Workshop 2
Web-to-Print: setting up web stores quickly and easily

Web-to-Print – Decision Phase

The right Business Model?

B-to-B

Looking at internal and external factors

Target Group?

Start?

B-to-C

The right shop system?

SaaS

License

Production processes

Resources

Changes in my company?

Project Management?

Sales and Marketing

Why a Web Shop and for whom ?

Customer A:

→ Small orders like business cards
→ A lot of communication and approval efforts for a small product
→ Low margin

Reasons for a web shop:
→ Standardise products and processes
→ Reduce process times
→ Keep margin through standardised and automated workflow
→ The customer can fully prepare and process the order (24/7)

Customer B:

→ Product mix
→ Orders come in through various employees of your customers company
→ Customer himself has a lot of users internally who have to create and individualize a Corporate Identity-conform document by themselves (i.e. sales people)
→ High communication approval process within that company to follow the Corporate Identity

Reasons for a web shop
→ Closed shop offering individual products and services for the customer

Customers C:

→ Lots of small customers (restaurants, offices), who order print from time to time
→ They are no print specialists at all
→ Payments play a role
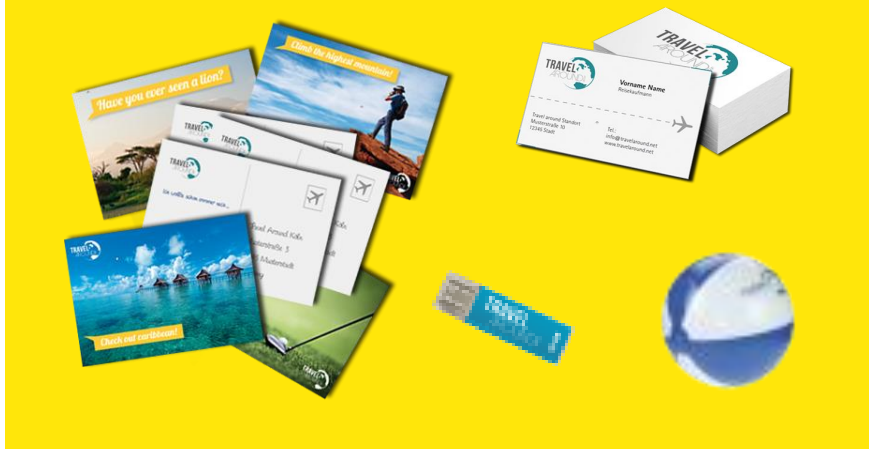
Reasons for a web shop:
→ Acquire small customers: take away the "obstacle" of a printing company
→ Reduce (manual) efforts for standard job orders inside the printing company
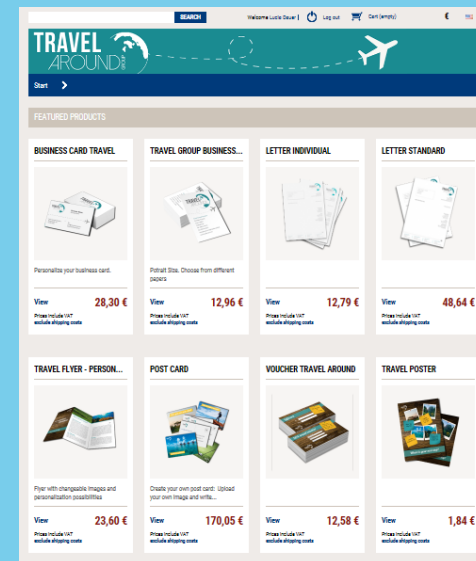
Live Szenario:

→ Customer needs shop to order their individual products

→ Products needed for the shop

→ Printing house creates the individual shop

→ Creates the products defined by the customer which can be ordered

Customer Requests for their individual shop

→ Travel Agency Group
→ Wants to provide corporate sales and marketing material for their employees in their daily business
   → Various print products and articles

→ Shop shall have access for employees only (Closed Shop, B-to-B Shop)

→ Name of the Shop: Travel Around
→ Colors, Logo: keep same as the own CI (Corporate Identity)
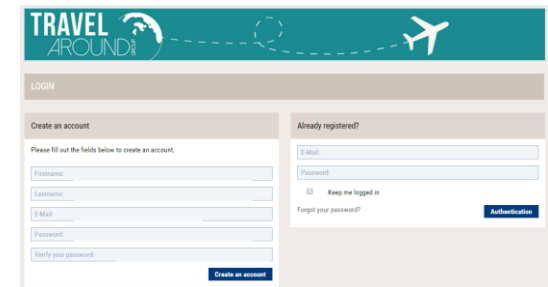
→ Language of the shop: English

   → Products in the shop:
      → Stationary material like business cards and letterhead
      → Marketing brochure, flyers etc of the Travel Agency Group
      → Merchandising articles for their customers, which shall be available in the indivdual travel agency
   → Ordering of different amounts with different pricing

