INTERNATIONAL
PRINECT USER DAYS

8th and 9th October 2014

5. International Prinect User Days, October 8th and 9th, 2014

Workshop
Prinect: Tools for Web-to-Print Shops

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Agenda

1. Web-to-Print Today and Reasons Why

2. Introducing Heidelbergs' Web-to-Print Tools

3. Summary

Web-to-Print

The right Business Model?

B-to-B

Looking at internal and external factors

Target Group?   Start?   License   B-to-C

SaaS   Production processes   The right shop system?

Resources

Changes in my company?

Project Management?   Sales and Marketing

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Reasons why printers go for it

Widen the market for a printer

Save costs in prepress

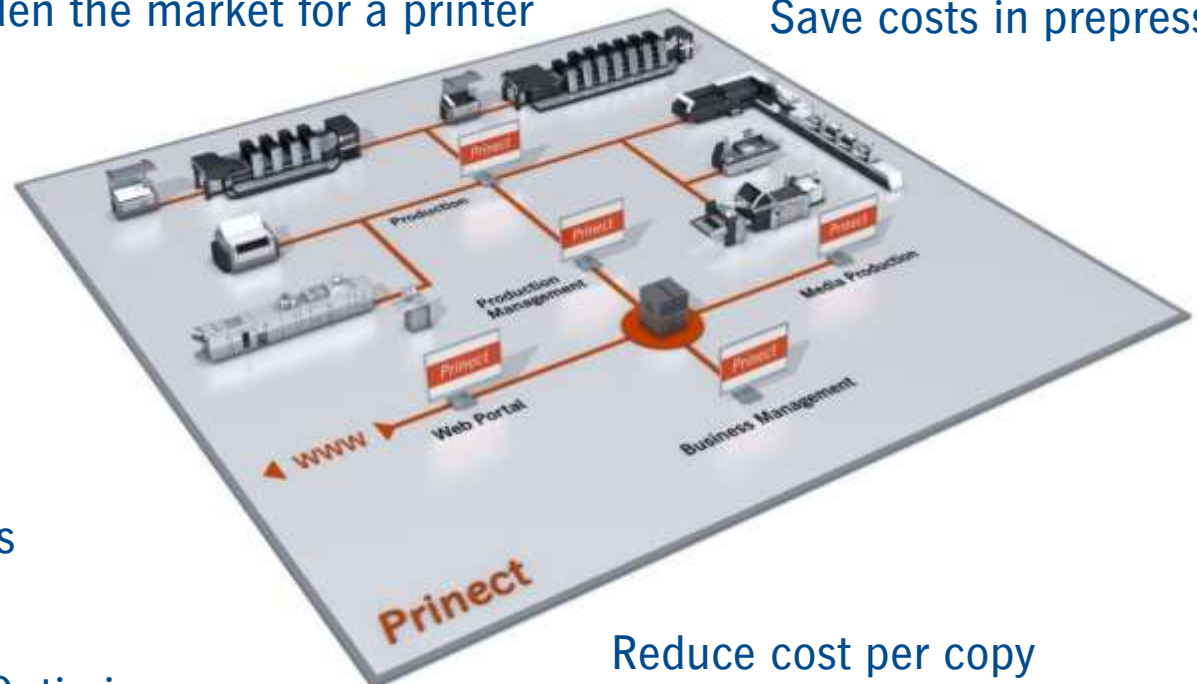Get good customer connection

Customer is asking

