[INTRODUCTION]

[00:00:00] DC: This podcast conference is supported by Good2Go Software. With no integration or implementation required, cloud-based Good2Go software provides advanced services for job onboarding, online proofing, and streamlines customer communication in the process. Starting at just $50 a month, this affordable, no hassle solution is perfect for small and medium-sized print businesses.

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[OVERVIEW]

[00:00:45] DC: It takes the right skills and the right innovation to design and manage meaningful print marketing solutions. Welcome to Podcast From the Printerverse, where we explore all facets of print and marketing that creates stellar communications and sales opportunities for business success. I'm your host Deborah Corn, the Intergalactic Ambassador to the Printerverse. Thanks for tuning in. Listen long and prosper.

[EPISODE]

[00:01:15] DC: Hey, everybody, welcome to Podcast From the Printerverse. More specifically, The Podcast Conference with Good2Go, which means I'm here with Michael Reiher from Good2Go software. How're you doing today, sir?

[00:01:27] MR: I'm doing really good, Deborah. Great to be here on the printerverse with you.

[00:01:30] DC: Excellent. So, today's topic is a little out there. But it's very topical, and it's very relevant, and is squarely in the thought leadership category. We're going to be speaking about no-code automation, and how those platforms are changing automation outside of the printing industry. Eventually, how it will – or even now, can help a printing company. Can you give us a little setup before we welcome our guests to the podcast?

[00:02:02] MR: Well, automation and integration have been a key part of the printing industry for the last 20 some years. It really has become an integral part of a print business. You need to connect different islands of automation, you need to connect your different processes and get something done. Technology has changed tremendously in the last 10 years. These no-code automation platforms have kind of been developed outside of the printing industry. They really have focused in on connecting up a lot of different – they've gone from like playing around with fun toy like things to do in real business applications.

Nowadays, you got platforms such as Zapier that focus on business applications and connecting different business platforms together in the cloud. The cloud has become a key part of that here in the last five years or so, because of the fact that there's been such a huge explosion of cloud-based services, throughout all industries, not just printing. So, it's really important to see how this technology is going to affect it because it is the future of workflow automation.

[00:03:19] DC: We have invited Paul Kortman, who is the founder of Connex Digital to be our first guest. How did you come across him?

[00:03:27] MR: Well, when we started working on our own Zapier integration, I reached out to several of the integrators in the Zapier community, because I wanted to be able to understand exactly how they were working with Zapier, and what kind of services they had available for people in the printing industry. Because coming from my background and more traditional workflow automation on the ground, I know how invaluable the integration community can be, and helping printers take a vision that they have for automation and make it a reality. That's what these guys do every day for the general business community.

[00:04:05] DC: Excellent. Okay, without further ado, let's get to our interview with Paul.

[INTERVIEW PART 1]

[00:04:11] DC: We are continuing with our series from Good2Go, our podcast conference, and today we are going to be speaking about the future of automation. We have as our first guest, Paul Kortman. He is the Founder of Connex Digital. Connex and Paul, help businesses

eliminate inefficiencies that cost businesses valuable time and money through process and workflow automation. He is a Zapier certified expert, a systems thinker and integrator, who is passionate about making technology work for people, not the other way around. If you've ever found yourself wishing two apps could work together, repeating the same tasks over and over, manually moving day between applications, dealing with data inconsistency between applications, and generally frustrated by human error, Connex Digital can help.

Welcome to the podcast, Paul.

[00:05:14] PK: Well, thank you so much. Seriously, that intro, that's exactly it. That's everything you're going to hear, wrapped in three sentences today. It's just let's work on making our businesses as efficient as possible and that's what we do. So, thanks, Deborah. Thanks for having me here.

[00:05:32] DC: Of course, thank you so much for joining us. Now, I think my listeners know that I'm not the most technical person out there. But I do realize that this is a really important subject, because we're not just speaking about the future of automation. We are actually going to drill down into that, and we're going to specifically speak about no-code automation platforms, and how that is changing automation outside of the printing industry, which will eventually find its way into the printing industry. So, this is really a thought leadership topic. And I am thrilled that Michael tapped you to help teach everybody what is going on out there.

Let's just start – let's give a little more meat to what you and Connex Digital do and how you help people.

[00:06:23] PK: Well, the first thing is that we come in, and I try to keep things as simple as possible. So, let's talk about a bridge. A bridge is a connector between two different bodies of land, let's say. Oftentimes inside our businesses, there's data that exists in one piece of software. We'll find ourselves, and I put myself in the shoes of your listeners, because I'm running a business. So, much like the printing industry, you're running a business, and you're trying to be as efficient as possible. But you're having to hire somebody to copy this file from this email, put it on to this format, do this, et cetera. Generally, and this is where I just kind of want to

lay some, I don't want to say ground rules, but some terminology here of like, that's a process. That's a business process. That's a workflow process.

