

INTERNATIONAL
PRINECT USER DAYS

WS 02 & WS 17 & 24
**Customer Integration with
Prinect Portal.**

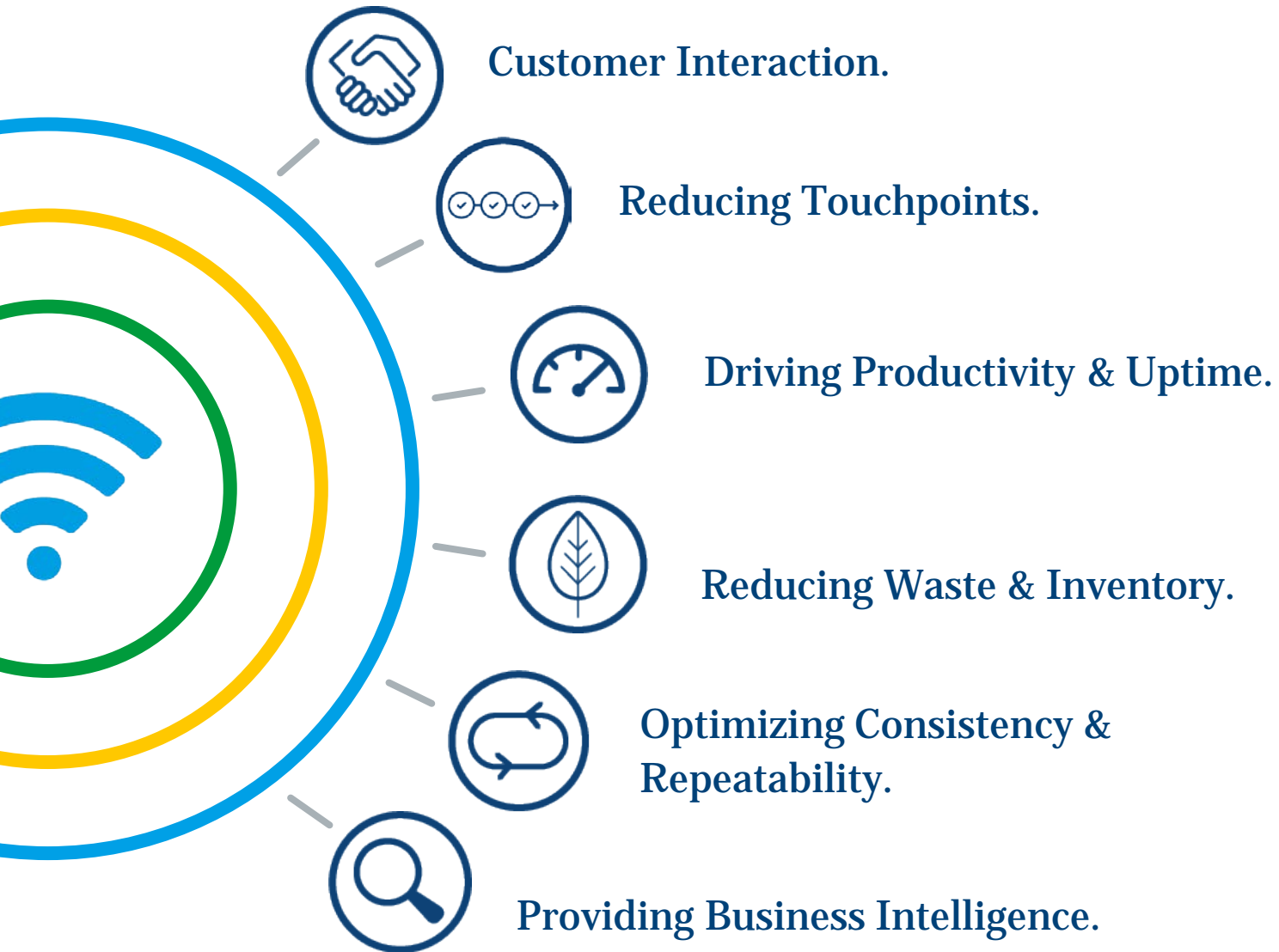


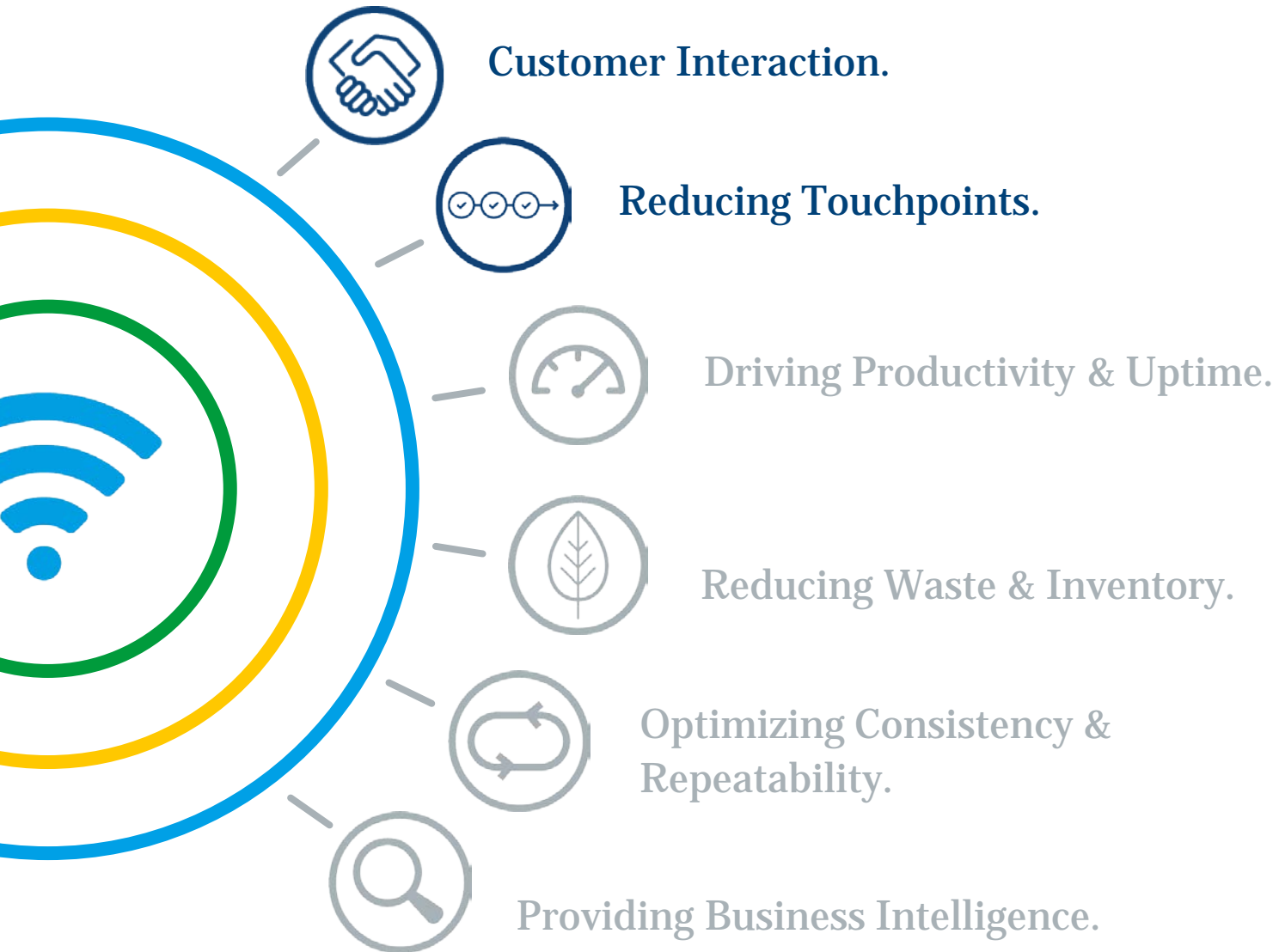
Communication with your Customer.