Approach new customers
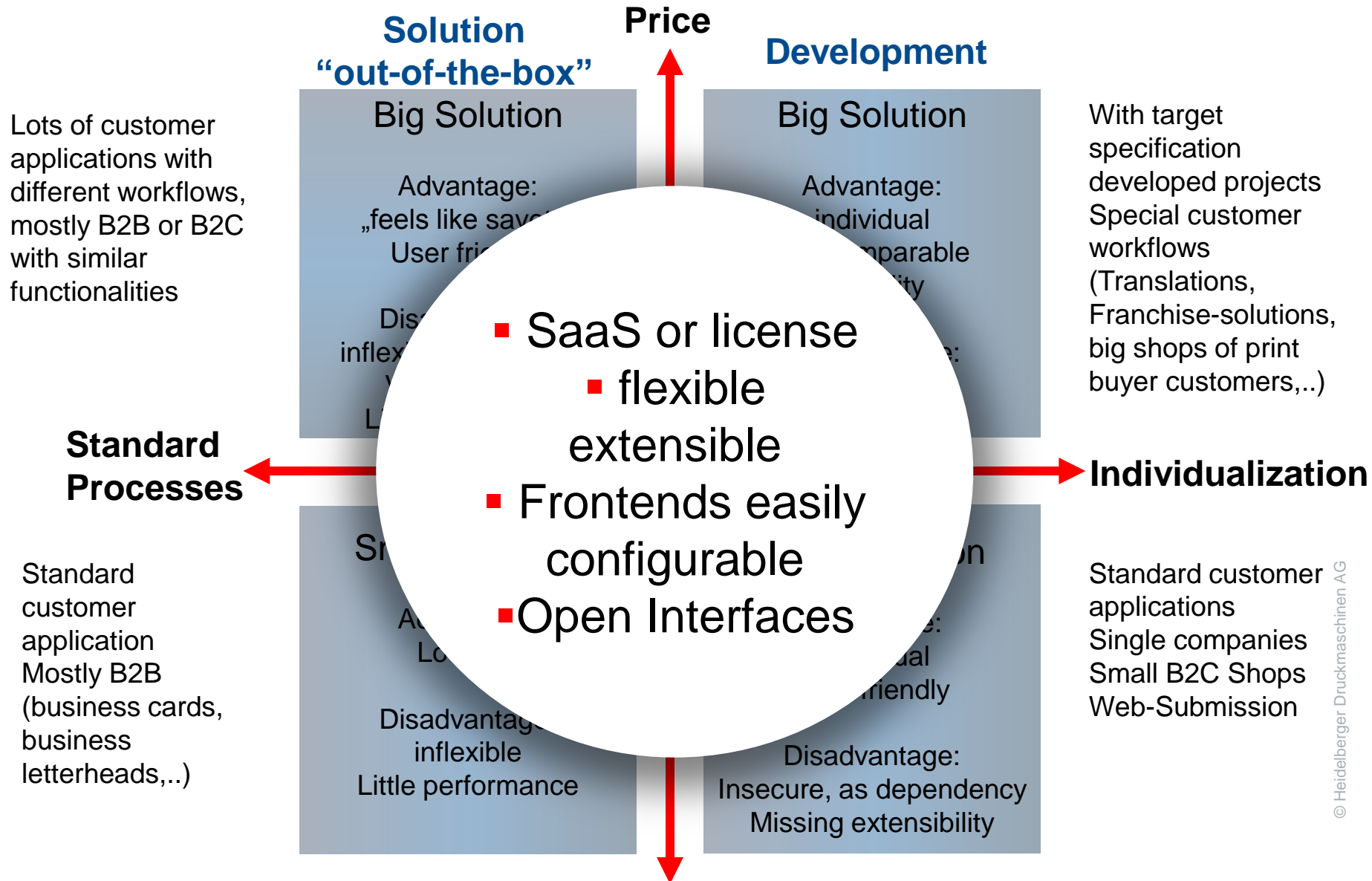
Optimize processes between customer and print shop

Reduce cost per copy through ganging

Reduce hands on costs

Reduce administration costs

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What web-to-print solution?

Price

Solution "out-of-the-box"

Development

Lots of customer applications with different workflows, mostly B2B or B2C with similar functionalities

Big Solution

Advantage: „feels like save User fri

Dis inflex

L

With target specification developed projects Special customer workflows (Translations, Franchise-solutions, big shops of print buyer customers,..)

Big Solution

Advantage: individual mparable ity

e:

Standard Processes

Individualization

Standard customer application Mostly B2B (business cards, business letterheads,..)

