gains from reduced stress and increased job satisfaction. Additionally, the project will foster a sense of ownership and engagement among prepress operators by actively incorporating their input into workflow changes, leading to higher morale and a more positive work environment.

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## Key Milestones

Milestone	Start Date	End Date	Notes
Stakeholder Meeting	9/20/2024	9/20/2024	Agreement on the commitments
Initial Group Meeting	10/02/2024	10/02/2024	Operator by-in
Survey 1	10/02/2024	10/08/2024	Received all responses
Operator Interviews	10/14/2024	10/18/2024	1 response missing
Survey 2	10/17/2024	10/18/2024	Received all responses
Internal Report Review	11/20/2024	11/20/2024	Internal presentation
Stakeholder Report Review	12/06/2024	12/06/2024	Meet with stakeholder

## Findings

The gap analysis report reveals several significant findings regarding the transition to the Software as a Service (SaaS) solution. Overall, the implementation has been received positively, with notable improvements in collaboration and remote work capabilities. This transition has effectively addressed some of the organization's previous challenges and has provided a foundation for enhanced operational efficiency. However, the analysis also uncovered areas where further development and refinement are necessary to fully meet the needs of operators and maximize the potential of the SaaS platform.

Key areas for improvement have been identified, primarily focusing on advanced functionalities and integration capabilities. Operators have expressed a strong desire for more sophisticated options and robust automation features to handle complex work scenarios, which are crucial for

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experienced personnel. Additionally, there is a recurring need for better integration with existing software and systems, highlighting the importance of seamless data flow and interoperability. To address these gaps, it is recommended that the organization invest in more comprehensive training programs and consider expanding the SaaS solution's capabilities to include advanced features and improved integration options. These enhancements will be essential in fully leveraging the SaaS platform's potential and meeting the evolving needs of the workforce.

Key Findings	
Workflow Metrics  See Appendix 1.0	Description: Automation Engine Metrics  <ol style="list-style-type: none"><li>1. Most edits are made to the Prepare workflows (2_Base-Pf-Opt-Trp_Prfl_Apr) and edits are largely based on trapping issues.</li><li>2. The LEN file workflows needed the least number of alterations among all three sites.</li><li>3. All three sites have similar usage patterns compared to each other.</li></ol>
Transition to SaaS	<ol style="list-style-type: none"><li>1. Common challenges include file access speeds, data security concerns, and integration of existing custom scripts.</li><li>2. Key benefits of the SaaS solution are improved collaboration, flexible remote work options, easier updates, scalability, and accessibility.</li><li>3. The transition experience varied, with equal numbers reporting a smooth transition and initial challenges that improved over time.</li><li>4. The SaaS solution offers significant advantages in terms of collaboration and flexibility, despite some implementation challenges.</li></ol>

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<p>Workflow Challenges and Solutions</p>	<ol style="list-style-type: none"> <li>1. The solution offers scalability of resources and accessibility from anywhere, enhancing operational flexibility.</li> <li>2. Balancing the advantages of improved collaboration and accessibility against the challenges of data security and integration is crucial for optimal SaaS utilization.</li> </ol>
<p>Desired Improvements</p>	<ol style="list-style-type: none"> <li>1. Workflow Customization and Flexibility             <ul style="list-style-type: none"> <li>- Customizable workflow steps</li> <li>- User-friendly interfaces for complex tasks</li> </ul> </li> <li>2. Advanced Preflight and Error Management             <ul style="list-style-type: none"> <li>- Enhanced preflight options and reporting</li> <li>- Robust error handling and notifications</li> </ul> </li> <li>3. Color Management and Profiling             <ul style="list-style-type: none"> <li>- Advanced color management options</li> <li>- Automated color management processes</li> </ul> </li> <li>4. File and Job Management             <ul style="list-style-type: none"> <li>- Automated file naming and organization</li> <li>- Job estimation and imposition based on press specifications</li> <li>- File archiving and retrieval systems</li> </ul> </li> <li>5. Client Interaction and Approval             <ul style="list-style-type: none"> <li>- Streamlined client approval processes</li> </ul> </li> <li>6. - Integration of client feedback into workflow</li> </ol>
<p>Training and Support</p>	<ol style="list-style-type: none"> <li>1. Advanced scripting and automation</li> <li>2. Workflow optimization</li> <li>3. Integration with third-party tools</li> <li>4. Specialized workshops</li> <li>5. Ongoing support for new features</li> <li>6. Beginner-to-intermediate level courses</li> </ol>