First, we do this, then we do this, then we do this. So, like I just talked about a file, 10, 15 years ago, I was working for a digital marketer, or excuse me, a marketing agency as a digital marketer. I saw designers send files to printers, and the printers would then get proofs and send those back, et cetera. There's this process, sometimes it's a dance, but there is a process that goes between a designer and a printer. It's the same thing as your staff, when you're managing, if you're managing an actual printing machine, that you have to check the colors, check the alignment. There's a process for warming the machine up in the morning, et cetera.

As we look through our business, there are processes all over the place. What we can do as a business owner, or as middle level management, or even as just a really stellar employee, is to make those processes work without fail, and make them work efficiently. The faster those can run, the faster they can run without error is going to be better for everybody involved. The client, the business, the owner, and the employee. All of those people are interested in, let's make this process as efficient as possible.

Now, I had mentioned the bridge. Sometimes the process is copying and pasting data from one application to another. It's on a spreadsheet, and you need to put it into your print software. Or it's a PDF that came over email, and you need to drop that into your print server, or whatever the case might be. There's this copy/paste of data. That's like low hanging fruit of a place where automation can come into play.

So, I just kind of want to take a step back and explain automation, and how that – in the context of what we're talking about here. Because when people think automation, they think robots. To a certain degree, we are building software robots. We're not trying to steal jobs, we're just trying to make it that our employees, our people are dedicated to higher level thinking work, and that the simple task, like copying and pasting, moving a file, et cetera, that can all be done automated. What we like to think of is even more of like a domino. When this happens, then tip the next domino. When this happens, tip the next domino. There's some ideas that maybe I'll bring up here of different processes that we may have, that your listeners may have in their businesses, such as notifying clients of status updates with their projects, or even getting leads

into your CRM. How do you take somebody you met at a conference, and get their data into a tool, so that you know to follow up with them?

I said, CRM, customer relationship management software. Some big ones are Salesforce, or Pipedrive, HubSpot, that sort of thing. Just tools to help you manage your customers, and know how soon you should reach out to them. All that being said, there's different processes inside our businesses, and each one of those can be automated. Now, I'm going to take a hard-right turn here, and we're going to talk about no-code. I've been doing a lot of talk about automation, and business, and process, and workflow.

But then you mentioned this word, no-code, and what is that all about? As we talk about no-code, I'm going to separate the entire conversation we've had so far and let's just talk no-code. I'm a nerd. I'm a geek. I'm a nerd. I have my IT credentials, blah, blah, blah. But as you heard in my intro, I would rather beat the computer up to make it work for a person, than beat the person up and make it work for the computer.

One of the coolest things that's been happening in the industry is the, really nerds, the coders, the developers have made tools that are what I will call visual programming. So, if you can speak in logical steps, like when this happens, do that. If it's blue, do this. If it's cyan, do that. If it's pink, do this, whatever. If you can speak something in the logical terms, and drag blocks around on a screen, to say, "This is the flow that I want." So, if you can think of like a workflow diagram, that's the no-code vision. That's the idea behind no-code is, instead of this is the automation, I want to have happen. I need to hire a developer to make that happen.

Instead of that, which is what it was 10 years ago, maybe even five years ago, now, the market has drastically changed into the fact that if you can model it in a workflow diagram, ChartBuilder, whatever, if you can draw it on a napkin, you can use these no-code automation tools visually to set up these pieces to say, "Okay, when a PDF comes into my email, if the subject is print, then put it over into the software, and send it to my printer." That's where – but from a no-code standpoint, meaning you don't have to get in there and do and type in code. It's visual, it's mostly drag and drop, and just fill out some settings.

What people in the no-code industry like to say is, "If you can edit a Google Doc, if you can fill out a spreadsheet, even if you can fill out a form online, then you should be able to use these no-code tools." What it is, is that we're just trying to take business process automation, how you run your business, and all the processes in there, and we're trying to automate that. The cool thing why it's so hot right now, what's been hot for a couple of years. But why it's become easier, is the barrier to entry has become significantly less. Now, people can use these no-code tools to be able to set their automations up and automate their processes, customized to their business.

[MESSAGE]

[00:14:10] DC: Print Media Centr provides printspiration and resources to our vast network of print and marketing professionals. Whether you are an industry supplier, print service provider, print customer or consultant, we have you covered with topical sales and marketing content, event support, and coverage, these podcasts, and an array of community lifting initiatives. We also work with printers, suppliers, and industry organizations, helping them to create meaningful relationships with customers, and achieve success with their sales, social media, and content marketing endeavors. Visit printmediacentr.com and connect with the Printerverse. Print long and prosper.