Sr

A Lo

Disadvantag inflexible Little performance

- SaaS or license
- flexible extensible
- Frontends easily configurable
- Open Interfaces

e: ual friendly

Disadvantage: Insecure, as dependency Missing extensibility

Standard customer applications Single companies Small B2C Shops Web-Submission

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Integration into Prinect Workflow

Web-to-Print Manager

Integration System

Business Manager

PDF and XML

Job Data

Feedback

MIS Number

Prinect
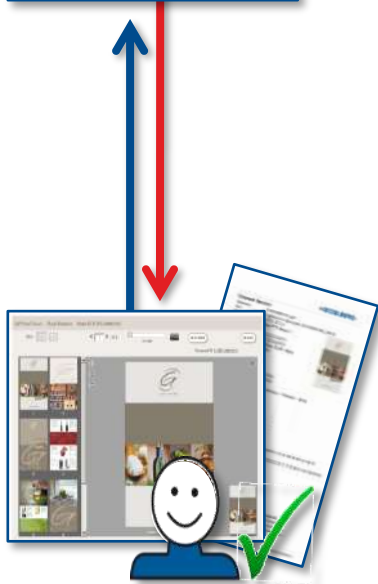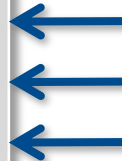Integration
Manager
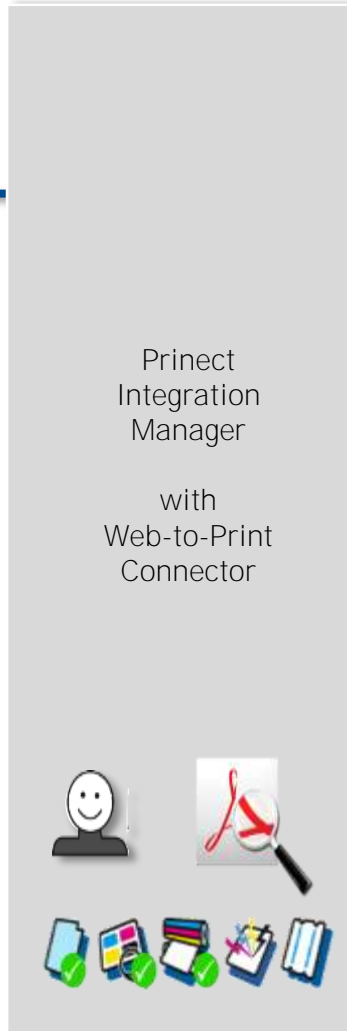
with
Web-to-Print
Connector

Prinect Production:

- Automatic Layout Creation
- Automatic Page Assignment
- Automatic Processing

- Optional: Ganging

Preflight & Softproof

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Heidelbergs' Web-to-Print Tools

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Prinect Web Shop

- Entry level web shop
  - Easy to learn
  - For the immediate start
  - For standard products and processes