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## SWOT Analysis

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<p>Advanced Technology Infrastructure</p> <ul style="list-style-type: none"> <li>Investment in Esko Automation Engine SaaS solution for standardizing and automating prepress workflows.</li> <li>Presence of other essential prepress software tools like Esko DeskPack, ArtPro+, and Adobe Creative Suite.</li> </ul> <p>Multi-Site Operations</p> <ul style="list-style-type: none"> <li>33 sites with potential for cross-site collaboration and resource sharing.</li> </ul> <p>Commitment to Improvement</p> <ul style="list-style-type: none"> <li>Willingness to invest in needs assessment and process improvement initiatives.</li> <li>Proposed solutions including customized training, workflow optimization, and performance monitoring.</li> </ul>	<p>Inconsistent Workflow Adherence</p> <ul style="list-style-type: none"> <li>Operators not consistently following established processes across various sites.</li> <li>Approximately 1,200 jobs (4% of total production) printed with errors in the past year.</li> </ul> <p>Inefficient Resource Utilization</p> <ul style="list-style-type: none"> <li>Estimated 4,800 hours spent on rework and corrections.</li> <li>Underutilization of automation capabilities in the Esko Automation Engine SaaS solution.</li> </ul> <p>Quality Control Issues</p> <ul style="list-style-type: none"> <li>Errors leading to reprints and rush orders to meet client deadlines.</li> </ul> <p>Employee Training and Engagement</p> <ul style="list-style-type: none"> <li>Lack of standardized operating procedures (SOPs) and effective training programs.</li> </ul>
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)

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<p><b>Process Optimization</b></p> <ul style="list-style-type: none"><li>• Potential for significant efficiency gains through workflow standardization and automation.</li><li>• Projected annual savings of \$75,000 through reduced errors and increased productivity.</li></ul> <p><b>Cross-Site Collaboration</b></p> <ul style="list-style-type: none"><li>• Implementation of a cross-site collaboration platform to share best practices and resources.</li></ul> <p><b>Employee Development</b></p> <ul style="list-style-type: none"><li>• Customized training programs to enhance operator skills and confidence.</li><li>• Potential for reduced onboarding time and improved job satisfaction.</li></ul> <p><b>Customer Satisfaction Improvement</b></p> <ul style="list-style-type: none"><li>• Opportunity to regain and surpass previous customer satisfaction levels.</li></ul> <p><b>ROI and Cost Savings</b></p> <ul style="list-style-type: none"><li>• Projected first-year ROI of 416% with a payback period of just over six months.</li></ul>	<p><b>Customer Dissatisfaction</b></p> <ul style="list-style-type: none"><li>• 5% drop in customer satisfaction scores due to delays and quality issues.</li></ul> <p><b>Competitive Pressure</b></p> <ul style="list-style-type: none"><li>• Risk of losing market share to competitors with more efficient operations.</li></ul> <p><b>Resistance to Change</b></p> <ul style="list-style-type: none"><li>• Potential reluctance from operators to adopt new standardized workflows.</li></ul> <p><b>Technology Adoption Challenges</b></p> <ul style="list-style-type: none"><li>• Risk of continued underutilization of the Automation Engine SaaS solution if implementation is not successful.</li></ul> <p><b>Operational Disruption</b></p> <ul style="list-style-type: none"><li>• Potential short-term productivity loss during the implementation of new processes and training programs.</li></ul>
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## Recommendations

It is recommended that a comprehensive gap analysis be conducted across all 33 sites within the Resource Label Group. This extensive evaluation will serve to validate the findings obtained from the three test sites and ensure their applicability across the entire company. By expanding the scope of the analysis, the organization can identify any site-specific variations or challenges that may have been overlooked in the initial assessment. This thorough approach will provide a more accurate representation of the company's current operational state and form a solid foundation for strategic decision-making and improvement initiatives.

Based on the initial findings from surveys and interviews, it is imperative that the organization undertake a comprehensive re-evaluation and modification of Automation Engine standard

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workflows. This optimization process should prioritize addressing the specific needs and concerns expressed by operators. By aligning workflows more closely with the practical requirements of those who utilize them daily, the organization can expect to see improved efficiency, reduced errors, and increased job satisfaction among operators.

Once the edits of the standardized workflows are complete, implementation of a customized training program focused on standard workflows is advised. This tailored educational initiative will not only facilitate the adoption of standardized processes but also foster a culture of continuous improvement among operators. By providing targeted instruction on established workflows, employees will gain a deeper understanding of best practices and be better equipped to identify potential enhancements. This dual benefit of improved adherence to standards and encouraged innovation will significantly contribute to overall operational efficiency and effectiveness.