[EPISODE CONTINUES]

[00:14:57] DC: It almost seems too good to be true, everything that you just said. Because it seems like I can do something like that. I can certainly edit a Google Doc. I love the permissions-based model. I mean, that's, to your point, you said you follow your own logic. If this happens, then this needs to happen next, which is what everybody knows. But I guess where I need some clarification is, this is still a software driving the integration of other software's without having to integrate a software. Does that pretty much what's going on here?

[00:15:35] PK: What happens is, and I'll throw out some nerdy terms for those who are nerds in the crowd or whatever. But most software's have APIs. Advanced programming interface. That's what the API stands for. But whatever, just think of it as a way to integrate with that software. I'll use the term API for that. Everybody, every piece of software translates it, has their own API,

their own definition of how to talk to me. What we have is coders, developers now have built – so okay, there's an API over here, and I am going to make a visual representation of that API. Now, there's an API over here, and I'm also going to make a visual representation of that API.

Going back to that bridge illustration, the translation between you're on the bridge to you're on land, the developer has built that. But there are all these empty connections on these different lands, and all you have to do is build the bridge between these connectors. We can do it visually. Now, we can do it in a no-code way, because the developers have built those integrations. Really, what it is, is that, I don't want to get too philosophical here. But it's moving us all up to a higher plane of thinking, in the sense that like, instead of that developer needs to develop the same thing over and over again, reinvent the wheel, that developer now just says, "I made a connection, and I made it simple for anybody to use." Those of us who are less nerdy, can come in here and drag and drop the pieces into place to be able to say, "When this happens, do that."

If there's a software out there that I liked the name of the software, and it's also fun to kind of dabble in and play around with, just for folks to get an idea of this, is called if this, then that. So, it's if etc, and you're always supposed to pronounce it, if this, then that. But whatever. I don't own the company. They don't pay me anything. So, I can say if, and have fun with it. But they do some more fun and simple things. Like hey, when somebody tweets, when Elon Musk tweets, respond with a GIF, and we can do that. Or every time my competitor tweets, put it into a spreadsheet.

Now, you're starting to see these different processes that can happen. If this, then that, just makes it – I recommend that just as they go. Your first hurray into this experience of just like, "Oh, let me dabble with this and play around with social media or whatever. Every time I get an email, do this."

Now, I'll take a moment and say I am a nerd, and I have automation in my house. Like, I actually have, if this, then that hooked up so that when I drive close to my house, the lights come on, the doors unlock, the heat turns on. I live in the north, so we need heat even the end of April here. But that's just the automation taken to the next level. So, if this, then that is a fun place just to dabble in. You mentioned Zapier, that's where it can get a little bit more focused on business,

and you can still do a bunch of fun stuff with Zapier, like when Mercury's in retrograde, send a tweet, you know, something like that.

[00:19:14] DC: No, don't send a tweet. You're not supposed to communicate when Mercury's in retrograde, right?

[00:19:20] PK: Well, you send a tweet thing I'm done now for three weeks.

[00:19:23] DC: Nobody talk to me and make any decisions, please.

[00:19:28] PK: Exactly. There's different things that you can do to have fun. But Zapier starts to get more into business process automation. For example, every time I receive, somebody fills out a form on my website, a contact form that goes to my team, it notifies the right people. It actually creates a to-do list item, and all of that is done via Zapier, being that bridge between email, my software that is our to-do list, our internal communication software, and other things. Kind of a weird bridge because it looks more like a fork, where one email comes in and it does four different things on four different pieces of land. But it works really well in our business.

[00:20:15] DC: I want to get to the benefits for business. I also want to establish if this bridge seems like it is a software piece, talking to other softwares, and is that cloud-based? Is that ground-based? Do all applications talk to each other? Can they, through this system? Ultimately, how does this benefit apprentices?

[00:20:41] PK: I've got an illustration, well, an example that we built for a promotional printer a few years ago, that I'll use as kind of an illustration. To be honest, it's really cloud-based. If there are, and I'm going to use your term ground-based, I loved it. But if there are ground based back office in your closet IT, servers running whatever. Sometimes, the automations can work with those, and sometimes not. I hate to say it, but there's a really it depends, asterisk, on that.

But for the most part, we have ways of working around that. So, in this promotional printer illustration, what we did is they had orders that came in on QuickBooks. I don't know why. I don't know how. It seems odd to me now, many years later that new orders came in on QuickBooks, but that's just their sales staff were comfortable with creating invoices in QuickBooks. Then,

once the invoice was created, the promotional products needed to be ordered. Then, it needed to be staged as to which products are going to be printed on which day, and how soon was this needed? When is the event? When is the ship – how far is the shipment? And how long is it going to take? Et cetera.

