

# From Stalling Business to Data-driven Powerhouse

— The Strategic Partnership Behind a Remarkable Business Transformation



The Engine business is a testament to successful strategic transformation. In a changeable, rapidly evolving economic climate, they've expanded from a slowing direct mail operation into a comprehensive data-driven fulfilment business, specialising in sport & lifestyle, health, and corporate services.

At the heart of this remarkable turnaround is CEO Scott Allen, whose leadership and strategic partnership with FUJIFILM Business Innovation Australia (FBAU) drove the market expansion. Here's how it worked.



Wide array of application samples printed on FUJIFILM Revoria Press™ PC1120

## Challenge

Transforming a direct mail business into a thriving fulfilment company.

## Solution

- 2 x Revoria Press™ PC1120 6-colour with extended colour capabilities
- 2 x Revoria Press™ E1136 for enhanced capacity
- 2 x Iridesse for reliable production
- 1 x Acuity Prime 30 for wide format rigid applications
- Full XMPie suite for automation and workflow
- Comprehensive service and support partnership

## Benefits

### Sustainable Business Growth

- 50% revenue increase from 2020 to 2024
- Optimised work performance; accelerated delivery
- Significant reduction in outsourced printing
- Growth of a strong, loyal customer base

### Operational Transformation

- Cohesive operational flow with physical facilities supported by integrated digital systems and cultural flexibility
- Growth without proportional staff increases
- Reduced fulfilment times from hours to minutes

### Market Expansion

- Successful diversification into corporate growth sectors
- Clever customer partnership positioning as 'the engine' behind their success
- Business model built on unified internal culture and strong external partnerships



Scott stepped into the CEO role in late 2020, facing immediate challenges. "The pandemic's impact on the print industry was profound; we saw migration away from physical communications to digital," Scott explains.

An immediate strategic pivot was essential. "You could see the decline in direct mail volumes even pre-COVID. If we continued to just focus on direct mail, we wouldn't be having this conversation today - the business would be closed."

The significant operational challenges went beyond just aging equipment. "Initially it was addressing the concerns of both our people and customers to provide direction and confidence that the business would be successful," Scott recalls. "We placed strong emphasis on driving a new culture for our people, and in turn, this instilled a new level of focus on innovation."

The success of Engine's transformation required more than just business strategy - it demanded the right technology infrastructure to support ambitious growth plans.



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– Scott Allen

## Data-driven Technology – Engine's Enabler

With diverse print applications in demand, along with Engine's growing fulfilment, merchandise and marketing capabilities, Scott and his team evaluated multiple vendors before choosing to expand their Fujifilm partnership. Despite Scott's extensive Fujifilm background, the decision was purely business-focused. "Engine did go to market and we assessed a range of vendors. There's not really any bad technology on market these days in this space. They're all pretty good."

Three factors proved decisive in choosing FBAU:

### Superior Output Quality

**"When we lined up all the options, we felt the Revoria Press™ output quality was the best for what our customers needed. It not only met their expectations but also significantly accelerated our delivery speed and optimised our overall work performance."**

### Service Excellence

**"When we need fast turnaround or Project Manager support on our print fleet, the service team always assist us to ensure we don't let our customers down."**

### Six-colour Capability

**"Revoria Press™ PC1120's 6-colour is critical for us as our customers need a range of colours within existing applications."**

The business impact was immediate. "Since we've put in the Revoria presses, a lot of the work is done in-house rather than outsourced to offset just to meet specifications, particularly around Pantone colour matching."



## Spotlight – Engine's Agility in Action

Engine's responsive capabilities shone the day of the AFL grand final in 2024 when Scott took a call from one of the AFL clients. "Is there any chance you can get a printed box and a Tasmania football jumper into the MCG to present to Katy Perry today?"

"We printed the box within the hour, packed the jumper, threw it in a car and drove it into the MCG. The Tasmanian Devils Football Club was able to get a promotional shot with Katy Perry in their footy jumper."