What product else is needed: business card, editable
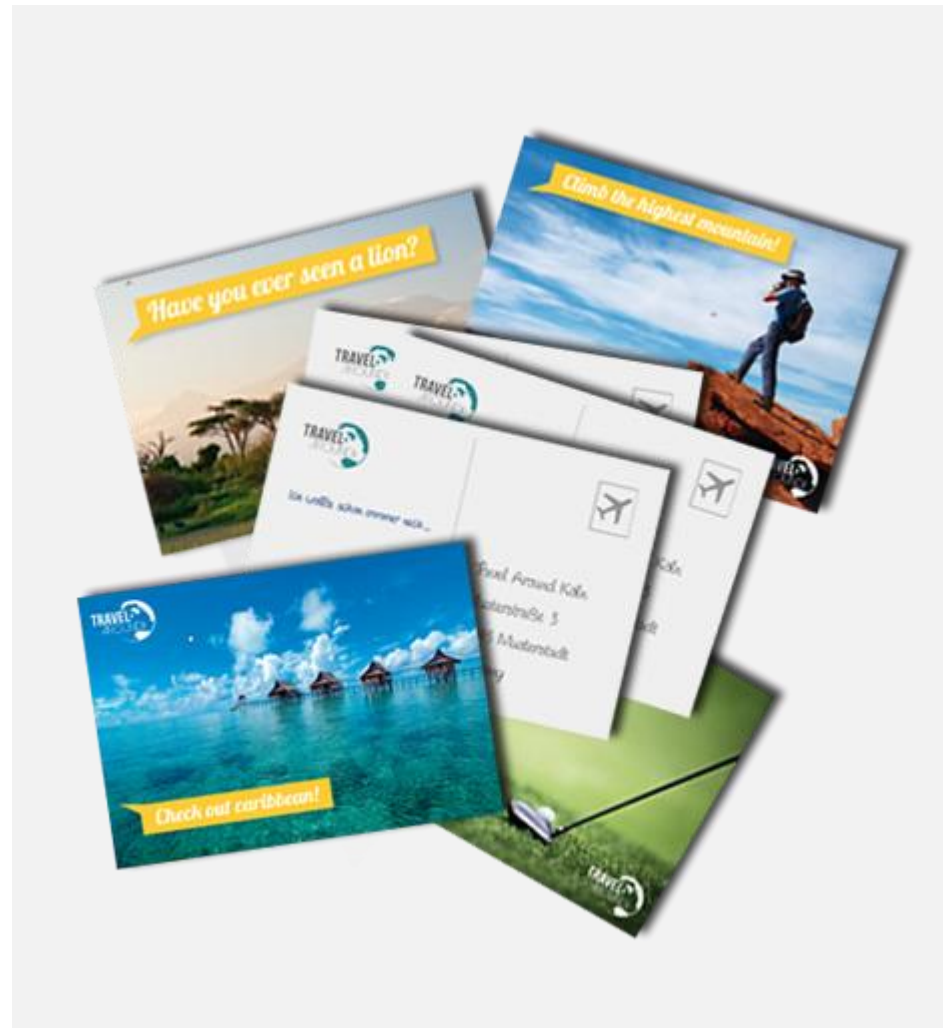
With the following Options:

→ Different amounts to order:
      50 – 100 – 250 – 400
→ Size of the business card: there is one size (80 x 55 mm)
→ Paper: our house standard for our business cards (matte coated, 250g/m²)
→ Colors: more than one color on both sides (4/4)