There's a lot of moving pieces, and they had – we had talked about that if this, then that, that logical decision tree or map or something. The owner of the company had laid it all out and said, "This is what I do every day to determine what we're going to pick today. I have to check these 14 different spreadsheets to make sure that we're printing the right things, and I'm human, and I make mistakes." What we ended up doing was building that into a system that then was able to say, "Okay, Brad, on the floor, this is what you're printing today." A person could check inventory in. A person could – an inventory would be assigned to a project. And all of that would be organized and automated, and we did it without error. That was the fun part.

But getting back to some of your questions there about like, offline versus online. So, cloud-based versus ground-based. On the floor, those folks who were manning the physical printers out there, I don't know how to say this appropriately other than that owner did not want them to have a computer at all, and did not want them to have access to anything inside that system. But we needed a way for them to be able to tell the system that they did the order. So, we were able to set up little tablets, and hook it into the system. All they could do is just sign in with their credentials. We know which person it was. They pick the project from the project list, and they choose the status as to like failed, missing part, can't print today, whatever the reasons were, or done, or in progress, or whatever.

Then, the system would then send out alerts, send out emails and say, "Hey, your order is in progress. We expect the delivery date on this day." Then, when a label was printed, they would get that same information. So, I know not all of our printers are doing shipping and physical products. But just to have that concept of you can take a physical on the ground experience that Fred, the printer, and where he's like, "Okay, yes, I printed this project. Done." Then it shows the next part that he needed to go get, the next print file, and all of that information. So, we had a whole process for the design and approval, but then we also had a process for the folks on the floor. That's how we bridge that gap between ground-based software, ground-based tools, and cloud-based. Because what I've been talking about, the bridges are in the cloud. So maybe

island where the wrong illustration. Maybe I should have said a bridge between the cloud and the cloud. But it is all in the cloud.

So, to your point, the things that are ground-based, sometimes they have that connector to a cloud service. Sometimes they don't. When they don't, we have lots of different workarounds we can use for that. But as the industry is going, more and more, for example, like I mentioned, QuickBooks. QuickBooks Desktop is dead. If you have it, you need to move to QuickBooks Online. It's happening because Intuit is shutting down QuickBooks Desktop and that's the same concept that's going through the industry is just that they're moving from server, local-based, ground-based to cloud-based.

[00:25:40] DC: Excellent. Well, my last question for you is do you consider Good2Go a no-code automation platform? And how did you come to be involved with Michael?

[00:25:55] PK: Michael sought me out because of his integration over at Zapier, and I do consider Good2Go to be a low-code. So, there's low-code, no-code of visual tool. Let's just say that. You're not going to do any coding inside Good2Go. So, there's visual ways to connect things up, do some workflow automation inside Good2Go. But then, they have a Zapier connector.

As we were talking about the island, or that cloud with the connector built to the bridge, now Zapier has over 5,000, I think they're close to 6,000 different apps that have connectors there. Any data, anything that happens inside Good2Go, you can then push that elsewhere. You could send a text message, you could send an email, you could – the sky's the limit as to what you can do with that, because of that integration. That's where Michael and I got connected is basically, our agency, we're one of the top 10 Zapier certified experts. So, we were just working together on a project and yes, evidently, he liked what I said, so now I'm here.

[00:27:08] DC: Excellent. Well, thank you so much for your time. I really appreciate it. You can learn everything about Paul's company at Connex Digital. I will put the link in the show notes, as well as link to Paul's profile. Thanks so much, Paul. Until next time, no-code long and prosper.

[END OF INTERVIEW PART 1]

[00:27:29] DC: So, Michael, that was a really interesting interview, and one of the most interesting things about it, I think, you will appreciate, is that I understood at least three quarters of what Paul was saying, which is a monumental task, considering it's a big topic. But the fact how he laid it out about, if this, then that thinking, logical thinking made so much sense to me. What do you think about everything he said?

[00:27:57] MR: Well, I loved his analogy of the bridge, because it really is about building bridges between different applications. The one thing that's kind of the key to note is the difference between what they do in the no-code world compared to the traditional world is, like right now, if I want to integrate, let's say, with another MIS system, if I want to take Good2Go and make a communicate with them, I got to go to that third-party vendor, we got to talk, we got to get each other's APIs. Engineering has need to get together and understand those APIs and make the connection. Then, we got that connection for our version of our solution and their version of the solution.

With the no-code environment, what they've done is they've really changed that to where there is a common connector, there's a common bridge that everyone supports. Instead of me integrating with another company B's solution, I'm integrating with Zapier. They're integrating with Zapier. And as long as we both integrate with Zapier, now we got that common API to talk to each other. We can naturally just pass back and forth our data. So, I don't have to worry about not understanding their details of their API. The only thing I got to do is connect to Zapier. Now, we have that communication channel as open, and we can exchange data, we can exchange files, whatever it is between those applications.