- B-to-B or B-to-C business

- SaaS only

- Integration into Prinect workflow

- Further connection
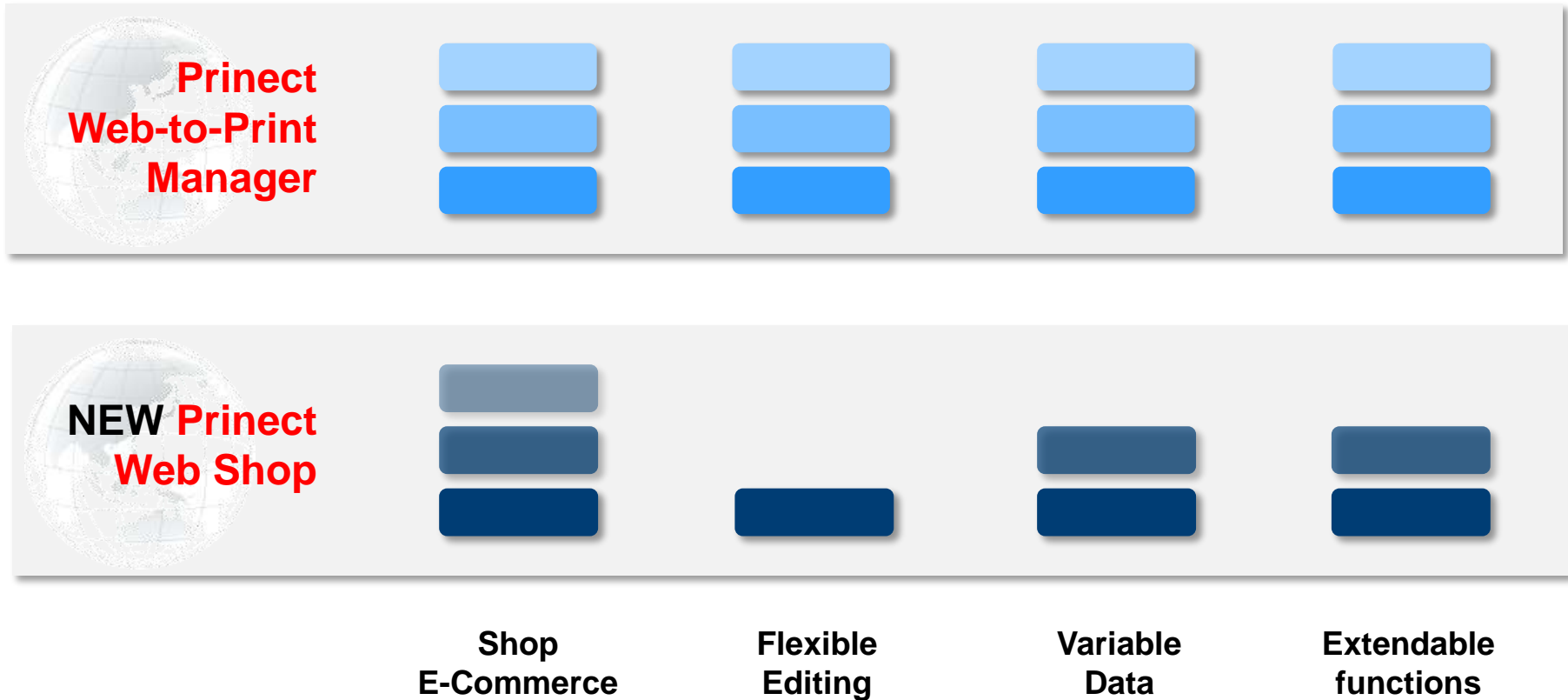 - Use the media production system
    Prinect Media Manager as a data source for text and image

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Prinect Web Shop – The Features

- Main functions:
    - Template preparation for products based on known Adobe InDesign:
        - Plug-In „Keyword Marker"
    - Form Editor
    - Serial Documents
    - Preview with Prinect „Catalog Viewer"
    - Prinect Preflight and Proofing

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Take a look ….

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Heidelbergs' Web-to-Print Solutions

Prinect Web-to-Print Manager

NEW Prinect Web Shop

| Shop E-Commerce | Flexible Editing | Variable Data | Extendable functions |

Prinect Web-to-Print Manager

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1 Form Editing

2 Variable Data
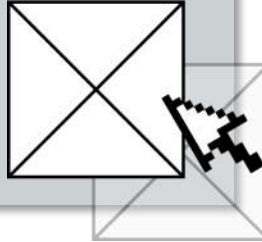
3 PDF Upload

4 HTML Export

5 Physical Products

6 Kits

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Text Field Variables

Adaption of Font Size

Extending the text field frame

Text frame position and adjusted line breaks

Text Field Variables

T T_T   Adaption of Font Size

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Dynamic of Pictures and Graphics

Predefined Picture choice, i.e. photo gallery

Anchor as reference of the position

Dynamically growing picture frame

User defined picture cropping

Copyfit Rules

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Pages- and Layout Dynamics

Dynamic page sizes
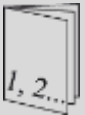
Content dependent number of pages
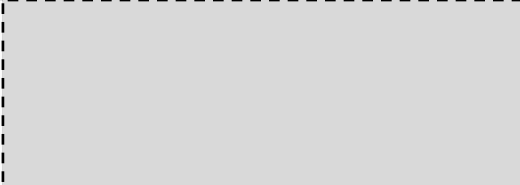
Variable Design

Exchangeable elements / area templates

Area Templates

- Own separate layouts which are variable in itself and can be added to a general layout

	A	B	C	D	
1	Mr.	Wolfgang	Fliehmann	Wine	← Hannover
2	Ms.	Claudia	Woog	Choco	← Stuttgart
3	Mr.	Thomas	Sanders	Champagner ←	Hamburg
4	Mr.	Jürgen	Richter	Champagner	Berlin
5	Mrs.	Barbara	Meindel	Wine	München
6	Mr.	Richard	Leuning	Champagner	München
7	Ms.	Cornelia	Aller	Choco	Bremen