The implementation of a robust performance monitoring system is crucial for ensuring the sustained success of operational improvements. With the newfound ability to track metrics related to workflow utilization, management will be better positioned to determine adherence to established procedures. This data-driven approach will enable leadership to identify areas of non-compliance, assess the effectiveness of implemented changes, and make informed decisions regarding further optimizations. By leveraging these insights, the organization can maintain a proactive stance in managing and refining its operational processes.

Following the modification of standard workflows, it is essential to develop new Standard Operating Procedures (SOPs) to formalize these updated processes. These comprehensive documents will serve as the definitive guide for all employees, ensuring consistency in task execution across the organization. Well-crafted SOPs will provide clear, step-by-step instructions for each workflow, minimizing ambiguity and reducing the likelihood of errors. By establishing these formalized procedures, the company will create a solid framework for maintaining operational excellence and facilitating the onboarding of new employees.

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## Risks

The implementation of new prepress workflows at Resource Label Group carries several potential risks that need to be carefully managed. Employee pushback may arise as some staff members resist changes to established routines. Increasing workflow complexity could potentially offset efficiency gains if not properly addressed. Confusion during deployment might lead to temporary disruptions in productivity. Additionally, the use of development time to create and refine new workflows may temporarily reduce available resources for ongoing projects. Proactive management of these risks through clear communication, comprehensive training, and phased implementation will be crucial for the project's success.

Risk	Risk Level
Employee Pushback	Low
Increasing Workflow Complexity	High
Confusion in Deployment	Low
Use of Development Time	Medium

## Conclusion

This needs assessment project presents a significant opportunity to optimize Resource Label Group's prepress operations, improve efficiency, and maximize the return on investment in automation technology. The potential benefits far outweigh the costs, with a projected first-year ROI of 285%. By addressing workflow adherence issues, the company can enhance its competitive position in the label printing industry and improve overall customer satisfaction.

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## Appendix

### 1.0 Survey 1

#### Questions

Do you feel the Automation Engine SaaS software has benefited your production?

1.1 How would you improve the standard workflows?

1.2 What is the approximate number of workflows launched during your last work shift?

1.3 Please check the format of your answer.

1.4 What is the number of workflow launches during you last work shift when you did NOT use the standard workflows?

1.5 Please check the format of your answer.

1.6 Why did you not use the standard workflows?

1.7 During your last work shift, did the standard workflows meet your needs to produce the final art files correctly?

1.8 Did you have to use a non-standard workflow to complete your job during you last work shift?

1.9 Did you have to create or modify a workflow to complete a job on your last work shift?

1.10 When you last used the standard workflows, did you have to alter the defaults?

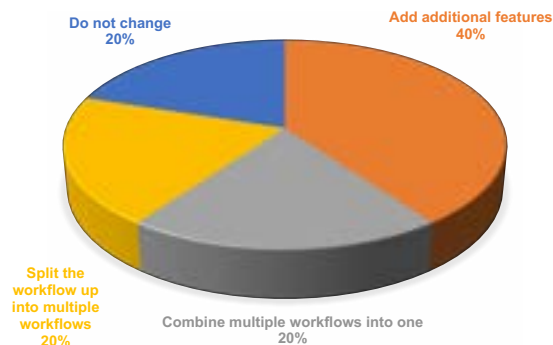
1.11 What operations are the standard workflows missing-choose as many as needed

1.12 Have you encountered any error messages or unexpected behavior?

1.13 How confident do you feel using this software?

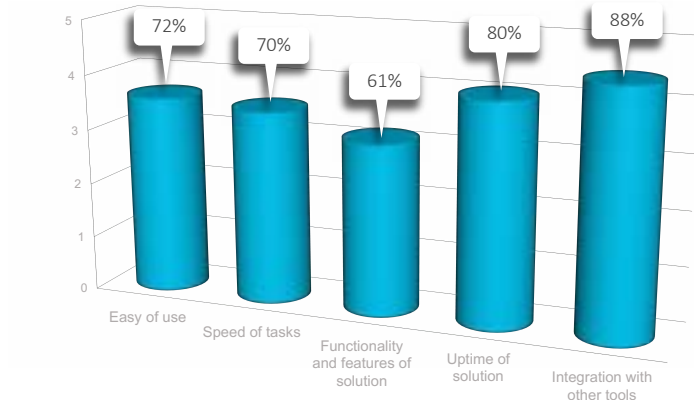
1.14 What is your opinion on the Automation Engine SaaS solution

