



## Case Study: Revolutionising Print Production at Thirst Creative

### Introduction: Embracing Technology to Lead the Market

Thirst Creative, a London-based creative agency specialising in print production and personalised marketing campaigns, has a proven history of leveraging cutting-edge technology to stay ahead.

By integrating XMPie Web2Print software with Optimus MIS, Thirst Creative has transformed workflows, maximised productivity, enhanced customer experiences, and built a scalable business model.

**Jay Mustafa**, co-owner, explains:

*"An SME like us took the leap of faith, embracing advanced software that completely revolutionised our business. We're confident that with XMPie and Optimus, we can scale efficiently and move our business forward."*

Their transformation started with a clear goal: to address bottlenecks, automate manual processes, and create seamless workflows to compete in an evolving market.

### Tackling Challenges: Turning Setbacks into Opportunities

Thirst Creative's journey with XMPie began after losing a major client to a competitor with Web2Print capabilities. Instead of dwelling on the loss, they saw an opportunity to future-proof their operations.

**Jay comments:**

*"Rather than lick our wounds, we realised we needed to compete in this space and embraced Web2Print. XMPie was seamless to integrate, and the team quickly adapted to the new software."*

The results were immediate:

- **Enhanced customer experience:** Clients could place orders, approve proofs, and manage projects with ease.
- **Competitive edge regained:** Thirst Creative won back opportunities and delivered a significantly improved service.

### Integration for Efficiency: Optimus MIS as the Game Changer

While XMPie addressed customer-facing needs, managing internal workflows required further automation. After careful market evaluation, Thirst Creative implemented Optimus MIS to streamline processes from order entry to invoicing.

**Key benefits of Optimus MIS integration:**

- **Automated workflows:** Orders from XMPie flowed directly into Optimus MIS, reducing manual effort and errors.
- **Seamless invoicing:** Integration with the accounting system cut monthly invoicing time from a week to minutes.



### **Jay highlights:**

*"The job docket, invoicing, and accounting are now just tick-box exercises. We've doubled productivity, taken on more work in-house, and become far more efficient."*

**Kostas Chrysandrea**, co-owner, adds:

*"The integration of quoting, production, and invoicing has streamlined everything, allowing us to focus on delivering great results for our clients."*

## **Scalability and Growth: A Future-Proof Business Model**

With XMPie and Optimus MIS, Thirst Creative scaled operations significantly without increasing resources.

### **Impact on scalability:**

- Productivity increased by over **70%**.
- Annual time savings of **21 days** in estimating and job creation.
- Enhanced accuracy ensured no jobs were missed or under-invoiced.

### **Jay reflects:**

*"These systems have given us the confidence to scale without fear of inefficiencies holding us back. We're now equipped to compete with the biggest players in the market."*

## **Delivering Superior Customer Experiences**

Exceptional customer service is a cornerstone of Thirst Creative's strategy. The integration of XMPie and Optimus MIS empowered faster, more accurate, and personalised services.

### **Key improvements:**

- **Real-time quoting:** Faster responses to client enquiries.
- **Streamlined orders:** Seamless movement from Web2Print portals into production.
- **Data-driven insights:** Performance reports provided by Optimus highlighted any issues.

### **Jay explains:**

*"Something as simple as ordering business cards used to involve back-and-forth communication and manual entries. Now, clients manage everything through the portal, and the process is automated. It's a game-changer."*

## **Leadership Perspective: A Partnership for Progress**

**Steve Richardson**, Group Commercial Director at Optimus, reflects:

*"Thirst Creative's ambition and foresight are exemplary. They recognised the need to adapt, invested in the right tools, and scaled efficiently. Their story showcases how integrated systems drive growth."*

**Phil Gaskin**, Business Development Manager at XMPie, adds:

*"Thirst Creative exemplifies agility and creativity. They've expanded progressively by integrating XMPie and Optimus MIS into a seamless solution, delivering a truly competitive service."*



## Conclusion: A Vision for the Future

Thirst Creative's investment in XMPie and Optimus MIS has:

- Revolutionised operations.
- Freed up resources for client relationship-building.
- Future-proofed the business for growth and innovation.
- Increased productivity by over 70%
- Delivered annual time savings of **21 days** minimum in estimating and job creation alone.
- The investment in both systems has already been paid for within 12 months.

### Jay concludes:

*"We couldn't imagine running our business without XMPie and Optimus. They've saved time, increased profitability, and positioned us to compete with larger players. The future looks bright."*

## Discover More

- Explore **Optimus MIS** solutions: [www.optimusmis.com](http://www.optimusmis.com)
- Learn about **XMPie Web2Print**: [www.xmpie.com](http://www.xmpie.com)
- Contact **Thirst Creative**: [www.thirstcreative.co.uk](http://www.thirstcreative.co.uk)
- Watch the accompanying video: [www.optimusmis.com/case-studies/](http://www.optimusmis.com/case-studies/)