This is Engine's value proposition in one story. "It's part of a bigger relationship that we have with that valued customer. But just having that flexibility and ability to turn something around like that was pretty cool."

This agility extends across all sectors Engine serves. "We do get a lot of that in the sports space. Real estate is somewhat similar – a client might list a house today and need a board up and a set of brochures done for tomorrow." And this agility relies in turn on FBAU's trusted one-stop-support and dependable, quality products.

## The Partnership Advantage

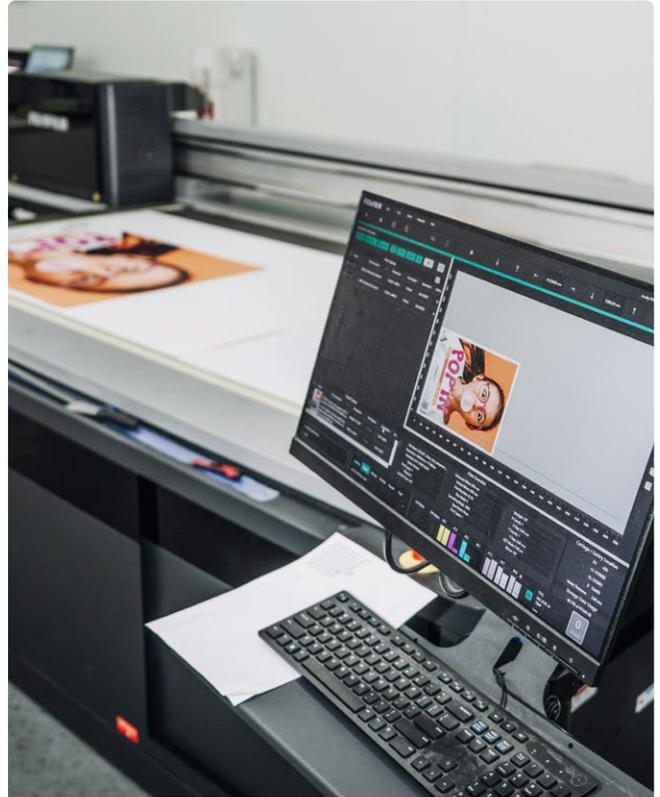


Engine and FBAU's relationship extends well beyond equipment supply. "The service and support are as important as the technology, if not more so," Scott emphasises.

"We have had a long-standing partnership with the support team at FBAU, and we have the confidence that no matter what we need, they will deliver."

This partnership approach proved crucial during the decision-making process around print format strategy. Engine considered moving to B2 format production but ultimately chose SRA3. "We love technology, and the lure of the big printing platform is always there. But the reality was, most of our clients didn't actually need the B2 format at that time."

The strategic rationale was sound. "The choice was there to invest in one large machine, but it didn't really give us any flexibility. And if it went down, (and they all do experience some down time), we didn't have any redundancy. The Revoria Press™ PC1120 gives us the best 'bang for our buck,' and the greatest flexibility for our customers. The seamless deployment and intuitive interface significantly enhanced our print specialists' operations, dramatically reducing turnaround times and increasing overall efficiency.



Poster printed on FUJIFILM Acuity Prime

## Building for the Future



The numbers tell a compelling story.

"Our business has seen revenues grow more than 50% since 2020 and the FBAU partnership has been instrumental in fostering this growth," Scott commented.

Perhaps more remarkably, this growth was achieved through efficiencies rather than expansion. "As we've grown revenue, we didn't substantially increase staff numbers from a back-end systems standpoint. We spent a lot on automation and our IT infrastructure so that we could keep the staff that we had."

Looking ahead, Engine continues to invest in expanding capabilities. "Engine is seeing strong demand for large format direct to media printing so we expect to expand our capabilities in this space. We invested in the Acuity Prime 30 two years ago with limited volumes. However, volumes have grown to the point where we will need to expand our capabilities."