Variable Data Creation
Text and Pictures

- Elements of data records become the decisive factor
- Decision if text or pictures or areas will be variable

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Prinect Integration of a PDF-VT Workflow to Digital Printing

GUSTAV | FINE FOOD

PDF VT

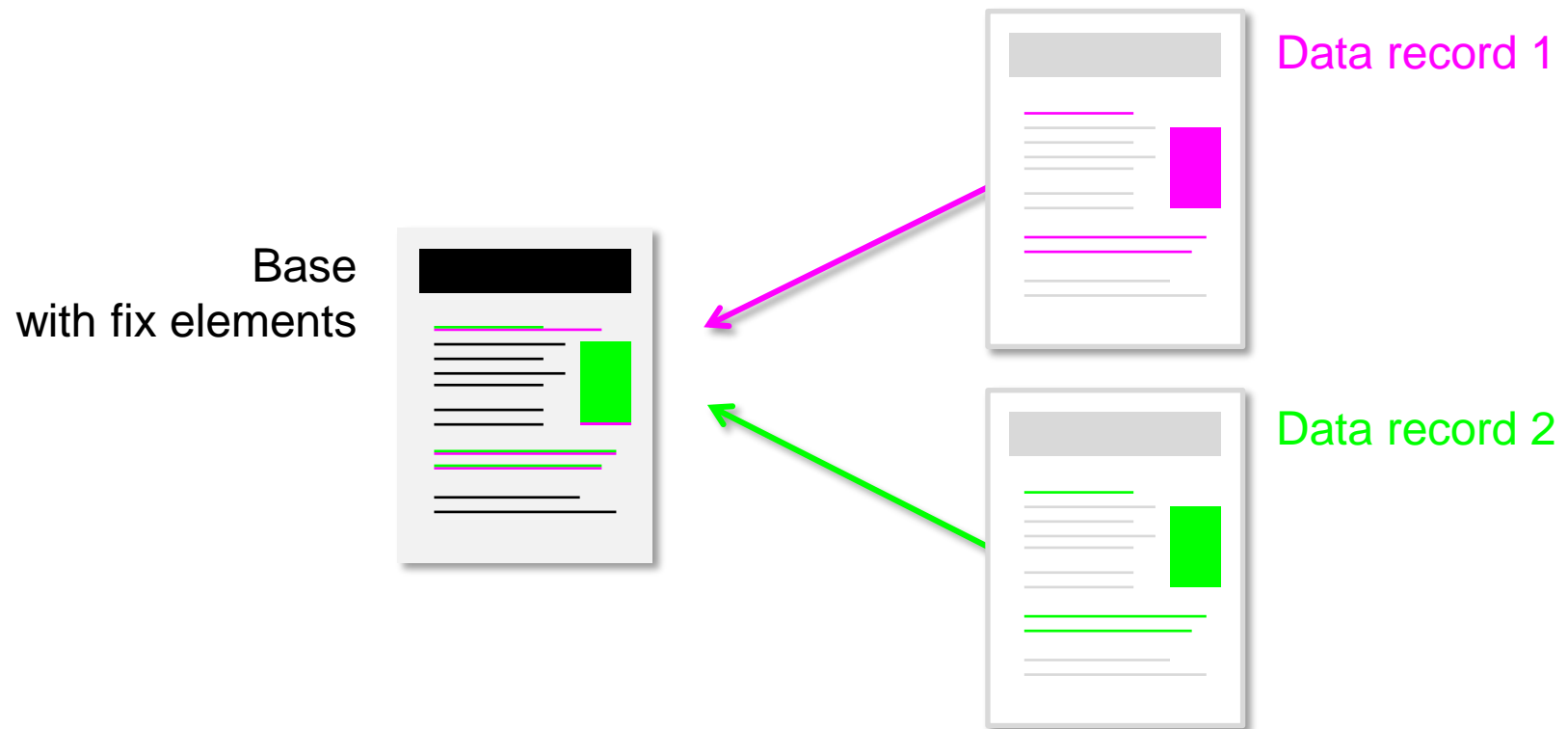Prinect Production
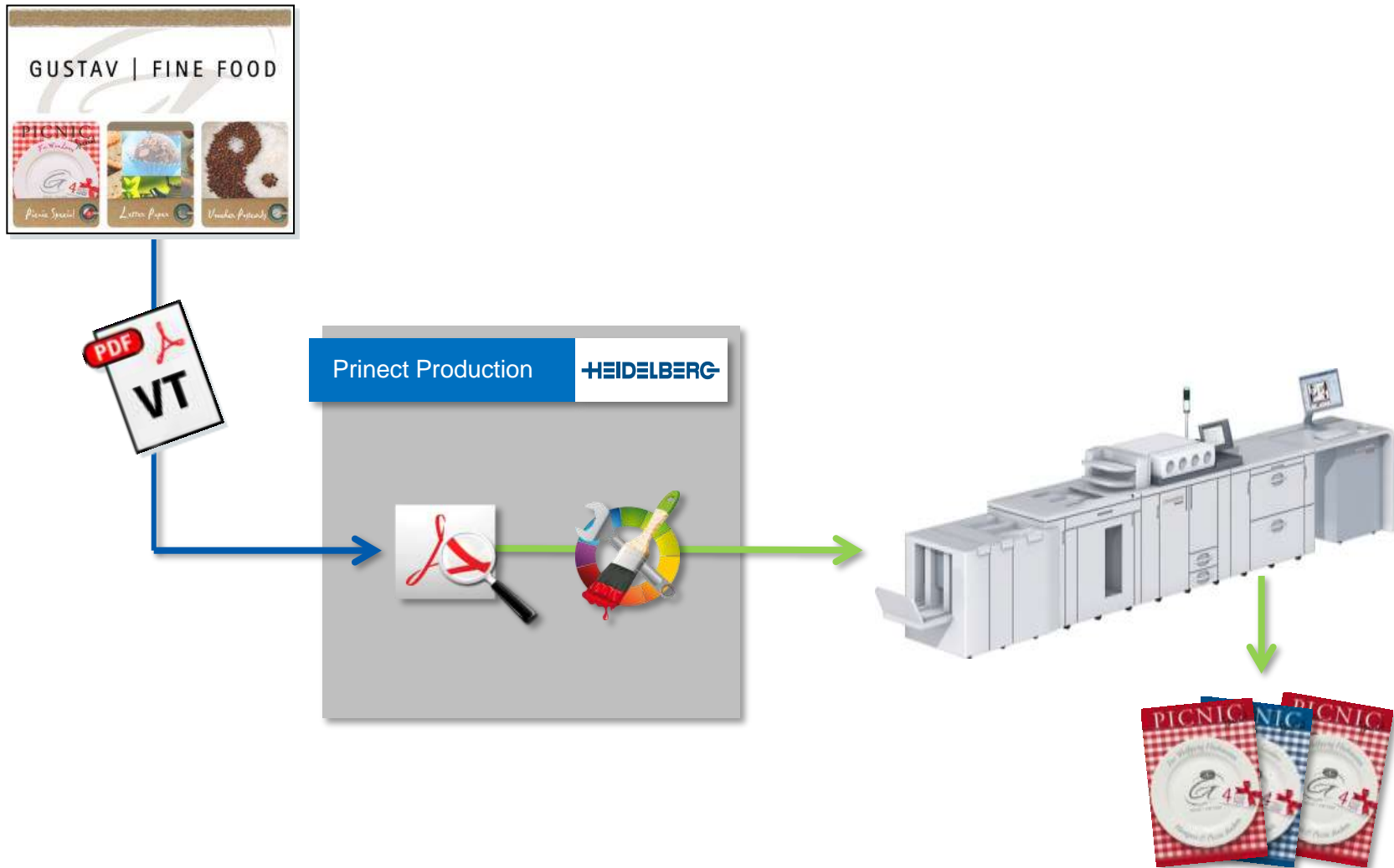
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PDF VT: Principle of PDF variable transaction