Why is online communication so important?
How does it contribute to your business?
What effects can it create in your production?
How does Prinect help you to communicate?

WORKSHOP

02







Why is online communication so important?





Your opportunity.

- Time to act – there is a strong market demand for online portals
- Customers are used to online communication channels and require it
- Gives your customer more independence and at the same time better customer retention to you
- Streamlines and secures the communication processes





How does online communication
contribute to your business?





Your opportunity for your business.

- Modern portal solutions allow you to fulfill your customers' demand for an easy to use and at any time available channel for shopping, ordering and communication
- You prepare – your customer takes over:
Reduce and share the “work to do”





More Customers.

Target group specific online portals to reach new customers. Brand owners will demand it.





Increased Sales, lowered Costs.

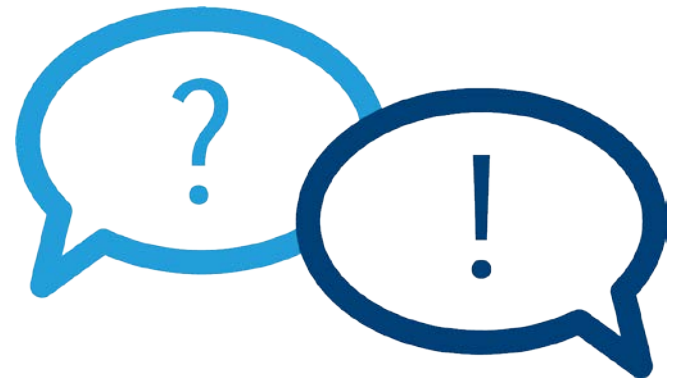
Use Cross-Selling and Up-Selling possibilities of online portals. Optimize your internal costs.





Exceptional Customer Service.

Online portal solutions provide an exceptional opportunity for the print organization to improve its customer service initiatives.





Improved Sales Engagement.

The sales team will benefit from the launch of a comprehensive e-commerce effort.





Analytics.

Learn about your customers and their demands:
Analytic Tools give you valuable insights.





What effects can online communication
create in your production?





Your opportunity for your production.

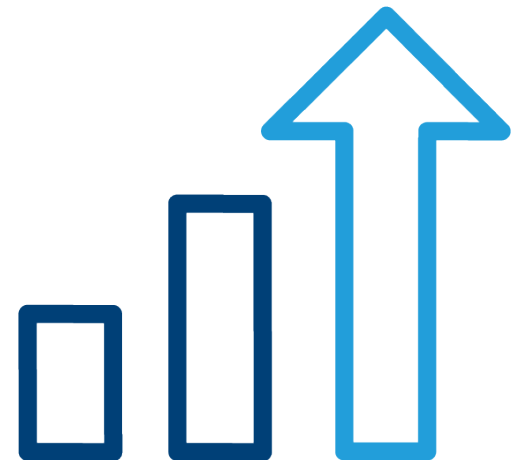
- Input from your print buyers can be used for streamlining production processes
- Reduces touchpoints through customer interaction and production automation
- Releases the daily challenge to navigate the requirements of shorter run lengths, faster turnaround times and increasing costs
- Automated production processes are the foundation for Smart Print Shop





Improved Efficiencies.

End-to-end integrated workflow allows continuous use of one-time created data.





Analytics.

Learn about your production processes:
Analytic Tools give you an overview of the processes,
capacity utilization and you can react immediately.



