

FASTSIGNS Printing

FastSigns powers online order processing with YouSendIt

FASTSIGNS
Sign & Graphic Solutions Made Simple.®

FASTSIGNS

COMPANY DESCRIPTION

FASTSIGNS is the sign industry's leading franchise, with more than 500 locations in six countries. The company designs, creates and installs virtually any type of sign for all types of businesses, transferring large files between customers and franchisees via the Internet. Using computer-aided systems, FASTSIGNS creates effective graphic designs and signage ranging from custom banners to point-of-purchase signage and vehicle graphics.

THE PROBLEM

- FASTSIGNS was transferring files via FTP, which franchisees and customers alike found cumbersome.
- Customer satisfaction levels suffered because of the difficulties in using FTP, which interrupted workflow and the customer-response process.
- A bogged-down IT department at FASTSIGNS wanted to offload FTP management and administration, bandwidth expansion, backup and restore activity.

THE SOLUTION

YouSendIt

With YouSendIt, customers and franchisees avoid the frustrations of FTP. Just by selecting the files they want to transfer and then clicking the Send button, customers can rapidly upload graphics of all types, along with instructions and comments for franchisees.

YouSendIt SiteDrop

Customers can quickly and easily deliver graphic files to local FASTSIGNS franchisees through YouSendIt's SiteDrop, which they can access directly on the FASTSIGNS Web site.



Situation and Challenges

FASTSIGNS® is recognized as the sign industry's leading franchise. Its integrated network of sign centers includes more than 450 locations in the United States and Canada, as well as in the United Kingdom, Mexico, Brazil and Australia (under the SIGNWAVE® name). The company designs, creates and installs all types of signs for businesses. Using computer-aided systems, FASTSIGNS creates effective graphic designs and signage ranging from custom banners to point-of-purchase signage and vehicle graphics, a service that relies on the transfer of large files between customers and franchisees. FASTSIGNS realized the business value of enabling customers to send files electronically via the Web to FASTSIGNS locations.

WORKFLOW CHALLENGES

- The company had been using a cumbersome process requiring customers to install a file transfer protocol (FTP) client.
- FASTSIGNS continually had to walk both franchisees and customers through the entire FTP path for sending files, reducing time available for completing other projects and engaging in sales activities.

CUSTOMER RELATIONS CHALLENGES

- The FTP process was causing aggravation on the part of customers and FASTSIGNS franchisees. Customer satisfaction levels suffered from this interruption to the company's workflow and customer-response process.

CAPACITY CHALLENGES

- The FASTSIGNS IT department was bogged down with maintenance associated with sending files via FTP and wanted to offload the bandwidth, back-up and restore activity, as well as FTP management and administration.



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Solution

FASTSIGNS incorporated YouSendIt SiteDrop into its Web site to allow its customers to deliver graphic files to local FASTSIGNS franchisees quickly and easily. Customers visit the FASTSIGNS Web site and find a nearby FASTSIGNS center. They click on the "Send a File" button and can upload files of all types to send to FASTSIGNS, along with instructions or comments. This step eliminates the heavy administrative demands inherent in FTP transfers. The customer then receives a confirmation e-mail automatically to verify that the file was delivered successfully.

YouSendIt SiteDrop Roll-Out

SiteDrop was configured and embedded seamlessly into the FASTSIGNS Web site in just a few easy steps. SiteDrop allowed FASTSIGNS' IT staff the ability to manage all file delivery and server notifications as well as capture data from those uploading files for future use, such as in marketing campaigns, order tracking and communication.

There was no risk involved because sending files via SiteDrop requires no training for users, no administration of passwords and no additional burden on FASTSIGNS' own servers.

FASTSIGNS branded SiteDrop with its own name and design, controlling the look of the customer experience throughout the process. In this way, YouSendIt extended the marketing program of FASTSIGNS without any major new investment.

Why YouSendIt?

"SiteDrop has become a necessity in our order process and has significantly streamlined our workflow," said Raj Croager, CIO of FASTSIGNS. "Integrating YouSendIt into our Web site has helped make it simple and painless for our customers to do business with us."

"SiteDrop has helped us handle large file transfers and allowed our IT staff to focus on other projects and technologies," Croager said. "It is an area of the business we no longer have to worry about. Also, by using SiteDrop, we have been able to reduce the footprint in our server room. With the continuing increase of costs for power and cooling, any decrease in servers is a welcome cost reduction."

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“ Integrating YouSendIt SiteDrop was the most cost-effective solution we found to receive large files from our customers. It's a tremendous value for the money.”

Raj Croager
CIO, FASTSIGNS

Results

YouSendIt SiteDrop effectively allowed FASTSIGNS to cut costs and outsource all back-end technology and manpower needed to send large digital files.

- **Cost savings:** FASTSIGNS is saving \$40,000 to \$50,000 a year just on hardware and overhead.
- **Improved productivity:** YouSendIt eliminated the cost, frustration and administration associated with the FASTSIGNS FTP site. SiteDrop also freed up a significant amount of time for the FASTSIGNS IT department.
- **More capacity:** FASTSIGNS gained more scalability and capacity for sending files.
- **Improved revenue flow:** Projects are completed faster and jobs can be invoiced sooner, since files are sent more rapidly and easily.
- **Heightened customer satisfaction:** FASTSIGNS' customer satisfaction levels rose, because the process of sending files became simple, rather than frustrating. "The most important thing is that we made sending graphic files easier and more convenient for our customers," Croager said. "That trumps all the savings by far."

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