I think the significant part for the printing community is one of the best parts of this whole thing is it allows people to choose the applications they work with. They don't have to rely on vendor B, what applications do they support, who are their partners, all that stuff. If they all support Zapier, then anyone who supports Zapier is their partner. I can go out and choose instead of just being forced in the sand, I got to work with Salesforce. I can work with 10 other CRMs out there. I don't have to just be stuck with one. If I don't like Salesforce and I like Pipedrive better, or Zoho, whatever it is, I can work with that, because they all support the Zapier environment. So, that opens up a lot of choices for the market.

[00:30:21] DC: Yes, I mean, tell me if this is a fair analogy. It's like I have a Samsung phone, I go to the store, and I can work with any of those apps. I could put any of those apps on my phone and my email talks to my Gmail calendar, somehow. I'm not doing anything. I didn't code anything. Somebody else took care of that. Is that a fair another way of saying it?

[00:30:41] MR: Yes. And that's actually a great example of how easy it is, in a lot of cases with these no-code connections. Some of them are very, very simple. You make the connection, boom, it's done. Other ones, you make the connection, and you can go through and actually put in parameters and different variables to drive that. So, it can go from very simple, to very complex. If people are more familiar with something like, Enfocus Switch, or Prinergy, those kind of workflow solutions, they got such things as rule-based automation, and you can come in and you can do this. Now, this script will run through and evaluate this and do that. Well, those kinds of things are possible with the no-code platforms as well. So, you can get very complex in the type of logic that is determining that, if this, then that, like he talked about. Well, it could be that simple, or it could be really complex, if this, or this, or that, or this, or this equals that. You see what I'm saying?

[00:31:50] DC: Yes.

[00:31:52] MR: There's a lot of opportunity to go really complex, and more companies support these platforms, especially printing industry, companies support these platforms, the better it's going to be for the entire print community. It's going to open up a lot of choices, really open up a lot of opportunities for advancement.

[00:32:12] DC: Excellent. So, in the show notes, we're going to have a link where people can jump on your calendar, grab some time to speak to you and get further information on no-code automation, and how that ties into Good2Go, and how that could benefit their print shops, and their businesses, and their workflow, and their automation, and making things simple for everybody. So, make sure you click on that link. After this message, we'll be right back with our next interview.

[MESSAGE]

[00:32:38] SPEAKER 1: It's been so busy lately. It's hard to keep up. I sure wish we could automate some of the work we do. It sure would make life better and let us all catch our breath.

[00:32:47] SPEAKER 2: Hey, I just learned about a solution called Good2Go. It may just do the trick.

[00:32:52] SPEAKER 1: Tell me more.

[00:32:53] SPEAKER 2: Good2Go is a cloud-based solution that can help us automate our print approvals. It will save you tons of time tracking emails and trying to remember who you need to follow up with.

[00:33:03] SPEAKER 1: That sounds great. Can it work with our MIS?

[00:33:06] SPEAKER 2: Yes. They have a nicely defined REST API.

[00:33:09] SPEAKER 1: How about our CRM?

[00:33:11] SPEAKER 2: Yes. Good2Go is Zapier compatible, allowing it to work with over 5,000 applications and just about every CRM out there.

[00:33:17] SPEAKER 1: Didn't we just buy some fancy workflow automation system for pre-press? What about that?

[00:33:23] SPEAKER 2: Yes, Good2Go has apps for Enfocus Switch, making it super easy to connect the two solutions.

[00:33:28] SPEAKER 1: Wow, that sounds too good to be true. I bet it costs a fortune.

[00:33:33] SPEAKER 2: Well, that's the best part. Good2Go starts at just $50 per month.

[00:33:38] SPEAKER 1: That's perfect. Sounds like we're Good2Go.

[EPISODE CONTINUES]

[00:33:42] DC: Michael, our next guest is Andrea Mahoney. She's the Workflow Automator at TriBay. I believe that she is an expert, Enfocus Switch implementer, on top of all of that. Is that why you invited her to the program because of your relationship with them?

[00:34:01] MR: Yes, absolutely. As a – now that we have Good2Go apps for Enfocus Switch, of course we're reaching out to integrators like Andrea, and building our relationships there and getting them educated about what we can do with Good2Go, and how that can feed into an Enfocus Switch environment. Andrea is like one of our first here in North America that get going on this and that's why we invited her to this conversation, because she really knows how to work with Switch, and now she's got a new toy. Now, she can actually start working with Good2Go and getting that in. She definitely understands the benefit of what we can bring to the table in Good2Go in that environment. So, let's take a listen.

