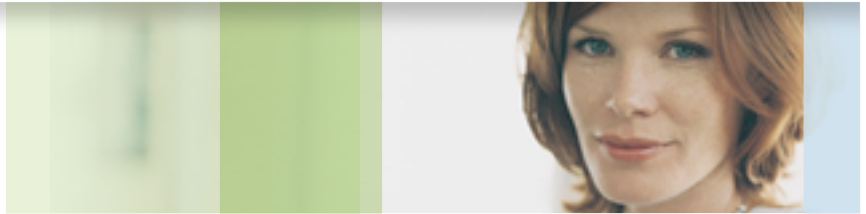


Case Study

Sales & Marketing



Merom Klein, Ph.D.
Director

Headquarters Western Galilee, Israel
Employees N/A
Industry Business Services

Mimeo.com printing and delivery makes it possible for The Courage Institute to serve its overseas customers, which make up 95% of its business.

A Company With a Global Reach Needs Global Distribution

"How does a world-class firm based on the other side of the ocean get their print materials to the right place, at the right time, with the right quality, for the right price to support its consulting and training operations?" This is the question Merom Klein faced as director of The Courage Institute, an Israel-based firm whose customer base is located predominantly in North America and Europe.

"Documents are critical to our business," he explains. "The workbooks, the reflective content, some of the reading materials, all of the leave-behinds, the case studies, the instructions for the simulations we conduct, all of that is in print." And all those printed materials had to somehow get from Israel to Europe or North America for every class and workshop the company held.

The Courage Institute Challenge

- Transport documents overseas for nearly every client
- Correctly produce complex, graphics-intensive documents
- Maintain high printing quality for every client around the world

Mimeo Solution

- Centralized printing facility ships documents worldwide
- Online proof ensures "what you see is what you get"
- State-of-the-art digital printers produce consistent high quality

Results

- No more documents delayed by airlines or customs
- No more days spent in copy shops in unfamiliar cities
- No more anxiety about the quality of the end-product

For information on printing solutions from Mimeo, visit our website at www.mimeo.com or call us at **1.800.GoMimeo.**



Case Study

For us, it's not a luxury, it's an absolute necessity that we have access to a service like yours. It's hard for me to imagine doing business without Mimeo.

Merom Klein, Ph.D.

Director

Getting Documents There

"It was a nightmare before Mimeo," says Klein. "We did a lot of our printing here in Israel, which meant putting paper on planes. But it doesn't make sense to ship paper across the ocean. With all the problems of checking things in airline baggage and stuff getting opened and ruined and going astray, it didn't pay for us to print things here and put people on airplanes out of Tel Aviv with vast quantities of paper.

"Or we'd send a consultant in early with a CD-ROM and they'd have to find a copy service in the city where they were working. They'd basically dead-head a day putting materials together.

"The third way was to send the material to the client and ask the client's training managers to do the print shop work. That's not the level of service we want to provide, and it's not the amount of control we want to have. Who do you beat up if it doesn't come out right?"

Then Klein discovered a fourth way: Mimeo.com. With its printing facility strategically located near the North American hubs of FedEx, UPS, and DHL, Mimeo.com offered a new model for document production: print-and-delivery. This provided the Courage Institute with a reliable way to produce course materials and get them to any training facility, quickly, and easily.

Getting Documents Right

For Klein, it wasn't enough simply to get the documents there, but to get them right as well. "We're printing stuff on two sides of the page, and they're graphic-intensive, and they're three-hole punched. Before Mimeo, I would have told you that it was impossible to get it right every time, impossible to have it printed remotely and arrive on the site without actually standing in front of the machine and checking every sheet."

"But Mimeo does it consistently, perfectly," says Klein. "What it looks like on my computer is exactly what it looks like when we take it out of the Mimeo box. What you see is what you get. It sounds simple, but it really is remarkable."

Courage Institute has been using Mimeo.com since March 2003 and has never looked back. "For us, it's not a luxury, it's an absolute necessity that we have access to a service like Mimeo. It's hard for me to imagine doing business without Mimeo.com. You guys have really thrown us a lifeline."

Learn more about The Courage Institute at www.courageinstitute.org