#### Results

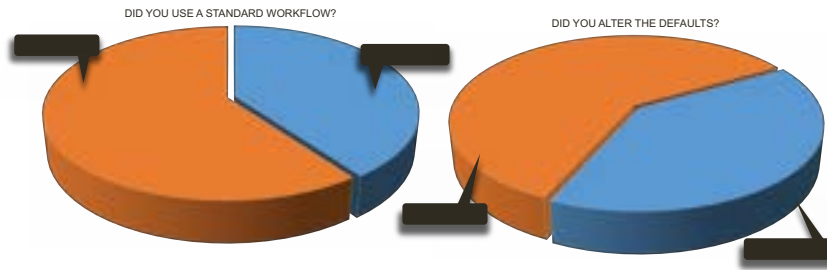


1.15

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1.16



1.17

11

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Survey 2 Results

Survey Tool

## **Interviewer Instructions for Automation Engine SaaS Usage Interview**

### **Preparation:**

1. Familiarize yourself with Automation Engine SaaS's key features and common use cases.
2. Review the interviewee's role and department to understand their context.
3. Ensure your recording device (if used) is fully charged and functioning.
4. Have a notepad and pen ready for additional notes.

### **Interview Structure:**

1. Introduction (2-3 minutes)
  - Greet the interviewee warmly and thank them for their time.
  - Briefly explain the purpose: "We're gathering insights to improve Automation Engine SaaS."
  - Assure confidentiality: "Your responses will remain confidential"
  - Ask permission to record (if applicable).
2. Questions (5-10 minutes per question but do not stop if it goes over)
3. Closing (2-3 minutes)
  - Thank the interviewee for their time and insights.
  - Remind them they'll receive a transcript and can request changes.
  - Ask if they have any final thoughts or questions.

### **General Guidelines:**

- Maintain a conversational tone throughout the interview.
- Use open-ended questions to encourage detailed responses.
- Listen actively and ask follow-up questions for clarification.
- Stay neutral – don't agree or disagree with their opinions.
- Keep the interview on track, but allow for relevant tangents.
- If the interviewee struggles with a question, rephrase or provide examples.

### **Post-Interview:**

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1. Review your notes immediately after the interview.
2. Highlight key insights or recurring themes.
3. Ensure all recording files (if used) are properly saved and labeled.
4. Schedule time to transcribe the interview or send for transcription.

Remember, the goal is to gather honest, detailed feedback about Automation Engine SaaS. Your role is to facilitate a comfortable conversation that yields valuable insights.

## **Questions for Automation Engine SaaS Usage Interview**

### **Introduction Questions:**

1. Tell me about your prepress experience.
2. How long have you been with RLG, Where were you prior?
3. Tell me about your experience using Automation Engine.

### **Automation Engine SaaS Usage Questions:**

4. With the transition from onprem to SaaS happening about 1 year ago, how did you feel the transition from onprem Automation Engine to SaaS Automation Engine go?
5. Do you feel the Automation Engine SaaS solution as a whole was the needed solution
6. Why or Why not?
7. Tell me about a time when you couldn't finish a project using the standard workflows.
8. What would an alternative solution to using the standard workflows.  
What would that look like-how would it work?
9. If you could change something with the standard workflows, what would it be?
10. What other tasks can you imagine could be created to assist you in your job?

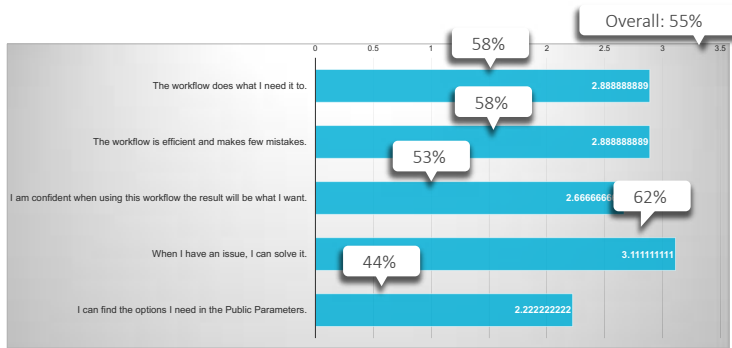
### **Training Questions:**

11. Did you receive enough training to do your job in the most efficient manner?
12. What other type of training would you like to see offered?

