

WEB-TO-PRINT

WHY?

One of the major challenges in business today is the need to drive down costs. Sometimes, this can be achieved by a reduction in human resource. At other times, it might mean there is less budget to spend on Marketing. In an ideal world, the best solution would be to retain your people – making them more efficient by allowing them the time to focus on their core responsibilities - whilst saving money at the same time.



Why choose web-to-print?

How can you reduce waste AND guarantee that every piece of marketing collateral that you produce can be accounted for and at the same time, ensure that you never run out of stock? How much difference would it make if every member of your sales team could order stock at the touch of their fingertips with simultaneous access for everybody, at any time of the day, every day?

Would you like a system that provides usage reports monthly, weekly or even daily? Every product made available online as soon as it's printed and placed into stock. Wouldn't that mean that your sales people could focus purely on converting sales leads? Wouldn't it make it easier for your procurement team to monitor usage and spend? Wouldn't it be altogether more efficient?

Web-to-print provides all of this and more. Using a secure web-portal which allows you to maintain your brand identity and integrates with your existing systems, this solution ensures that your marketing collateral is where you want it, when you want it, always.

How does it work?

The Maincolour web-to-print service uses Xralle – a scalable online solution which can develop as your business grows – from a basic stock management tool to a comprehensive procurement mechanism, including online proofing for product versioning.

Web-to-print allows orders to be generated from virtually any environment including branded websites, emails, intranets or existing procurement systems.

If required, your entire marketing requirement can be controlled and managed online providing significant cost and time savings.

The system is designed to ensure consistency of corporate branding through a central print source and is secure and simple to use. It will support the use of existing procurement protocols such as centralised purchasing approvals and centralised stock reporting and invoicing.





maincolour group
strength in depth

WEB-TO-PRINT

Home Services **Catalogue** Quick Order Customer Service Contact Us About My Account

- Home
- Books
- Microchips
- Stationery

WELCOME TO YOUR PERSONAL CATALOGUE

Please select a category from the menu on the left. Inside the Catalogue you will find a number of product types. From here you can then click a product and you will be able to place your order.



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YOUR ONLINE CATALOGUE

Every product is made available online as soon as it's printed and placed into stock. Simultaneous access for everybody, at any time of the day, everyday.

Log-in

A branded log-in page can be developed to mirror your existing web presence.

This is secure and can only be accessed by approved users through pre-arranged log-in and password protocols. For added security these can be changed at any time by the user.

The user permissions are generally set-up in advance of the site 'going-live' and a user guide can be provided as a visual aid – either in hard-copy or in electronic form to be downloaded from the website.

Home page

This page will introduce your online catalogue and the user will be able to navigate easily to locate the product they are searching for. Featuring standard short-cuts such as favourites, outstanding orders, special offers and search, navigation of the site couldn't be easier.

A simple menu will display the categories allowing the user to 'click-through' to find the product and then type where different versions might be available.

Online catalogue

Within the site you will be able to show a variety of products including stock items. Every product can be viewed by type and each will display the quantity available and the unit cost where appropriate. Stock levels are 'real-time' as these are updated automatically as online orders are placed.

Products that require versioning feature a simple 'wizard-step' input screen, some of which can be auto-populated from the user log-in to save time. Online proofing for these items is available with an added feature of centralised approvals where required.



An online catalogue
at the touch of your fingertips



ORDERING FROM STOCK & VERSIONING

From basic stock management to a comprehensive procurement mechanism including online proofing for product versioning.



Static products

Typically, static products will be those items which are held in stock. This will generally refer to brochures or leaflets but could include manuals or even sales merchandise (such as gifts etc). As a new product is introduced to your portfolio, this can easily be incorporated into your online catalogue ensuring continuity of your marketing collateral across your business.

The system will allow products that are provided by any of your preferred suppliers to be incorporated onto a single online site. This will minimise the administration usually required to manage your sales collateral and make it easier for users to order from a single source.

Variable products

There may be certain products for which you require versioning. Usually, there would be a generic template with certain elements designated to accommodate variable data input.

This can be achieved either through auto-population of these 'fields' upon log-in or the information can be manually input following a series of wizard-step instructions.

Versioning usually applies to products such as business cards or letterheads (which might need to show specific branch or depot information) but can also extend to leaflet or brochure customisation where images can be uploaded from an online library. The leaflet or brochure template would still retain its creative integrity but in this instance the system allows a more sophisticated versioning appropriate to the marketing requirement.

One-to-one marketing

If your campaign requires a high level of personalisation then the Xralle solution is ideal for your business. In addition to the versioning capabilities already explained, your marketing department can tailor any campaign specifically to the requirements of an existing database. This facility allows the user to upload the data and apply it directly to an online product. The user can then examine each record and edit it where appropriate before viewing a 'live' online proof showing how each output will be seen by the recipient. In this way every piece of marketing could in theory, be totally personalised to the end-user ensuring that imagery, location and any offers advertised are relevant to the person they are being sent to. A truly powerful end-to-end marketing communications tool!

Business card versioning



Or integration with existing data to provide one-to-one marketing messages



EASY AS 1-2-3

Web-to-print allows orders to be generated from virtually any environment including branded websites, emails, intranets or existing procurement systems.

The order process

The quantity for each unit can always be displayed, the cost (optional) and the weight so that for each transaction, the user is sure of what they are ordering. Multiple product orders can be consolidated into a single transaction if preferred, immediately reducing administration costs.