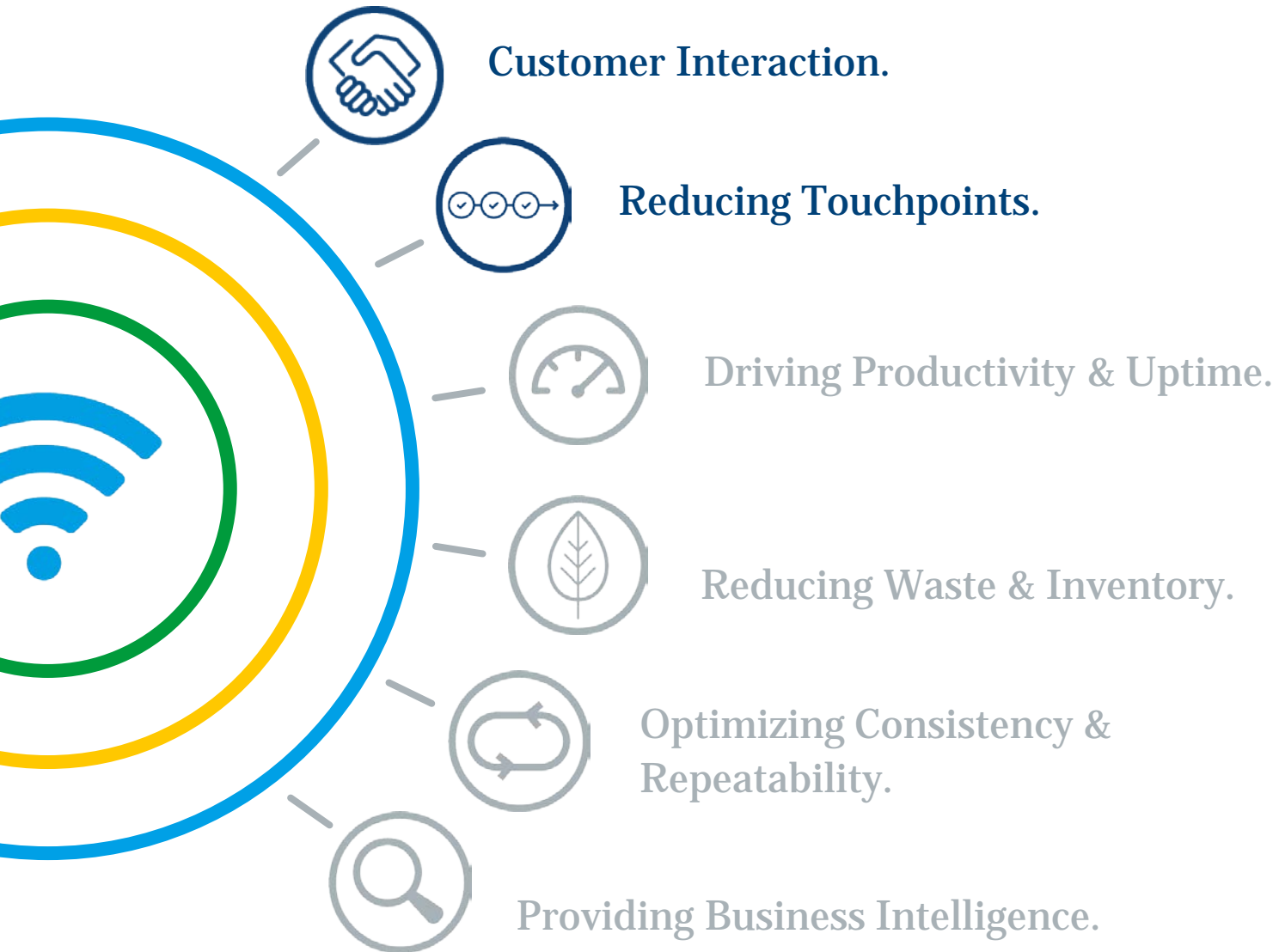


How does Prinect help you to communicate?





Live
demonstration.





Customer Interaction.



Reducing Touchpoints.



Customer Interaction and Reducing Touchpoints On your Way to a Smart Print Shop

Optimizing Consistency &
Repeatability.



Providing Business Intelligence.





Workflow solutions for Business and Production.
Prinect. Driving the Smart Print Shop.



Thank you very much for your attention.
We are happy to answer your questions.