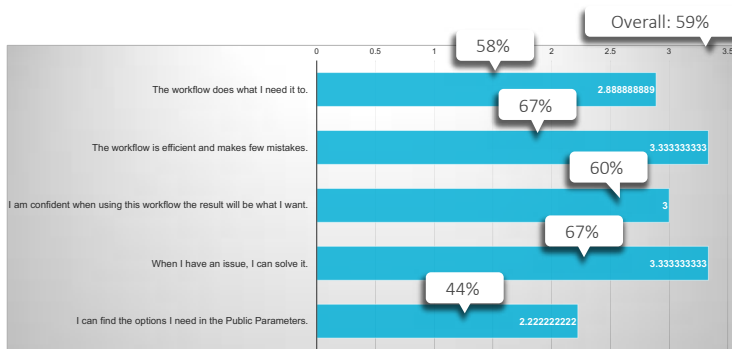
## 2.0 Results

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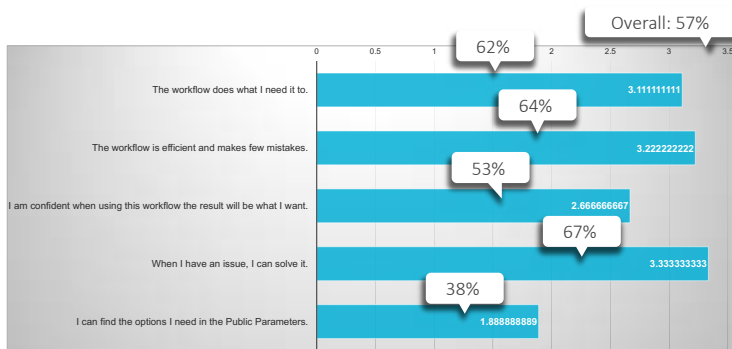
## 2.1 1\_Base Preflight