Base
with fix elements

Data record 1

Data record 2

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SUMMARY

- Creating the tailored shop for your customer needs the appropriate set of web-to-print tools

- Heidelberg is providing web-to-print tools to fulfil your different needs when building a shop

- Choosing the right web-to-print solution has various aspects so choose
  - What is the best fit to begin with
  - Keep in mind there is no solution out-of-the-box which does it for now and ever → start building your webshop and get experience
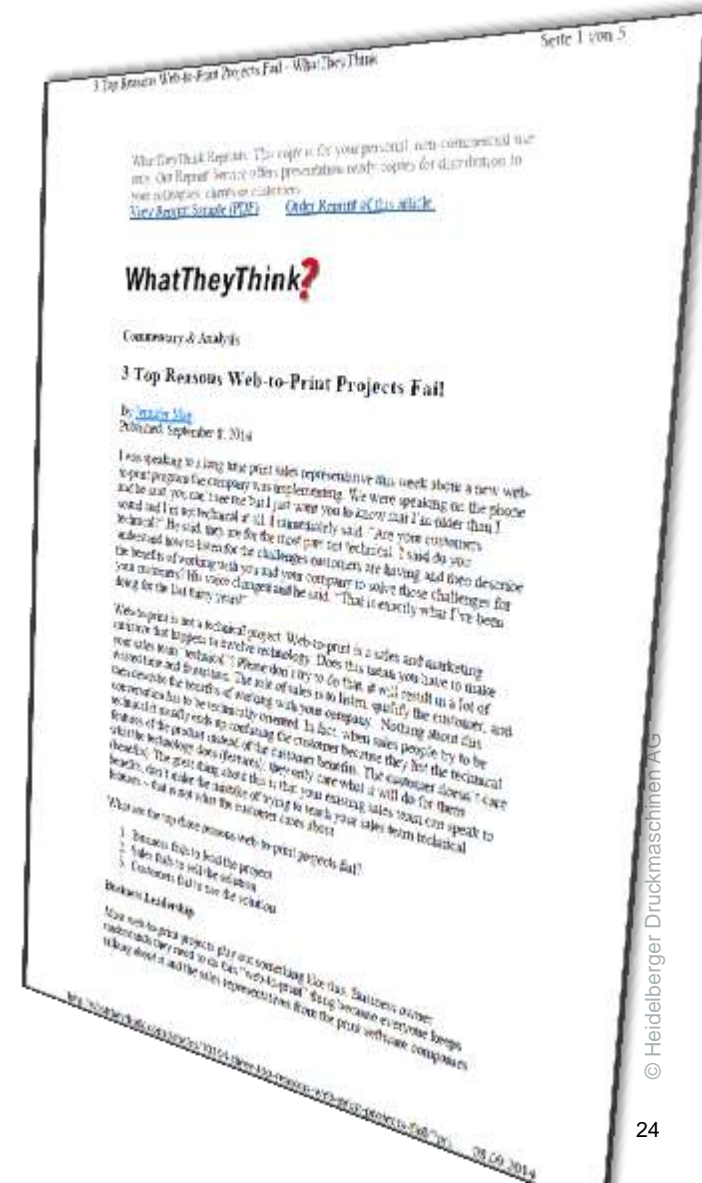
- **And finally…**

Web-to-Print is not just technology, it is about business

- Commentary and Analysis article of WhatTheyThink.com, by Jennifer Matt, 8th Sept 2014:

3 Top Reasons Web-to-Print Projects …

    1. Business needs to lead the project

    2. Sales needs to sell the solution

    3. Customers need to use the solution

    … otherwise web-to-print is likely to **… fail**

Guideline Web-to-Print

- by Heidelberg

- Analysing successful web-to-print businesses in the printing world

- In the B-to-B area

- Shares real experiences of printing companies with web-to-print

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Our Demo Sites

- Created with Prinect Web-to-Print Manager
- Direct connection to Prinect production
  - Viewable in the Shop Order List: Status Prinect, Prinect Proofing

www.heicloud.com

www.hei-cloud.com

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Prinect User Days:
More Workshops related to Web-to-Print

- Workshop 3 and 23:
  Prinect Prepress 2015
  - Ganging, online store connections, Smart Automation

- Workshop 13 and 18:
  Introduction to Variable Data Printing – using PDF-VT data

- Workshop 25:
  A logistics module for Prinect
  - The software has been designed to close the gap left open by w2p, MIS and workflow systems.
  - It enables non-linear workflows, logs milestones, intelligently guides the user and organizes production, in-house logistics and shipping

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Thank you for your attention

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