[00:34:49] DC: Excellent. Here we go.

[INTERVIEW PART 2]

[00:34:52] DC: Really excited to have Andrea Mahoney, Workflow Automator at TriBay here with us today. Since 2005, TriBay has been the leading provider of automated workflow software in Canada, for the graphic design and printing industries. They help printers develop automated workflows customized for their environment, designed to get projects in and out the door quickly. Welcome to the podcast, Andrea.

[00:35:21] AM: Thanks for having me.

[00:35:22] DC: So, I do a little stalking of every guest before they come on the show and I happened to find something amazing on your LinkedIn business page, which was a picture of the cutest little dog I've ever seen in the woods. It says, "In the woods, we know the way." I thought that was such a perfect analogy, for how printers feel about workflow and automation and integration. Tell me about that and tell me about the work that you do at TriBay.

[00:35:57] AM: Well, to start off with, I originally have a systems background, and I didn't want to get a job at an insurance company when I graduated, so I ended up getting into the graphic arts industry. We had tiny little Macs and we had IBM desktop computers. I started and I grew up in that digital world. My husband, Michael Mahoney, he is a conventional pre-press person who was top of his trade until he had to learn digital and off he went to learn the digital so.

So, the two of us have a lot of knowledge of different manufacturing processes in print. We understand lots of things. When we walk into somebody's press shop, we can look at all the equipment around them, and say, "Well, we know exactly what all this stuff does. Let's get you automated." That's how we do it. If I go in and I see something I don't recognize, I ask Mike, he'll know, if it's something much older.

Having that computer programming background, the systems background, and also having the pre-press background, I have a very unique position in that, I can take a product like Switch, I can do JavaScripting, I understand how to JavaScript in InDesign, because I know how to use InDesign. I know how to use Photoshop and I can script it. So, I am pretty unique in a way. I don't think there's that many people out there that can actually do all of that.

[00:37:40] DC: Especially in the woman category, usually you see –

[00:37:42] AM: In the woman category.

[00:37:43] DC: Yes. Usually you see gentleman doing that. So, yay, girls who print. Let's just get back to this picture for a second because I'm a little obsessed with it. Because printers get deer in the headlights look, or lost little puppy in the woods, when they're like, to your most excellent point, I have all this equipment, I have all these systems. Somehow, they all have to either work together, or talk to each other, or I need to find something that can make that all happen.

[00:38:14] AM: Yes. Also, I have one person who knows how to do this system, and if they have to go somewhere, I'm dead. Oftentimes, I've actually walked right into a place and said, "Just give me the manual. I'll figure it out for you and I'll learn how to use it." I took one of those foil stamping machines that had a little PC hooked up to it and I automated it through Switch,

which it's not like some – it wasn't just out of the box. I figured it out. But it's just understanding how the pieces work.

[00:38:47] DC: Okay, so you've mentioned Switch a few times, I believe that to be Enfocus Switch. Can you share a little bit more about how you are working with that program, and why it's so prominent in everything that you're doing?

[00:39:01] AM: Well, right at the very beginning of starting the company, it was actually a company called Gradual Software back then, that owned this Switch product. I downloaded it and I tested it out, and a guy from Belgium phoned me. I guess he was looking at my website, and he said, "We have things in common." And I said, "I want to sell this product because as soon as I downloaded it, it worked right away." I started selling it right away in Canada. So, it was amazing to me, because I had used so many software packages and how many of them you try and install them, you can't make a postscript file. There were so many things that we had to do back in the old days when computers were made of wood. I was amazed that I could download something and it would do exactly what it was supposed to do. It was easy for me to show somebody how to use it too. It's easy to use.

[00:39:57] DC: Okay, so part of your business is that you resell software, is that correct?

[00:40:02] AM: Yes. Yes. I sell mainly Enfocus products, Switch, and all of the other products that they have. PitStop Server, and I also sell a bunch of different imposition products, ganging products. I kind of just picked them up as I go along. Normally, the vendors come to me and say, "Sell my stuff." If I believe in it, I will do something with it.

[00:40:28] DC: I'm curious, how did you find out about Good2Go? Was it through the partnership that they have with Enfocus?

[00:40:37] AM: No, no. Michael and I have known each other for quite a long time. He was always showing me all of his brilliant ideas that he's had over the years, and he's got this – this one's ready to ready to roll.

[00:40:49] DC: All right, so let's talk about Good2Go for a moment. It's relatively new to the market. It's part of the Switch App Store. It is a cloud-based solution. How do you see Good2Go adding value to more traditional workflow platforms like Switch?