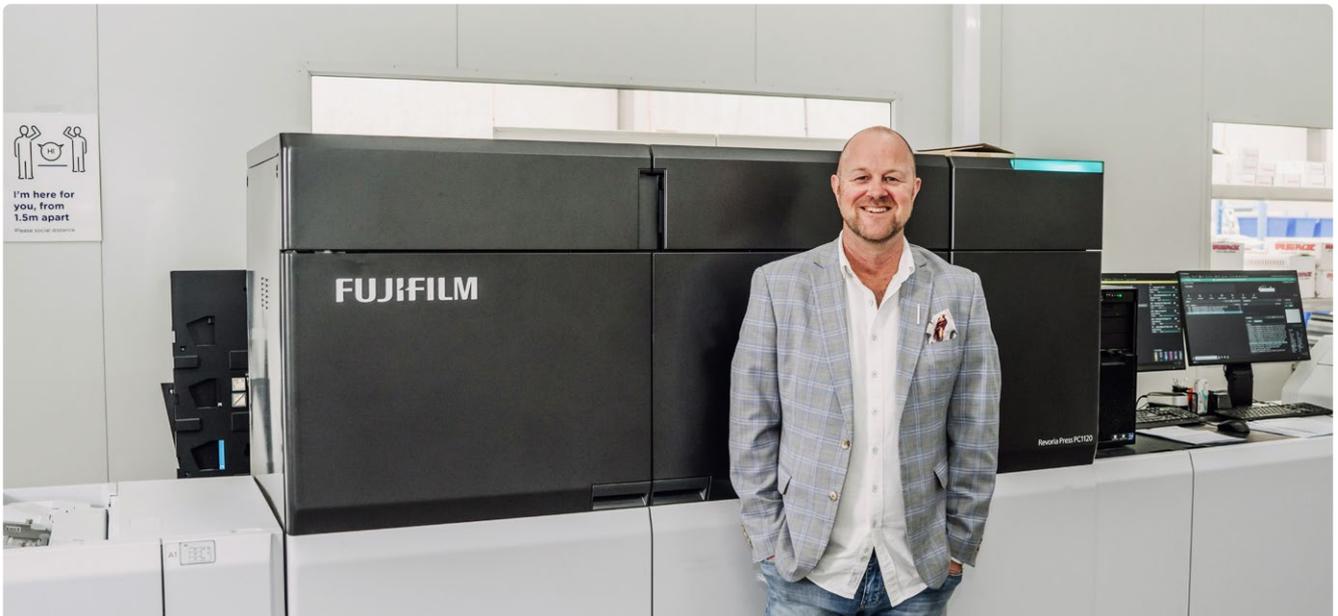
## Strategic Advice for Industry Peers



Scott's advice to similar businesses reflects his measured approach.

"It's very easy in this industry to get seduced by the amazing technology out there, I would recommend, though, that you really assess your clients' requirements and your capabilities and ensure that you don't over-stretch. You can always scale your technology up - it's very difficult to go the other way. Work on relationships with key partners and outsource where it makes sense."





“FBAU is a well-known brand and gives our customers confidence that we are working with industry leaders and receiving technology advice from experts. This future-proofs our business and gives customers a roadmap for where their applications can go.”

— Scott Allen

## The FUJIFILM Business Innovation Australia Advantage

The FBAU partnership continues to evolve, with Engine recently investing in XMPie technology upgrades and considering further automation investments, including robotics, as they plan warehouse expansion.

Scott concludes, “FBAU is a well-known brand and gives our customers confidence that we are working with industry leaders and receiving technology advice from experts. This

future-proofs our business and gives customers a roadmap for where their applications can go.”

From a direct mail business to a data-driven fulfilment powerhouse, Engine’s transformation demonstrates how strategic vision, operational excellence, and the right technology partnerships can turn crisis into opportunity.

Contact FBAU today to discuss how comprehensive commercial print solutions can support your business transformation and growth objectives.

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