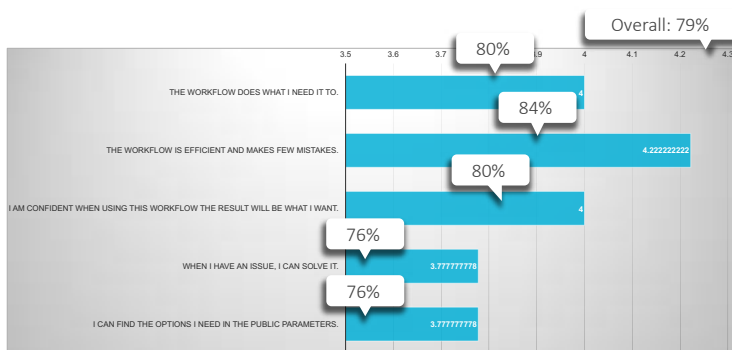
## 2.2 2\_Base-Pf-Opt-Trp\_Prfl\_Apr



## 2.3 3\_Advanced-Pf-Opt-Trp\_Prfl\_Apr

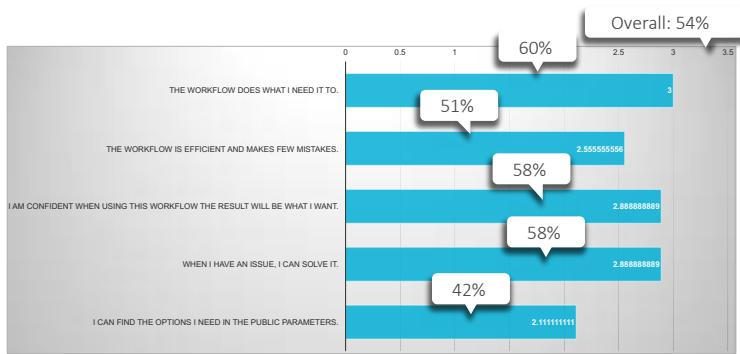


## 2.4 4\_Retrieve-Pf-Apr

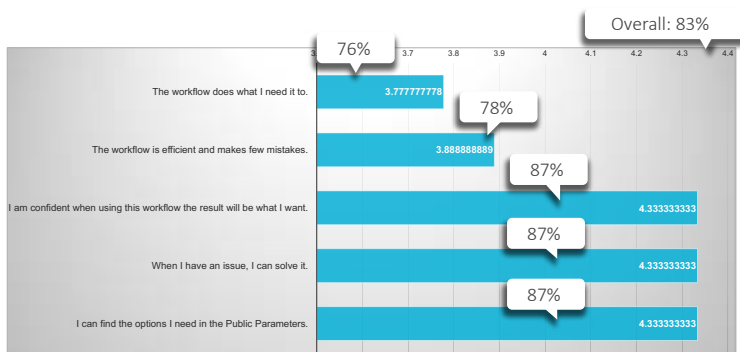


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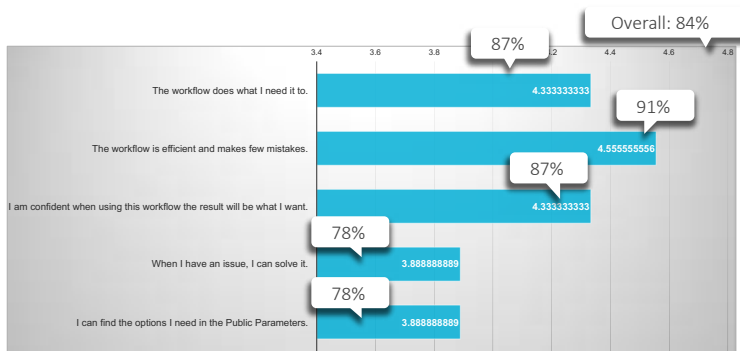
## 2.5 5\_Manual\_Fix\_Trap



## 2.6 6\_Proof



## 2.7 7\_LEN



## Interview Summaries

### Set 1: Experienced Operator (10+ years)

1. "I've been in prepress for over 15 years, specializing in packaging design and workflow automation."
2. "I've been with RLG for 7 years. Before that, I worked at a large printing company for 8 years."
3. "I've been using Automation Engine for about 12 years now, since version 10."

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4. "The transition was smooth overall. We had some initial hiccups with file access, but those were quickly resolved."
5. "Yes, the SaaS solution has been beneficial for our team."
6. "It's improved our collaboration and allowed for more flexible remote work options."
7. "Once, we had a complex multi-layer label that required manual adjustments. The standard workflows couldn't handle the intricate die-cutting requirements."
8. "We created a custom script to handle the die-cutting process, integrating it with our existing workflows."
9. "I'd like to see more flexibility in customizing workflow steps without needing to involve IT."
10. "Automated preflight reporting and client approval processes would be helpful."
11. "Yes, the training was comprehensive and allowed me to hit the ground running."
12. "I'd like to see more advanced scripting and automation courses offered."

## **Set 2: Mid-Level Operator (5-7 years)**

1. "I've been working in prepress for about 6 years, focusing on digital printing workflows."
2. "I joined RLG 3 years ago. Previously, I worked at a small design agency for 3 years."
3. "I started using Automation Engine when I joined RLG, so about 3 years of experience."
4. "The transition was a bit challenging at first, but after a few weeks, I found the SaaS version more user-friendly."
5. "Overall, yes. It's made our work more efficient."
6. "The cloud-based system allows for better file sharing and version control."
7. "We had a rush job with multiple SKUs that required individual barcode generation. The standard workflow couldn't handle the volume quickly enough."

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8. "We created a temporary workaround using a combination of Excel and scripting to generate the barcodes externally."

9. "I'd like to see more robust error handling and notifications in the workflows."

10. "Automated color management and profiling tasks would be a great addition."

11. "The initial training was good, but I feel like I could benefit from more advanced courses."

12. "I'd like to see training on integrating third-party tools with Automation Engine."

## **Set 3: Novice Operator (1-2 years)**

1. "I've been in prepress for about 18 months, mainly working on digital asset management."

2. "I've been with RLG since I started in the industry, so 18 months."

3. "I've only used the SaaS version of Automation Engine, so my experience is limited to that."

4. "Since I started after the transition, I can't compare it to the on-premise version. But I find the SaaS version intuitive."

5. "From my perspective, yes. It seems to meet all our needs."

6. "The accessibility from anywhere has been great, especially when working remotely."

7. "I struggled with a project that required complex trapping. The standard workflow didn't provide enough control."

8. "I ended up doing some of the trapping manually in Illustrator and then reimporting into the workflow."

9. "I'd like to see more user-friendly interfaces for some of the more complex tasks."

10. "Automated file naming and organization based on project parameters would be helpful."

11. "The initial training was good, but I feel like I'm still learning new things every day."

12. "I'd love to see more beginner-to-intermediate level courses on workflow optimization."

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## **Set 4: Senior Operator (15+ years)**

1. "I've been in prepress for over 20 years, starting with traditional methods and transitioning to digital."
2. "I've been with RLG for 10 years. Before that, I worked at several print shops over a 10-year period."
3. "I've used Automation Engine for about 15 years, since its early versions."
4. "The transition was relatively smooth. We had prepared well, so disruptions were minimal."
5. "Yes, the SaaS solution has proven to be a good fit for our operations."
6. "It's improved our ability to scale resources up or down as needed, and the automatic updates are a big plus."
7. "We once had a project with variable data printing that exceeded the capabilities of our standard workflows."
8. "We developed a custom workflow that integrated with our database system to handle the variable data more efficiently."
9. "I'd like to see more advanced preflight options integrated into the standard workflows."
10. "Automated imposition based on press specifications and job requirements would be fantastic."
11. "The training was adequate, but I think we could benefit from more specialized workshops."
12. "I'd like to see training on integrating Automation Engine with other Esko products like WebCenter."