[00:41:09] AM: Well, I think that the way I see Good2Go is you really just need an email address and the subscription, and you get started. It's something that a customer can just get something going, get a win right away, and they can set it up themselves. I mean, of course, everybody wants a little bit of training, which is fine. But the fact that you've got things like a portal, right? How many customers say to me, "I need someone to build me a portal. I want my customers to send my jobs to my web page." Well, they can email Good2Go and you've got your portal right there. You've got a lot of – everything is built in for you.

So, you can just start with that right away. When you want to go in and start customizing all of your manufacturing processes, all you need to add is PitStop Server, and a Switch metadata module, and you can use the Switch apps to do anything you want in there. Then, of course, you can get it – as you go along you can add more things like imposition softwares and fancy variable data set, variable data software and, and that kind of thing.

[MESSAGE]

[00:42:33] DC: Like what you hear? Leave us a comment. Click a few stars, share this episode, and please subscribe to the show. Are you interested in being the guest and sharing your information with our active and growing global audience? Podcasts are trending as a potent direct marketing and educational channel for brands and businesses who want to provide portable content for customers and consumers. Visit printmediacentr.com, click on podcasts, and request a partner package today. Share long and prosper.

[EPISODE CONTINUES]

[00:43:06] DC: We're talking about in Enfocus Switch, because Good2Go works with Enfocus Switch and a lot of printers are already using that and already have that integrated into their system, so Good2Go becomes an add on. But if we're looking at it the other way, if you're advising them, if you're helping them set up their workflow, is Good2go something they could

start using immediately before the integration or whatever else has to happen with you getting all their systems talking together begins?

[00:43:35] AM: Definitely, definitely. Because it's a cloud-based system, you could have remote workers accessing it. You can have – your keeping your files in the cloud, so you're not using up all your drive space in your offices, on your computers, and you've got data inside Good2Go. Now, that data can be collected and collected and collected. When we're getting ready to implement Switch, we would use two pieces, which would be the PitStop Server and the Switch metadata module. The metadata module will talk to the Good2Go apps and pull data in to Switch.

So, Switch isn't going to be seen by the people that are working CSRs and pre-press and everything. Everything's going to be going through Good2Go. But Switch will be pulling things down making big changes, doing impositions, maybe creating tickets that are printing out at other presses and stuff like that. So, Switch is going to be running by itself, and it's going to be sitting in the shop, and everybody else is going to be working in the cloud. The cloud is going to be talking back and forth to Switch.

[00:44:52] DC: Okay, Andrea. I can tell that you are not someone who waste your time on things. You look, you make your assessments, you see if it's worthwhile. Then, if it's not, you move on. And if it is, you figure out how you can help your customers best to your excellent description of your company, get projects in and out the door quickly. Why have you gravitated towards Good2Go as a product that you are standing behind?

[00:45:18] AM: Oh, because it does so many things. The subscription price is, it's amazing for anybody to get started. One person, two-person shop, all of a sudden, is totally organized. It's got everything in it. It's got proofing. We've got the uploads, the downloads. You've got – your emails are all – I had one person go gaga over the fact that all the emails were organized for them, that they didn't have to go in and start clicking, and all the data is pulled out of the emails. I'd say you'd have to see the demo, so you can see all the little bits and pieces because there are a lot of time saving pieces in there.

[00:46:00] DC: Excellent. So, this last question is really for you, whether people are looking for Good2Go or Enfocus or anything else. If they're thinking about workflow automation, which hopefully they are, post-pandemic, right? What recommendations can you give them for, let's say for a self-assessment, so they can prepare to get started? And how can they work with you?

[00:46:25] AM: Well, I believe that getting started with Good2Go is something that you can set up yourself, and the ask for help when you've missed something or you want to figure things out. As for Switch, there's training involved. You have to understand how to use things like PitStop Server. They're very powerful tools and they are very scalable tools. But you do need to be shown how to get started, because there's so much. It's a very giant toolbox, basically, like one of those big, I would call it a Canadian tire toolbox. But I don't know if anybody would understand.

[00:47:08] DC: I don't. Not down here in America. I guess you have a lot of things in your toolbox, is that what you're –

[00:47:14] AM: It is a giant toolbox and you can start with one piece of it. It's modular. So, you could have all the modules and just make mega workflows, or you can just start with one piece, and do a lot of file management and organize your files. It sends emails. It does FTP. It does all the little tools that you could think of. They're all in this one big toolbox.

[00:47:39] DC: Excellent. In general, in regard to workflow automation, hopefully all the printers are on their paths now to doing something to your utmost excellent point, getting jobs in and getting them out as quickly as possible. What are some of the recommendations you can give them in general, as far as assessing whether they need a workflow upgrade? And is there a way they can prepare themselves for someone like you to come in and help them?