The order process is completed with a selection of payment options available according to your business and the level of authorisation available to the user. There are options to edit the delivery address and the invoice address if required, before confirming the order.

A final order confirmation page details all aspects of the transaction, listing the products selected including a brief description of each item, the cost (where required), the weight and any relevant delivery charges. There is even an option to 'print' the order or simply return to your 'basket' and 'shop for more'!

Stock management & reporting

It is important that the site reflects the true position at all times. The system will automatically update every time an order is placed. Where your business requires authorisation levels to be set according to the type of user, this can be catered for.

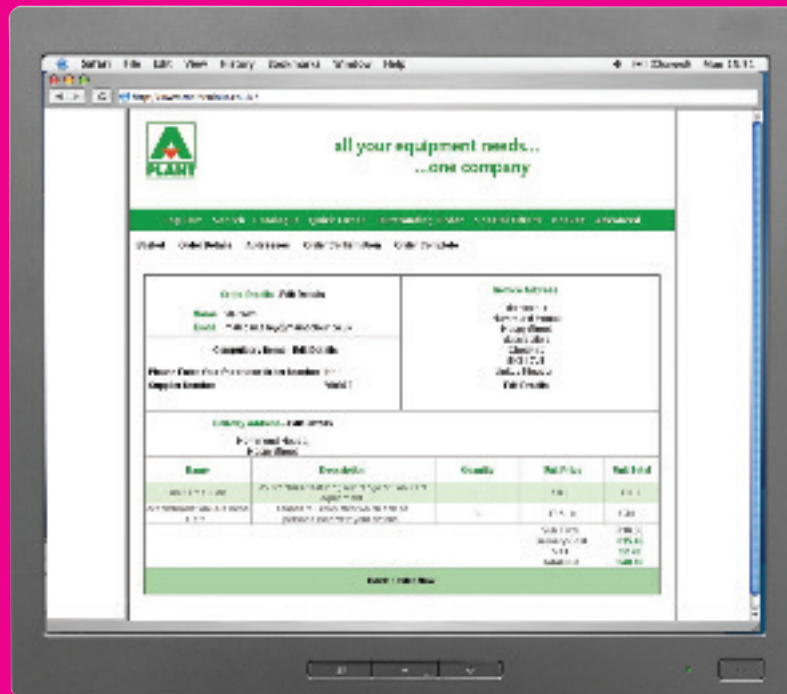
The system can also notify your designated purchasing or procurement team when stock has reached a level that requires a re-order or reprint to be commissioned. In this way, you need never run out of stock again – maximising the usage of all your product literature.

Reporting mechanisms can be put in place to provide usage reports by cost, by type, by depot, by date – in fact just about every conceivable option is available – either monthly, weekly or daily, as your business requires.





Simply and easy to use



THE FUTURE

The Maincolour web-to-print service uses Xralle, a fully scaleable online solution which can develop as your business grows.



Pageflex Persona

This incorporates award-winning variable data functionality from Pageflex into a desktop application, with powerful features not found in other variable data extensions or applications. It enables the creation of highly complex templates using patented 'flex' technology. Images can be changed, text can be scaled and complete layouts can be swapped based upon data driven rules. Among the features are capabilities for creating variable-length documents, flexible layouts and the ability to compose text in more than 60 languages, including Japanese and Chinese.

MediaBank

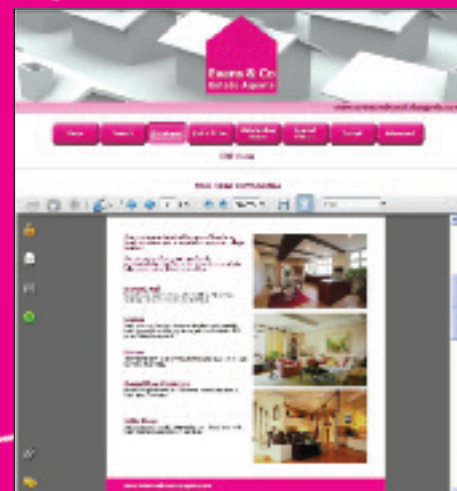
This is a leading asset management solution for the printing and publication industry. It can be deployed as a highly configurable client-server application, as a development environment for the creation of custom data applications, or as an integration point providing management, production, web or creative services with a common location for data resources.

MediaBank is easily configured to meet an enormous variety of needs, from image libraries to web-based marketing sites to fully-integrated page production workflows and has become an ideal solution for digital asset management.

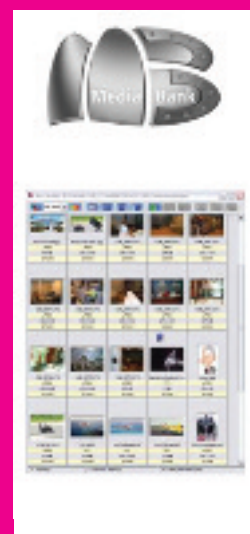
Cross media

MindFire's PURL (Personalised URL) campaign deployment and tracking tool enables the creation of bespoke online web pages. Web pages can be personalised, rules can be added to control the content and the experience can be enhanced by creating questions which interact with the user. MindFire tracks responses and provides a multitude of reporting functions to help determine campaign success.

Through Pageflex Persona it is possible to create variable and personalised email campaigns, micro-sites and even text message campaigns to complement printed variable data jobs.



One-to-one marketing with highly personalised literature to improve your return on investment



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DIGITAL
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