## **Set 5: Mid-Level Operator (3-5 years)**

1. "I've been in prepress for about 4 years, specializing in flexographic printing workflows."
2. "I've been with RLG for 2 years. Before that, I worked at a label printing company for 2 years."
3. "I've been using Automation Engine for 4 years, both on-premise and SaaS versions."

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4. "The transition had some challenges, particularly with file access speeds, but these improved over time."
5. "Yes, the SaaS solution has been beneficial overall."
6. "It's made collaboration easier, especially when working with remote team members or clients."
7. "We had a project with complex die-cutting requirements that the standard workflows couldn't handle efficiently."
8. "We ended up creating a hybrid workflow, combining automated steps with manual intervention for the die-cutting stage."
9. "I'd like to see more flexibility in creating custom reports from within the workflows."
10. "Automated file archiving and retrieval based on job status would be a great addition."
11. "The training was good, but I feel like there's still more to learn about the system's capabilities."
12. "I'd like to see more training on troubleshooting and optimizing workflows for specific types of jobs."

## **Set 6: Experienced Operator (8-10 years)**

1. "I've been in prepress for 9 years, focusing on large format and signage printing."
2. "I've been with RLG for 5 years. Prior to that, I worked at a sign shop for 4 years."
3. "I've been using Automation Engine for about 7 years now."
4. "The transition was generally smooth, though we had some initial concerns about data security."
5. "Yes, the SaaS solution has met our needs well."
6. "It's improved our ability to handle peak workloads and has reduced our IT maintenance burden."

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7. "We once had a project requiring complex color separations that our standard workflows couldn't handle effectively."
8. "We created a custom color management workflow that integrated with our color profiling software."
9. "I'd like to see more advanced color management options in the standard workflows."
10. "Automated job estimation based on file characteristics and historical data would be incredibly useful."
11. "The training was comprehensive, but ongoing support for new features would be beneficial."
12. "I'd like to see more advanced training on workflow optimization and custom scripting."

## **Set 7: Novice Operator (6 months - 1 year)**

1. "I'm relatively new to prepress, with about 9 months of experience focusing on digital asset management."
2. "I've been with RLG for 9 months. This is my first job in the industry."
3. "I've only used the SaaS version of Automation Engine since I started here."
4. "As a new user, I found the SaaS version easy to learn and use."
5. "From my perspective, yes. It seems to handle our workflow needs effectively."
6. "The cloud-based nature makes it easy to access from different workstations, which is helpful for a new employee like me."
7. "I struggled with a project that required complex versioning for multiple languages. The standard workflow didn't seem equipped for this."
8. "I ended up creating separate jobs for each language version, which wasn't ideal but got the job done."
9. "I'd like to see more intuitive interfaces for managing multi-language projects."

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10. "Automated file comparison tools to check for discrepancies between versions would be helpful."

11. "The initial training was good, but I feel like I'm still discovering new features regularly."

12. "I'd love to see more beginner-friendly training on advanced features and best practices."

## **Set 8: Senior Operator (12-15 years)**

1. "I've been in prepress for 14 years, specializing in packaging and label production."

2. "I've been with RLG for 8 years. Before that, I worked at two different packaging companies over 6 years."

3. "I've been using Automation Engine for about 12 years, through several major version updates."

4. "The transition had its challenges, particularly with integrating our existing custom scripts, but overall it went well."

5. "Yes, the SaaS solution has proven to be a good fit for our needs."

6. "It's improved our ability to collaborate across different locations and has simplified our upgrade process."

7. "We once had a project with extremely tight registration requirements that our standard workflows struggled with."

8. "We developed a custom workflow that incorporated additional quality control checks and automated registration adjustments."

9. "I'd like to see more advanced options for automated trapping in the standard workflows."

10. "Automated substrate usage optimization across multiple jobs would be a great addition."

11. "The training was good, but I think we could benefit from more advanced, specialized workshops."

12. "I'd like to see training on integrating Automation Engine with our MIS system for better job tracking and reporting."

