



AlphaGraphics®

“...much of our success and profitability comes from giving employees access to the highest-quality video training available.”

– Michael Kennedy, owner of AlphaGraphics Store #202 in Rancho Cordova, CA



Business Profile

The AlphaGraphics network is the leading provider of print-related and digital publishing services for businesses worldwide. With more than 300 locations in 14 countries, AlphaGraphics is a one-stop source for world-class designing, copying, printing and digital document management.

Industry

Commercial Printing & Design

Products Used

Total Training for Adobe InDesign,
Total Training for Adobe Photoshop
Total Training for Adobe Acrobat 6 Professional

Benefits

- Video-based training that is engaging, informative and self-paced
- Helps employees get up to speed quickly on complex new software programs
- Good investment because training stays in-house
- Increases productivity and leads to higher revenues



TOTAL TRAINING
[SOFTWARE TRAINING FOR CREATIVE MINDS]

Business Objective

Increase employee efficiency by ensuring individuals have superior knowledge of the latest technology used in digital printing and design.

Challenge

In the Digital Pre-Press and Production Department, training is critical to keep employees up to speed on complex new software programs. Previously, when AlphaGraphics needed to provide sophisticated training for its employees, it was faced with limited options – send people to a class at a local training center, give them a thick manual to wade through or resort to poor quality online training. Not only was classroom training expensive, but it meant several days of lost productivity for the attendees. And if AlphaGraphics’ employees decided to leave the company, the knowledge and instruction went with them.

Solution

A leading provider of print-related and digital publishing services for businesses worldwide, AlphaGraphics first discovered Total Training several years ago on the recommendation of Adobe Systems engineers installing the Adobe® InDesign® program. Upon reviewing the training, managers at AlphaGraphics found it was comprehensive in scope and featured expert instructors, such as Deke McClelland (*Photoshop Bible*, *Photoshop for Dummies*). McClelland and other presenters’ styles were relaxed and fun and covered every aspect of the application from basic to advanced, making the training ideal for all users, from novices to experts.

Since its initial implementation of instruction for Adobe InDesign, AlphaGraphics has also purchased Total Training products for Adobe Photoshop® and Adobe Acrobat® 6 Professional. After viewing the training materials, AlphaGraphics’ staff has become accomplished in using the powerful applications. Training can be scheduled right in the store at a time that is convenient for everyone. More importantly, any element of the training can be reviewed at any time, allowing employees to learn at their own pace or review lessons relevant to a project on which they are working.

Results

Most AlphaGraphics stores receive an average of \$5,000 in revenue per month from design/pre-press business. AlphaGraphics #202 brings in four to six times that at \$20,000-\$30,000 per month. Owner Michael Kennedy directly attributes his store’s significantly higher revenue to employees’ use of Total Training to keep skills sharp and increase efficiency.

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