[00:48:14] AM: Okay. Well, the first thing I always say is start from the back of your workflow and work to the front. A lot of people jump in and they start off with, "Oh, we want to do the preflight." Well, the preflight is fine, but there is stuff that is happening down the way that you want to include. You don't want to forget about that kind of stuff. That is the first thing I always say. When you do want to start with something, try and start it by product, or customer, or pick

one thing and do it, and get it done, and let it run. Because it can run while you're working on the next thing.

You can, like I said, product customer, however you want to do. But start from the very back. Start from where it ships out the door. Because you can be putting labels in. You can be doing like slip sheets for a bindery, or handle things for a cutter, organize things for a cutter. All of those things as I'm going backwards to the beginning of the shop. Now, my preflight has everything in there. I've got labels coming out. I've got little slip sheets go in for the bindery. I've got a cutting sheet that's showing thumbnails of everything that's being cut up. Plus, you're also, when you emerge with the technology, it's like cutting information that's being done, Switch can use programs that can create cutting files. You are sending stuff everywhere. Same thing, spot UV, and all that kind of stuff, and fulfillment if you've got –if you're putting together boxes and stuff like that.

[00:50:04] DC: Well, I love that Good2Go can work independently of some of these bigger decisions that have to be made. But there still could be some relief for customers who might be having communication issues, and there can be great relief for the printers to your point, who have messages all over the place, and really need to be organized.

So, thank you so much for your time. We will put links to everything everybody needs to connect with you in the show notes.

[END OF INTERVIEW PART 2]

[00:50:32] DC: Michael, I love the victory that Good2Go provides a print shop and the ability to help them get some immediate wins with their customers, immediate wins with the people that work with them by using Good2Go while they are assessing, addressing, implementing any other software workflow systems in their print shop, to make improvements in other places.

[00:50:59] MR: Yes, exactly. As you know, I've been a big Enfocus fan for a long time. I know Switch pretty intimately after being a product manager there, you really get to understand the whole workflow automation thing and the value. But the thing that I've always seen with clients in their workflow automation is real workflow automation takes time and planning. They just

don't go in and, "Oh, we're going to buy switch on Monday. And by Wednesday, we'll be automated, everything will be wonderful." That's just not the way it works. It takes time. A lot of planning, and a lot of baby steps to get there. I think Andrea even started describing that during the interview, taking it slow and one piece at a time, and working – in her world, working from the back, forward.

But that's the advantage to the cloud application. With a cloud environment like Good2Go, you can get started, literally today. In less than an hour, you can be up and running and you can have your employees trained, and you're off sending proofs and you're collecting in files from clients and everything's coming in organized, and you're keeping track of everything, and you got your history. That's the advantage to the cloud environment. Now, you've got this future looking thing going on here where you got the traditional workflow automation platforms of like Switch, that's very powerful, because it can do all this wonderful stuff.

Like Andrea said, like the impositions and do the preflight and the PDF manipulations and all these calculations, and building cut sheets, and all this wonderful stuff that people have done with Switch over the years. But with Good2Go, you got all that interaction between the clients that can just start working tomorrow, and then it feeds into that system, so that you've got two beautiful systems working together, to really build that perfect environment.

Because let's face it, if you're going to be collaborating with your clients, you need to be in the cloud. That's the easiest place to do it. Because it's the one place you both can touch at the same time, not in your back room on your network, that's only good for your internal stuff. And that's always been the limiting factor with more traditional workflow automation. Now, we see that changing, and we see that definitely coming to light. In Good2Go, we really hope that Good2Go is leading the way in bringing cloud services to ground-based automation platforms, like Switch.

[00:53:46] DC: Just to be clear, a printer does not have to be using Switch to use Good2Go. Is that correct?

[00:53:54] MR: Not at all. Again, they could come to our website right now and sign up for a free trial, and they could be up and running in less than an hour.

[00:54:03] DC: Excellent. Well, another great podcast. Thanks for sharing the information with everybody. To see a demo, to connect with Michael, to connect with all of our guests on this podcast, everything you need is in the show notes. Until next time, everybody.

[OUTRO]

[00:54:18] DC: Thanks for listening to Podcasts from the Printerverse. Please subscribe, click some stars, and leave us a review. Connect with us through printmediacentr.com. We'd love to hear your feedback on our shows and topics that are of interest for future broadcasts. Until next time, thanks for joining us. Print long and prosper.

[END]

Mentioned in This Episode:

Paul Kortman: https://www.linkedin.com/in/paulkortman/

Connex Digital: https://connex.digital/

Andrea Mahoney: https://www.linkedin.com/in/mahoneyandrea

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Good2Go Order Portal: https://www.good2gosoftware.com/progressiveprint/

Good2Go App Bundle: https://www.good2gosoftware.com/enfocus_switch_automation/

Good2Go Zapier App: https://zapier.com/apps/good2go/integrations

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