# Needs Analysis Document

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## Set 9: Mid-Level Operator (4-6 years)

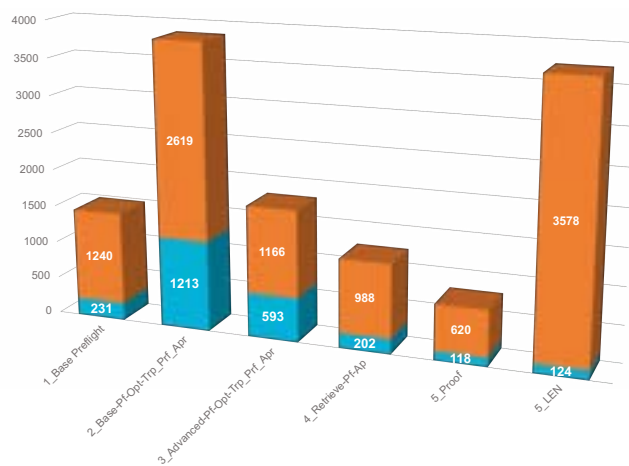
1. "I've been in prepress for about 5 years, focusing on wide format and digital printing workflows."
2. "I've been with RLG for 3 years. Before that, I worked at a commercial print shop for 2 years."
3. "I've been using Automation Engine for 5 years, starting with the on-premise version."
4. "The transition was a bit rocky at first, especially with file transfer speeds, but it improved significantly after the first month."
5. "Overall, yes. The SaaS solution has brought some clear benefits to our workflow."
6. "It's made it easier to manage software updates and has improved our ability to work remotely when needed."
7. "We had a project with complex die-cutting and embossing that the standard workflows couldn't handle efficiently."
8. "We ended up creating a hybrid workflow, combining automated steps with manual checks for the finishing processes."
9. "I'd like to see more robust error handling and recovery options in the standard workflows."
10. "Automated job prioritization based on deadline and complexity would be a great feature to have."
11. "The initial training was good, but I feel like regular refresher courses would be beneficial."
12. "I'd like to see more training on integrating Automation Engine with other software we use, like Adobe Creative Suite."

# Needs Analysis Document

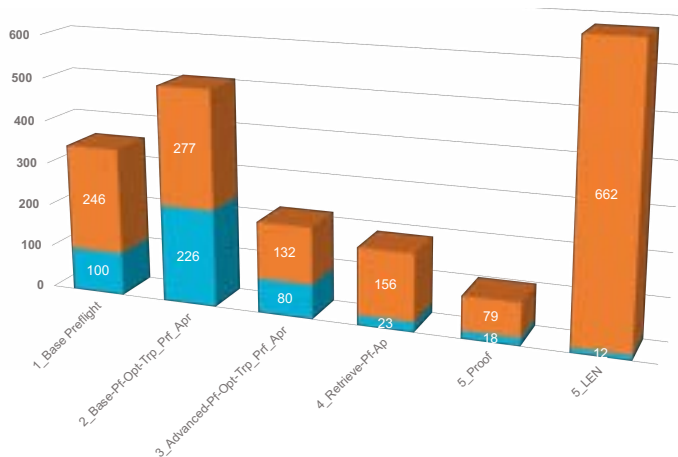
## Workflow Metrics

- Workflows were monitored for 4 weeks
- Users ran on average 864 workflows per week
- Approximately 186 jobs were run per week on average at each site
- 2\_Base-Pf-Opt-Trp\_Prfl\_Apr was the most used workflow by operators

## All Sites

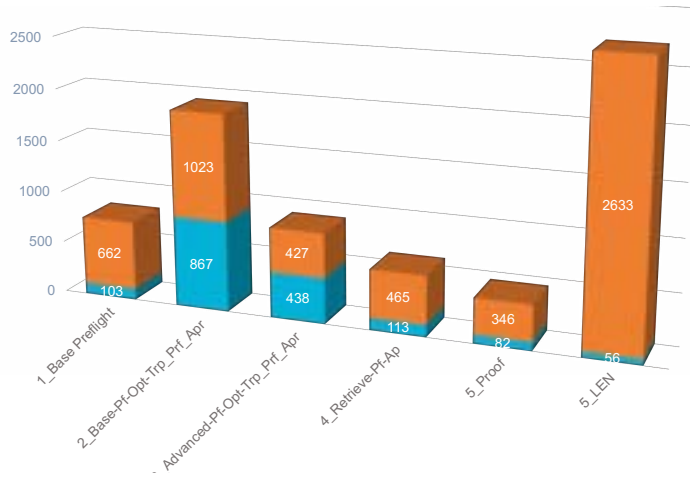


## Site 1 - Franklin, TN



# Needs Analysis Document

## Site 2 - Scarborough, ON



## Site 3 - Los Angeles, CA