→ Shall the employee have a possibility to choose other options?
   → No, can only choose from the given options
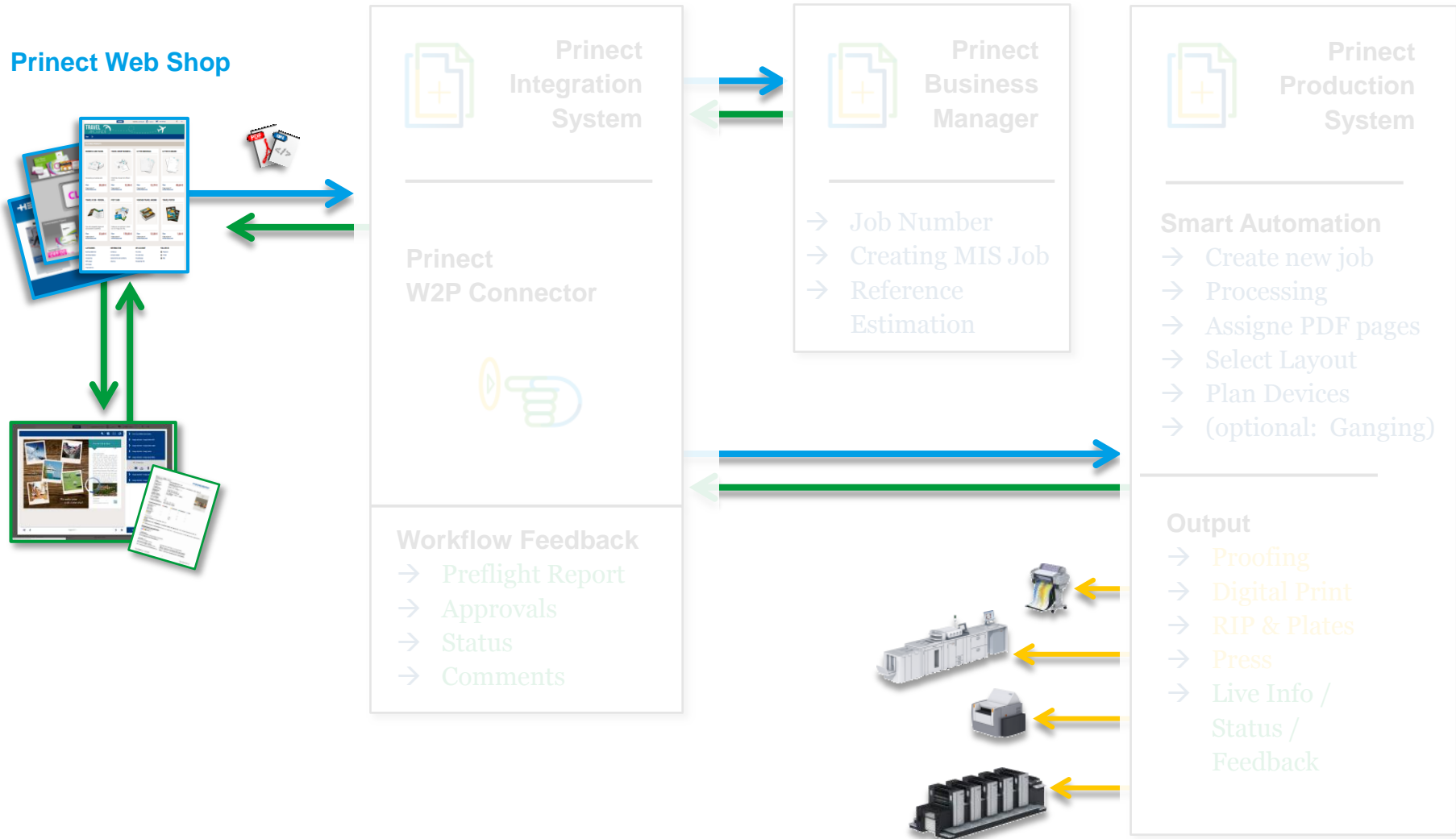
What product else is needed: post card, editable

With the following options:

→ Various amounts: 20 – 50 – 75 - 100
→ Paper: shall have two choices of paper
   (glossy coated 250g/m² and matte
   coated 250g/m²)
→ Size of the post card: (DIN A 6)
→ Colors: more than one color on both
   sides (4/4)

→ Shall the employee have a possibility to
   choose other options?
         → Yes, shall be able to choose
            different paper types

Prinect Web-to-Print Workflow Integration

Prinect Web Shop

Prinect Integration System

Prinect Business Manager

Prinect Production System

Prinect W2P Connector

→ Job Number
→ Creating MIS Job
→ Reference Estimation

Smart Automation
→ Create new job
→ Processing
→ Assigne PDF pages
→ Select Layout
→ Plan Devices
→ (optional: Ganging)

Workflow Feedback
→ Preflight Report
→ Approvals
→ Status
→ Comments

Output
→ Proofing
→ Digital Print
→ RIP & Plates
→ Press
→ Live Info / Status / Feedback

Summary: setting up web stores quickly and easily

Orders and Customers
→ Customer features easy to assign: Discounts, vouchers, etc
→ Im- and export of customer lists or order list

Creating Products
→ Easy with a few clicks – the product is ready to order
→ Different Product types possible:
→ Editable print products
→ Upload PDFs for print products
→ Static print products
→ Articles (i.e. merchandising)

Preparing Product Templates
→ Mark up in available InDesign Files
→ InDesign as basis with its functions usable

Shop Set Up
→ No installation necessary – SaaS – get login and start
→ Sample shop with sample settings provided allows quick adaption
→ Easy and clearly arranged backend for almost intuitive set up

Easy and clearly arranged administration
→ Many languages available, easy to change to other language or multilanguage
→ Changes in settings quick and directly viewable
→ All administration tasks in the backend
→ Connectable to Prinect production workflow through Prinect Connector
→ Further automation between web shop and production through Smart Automation
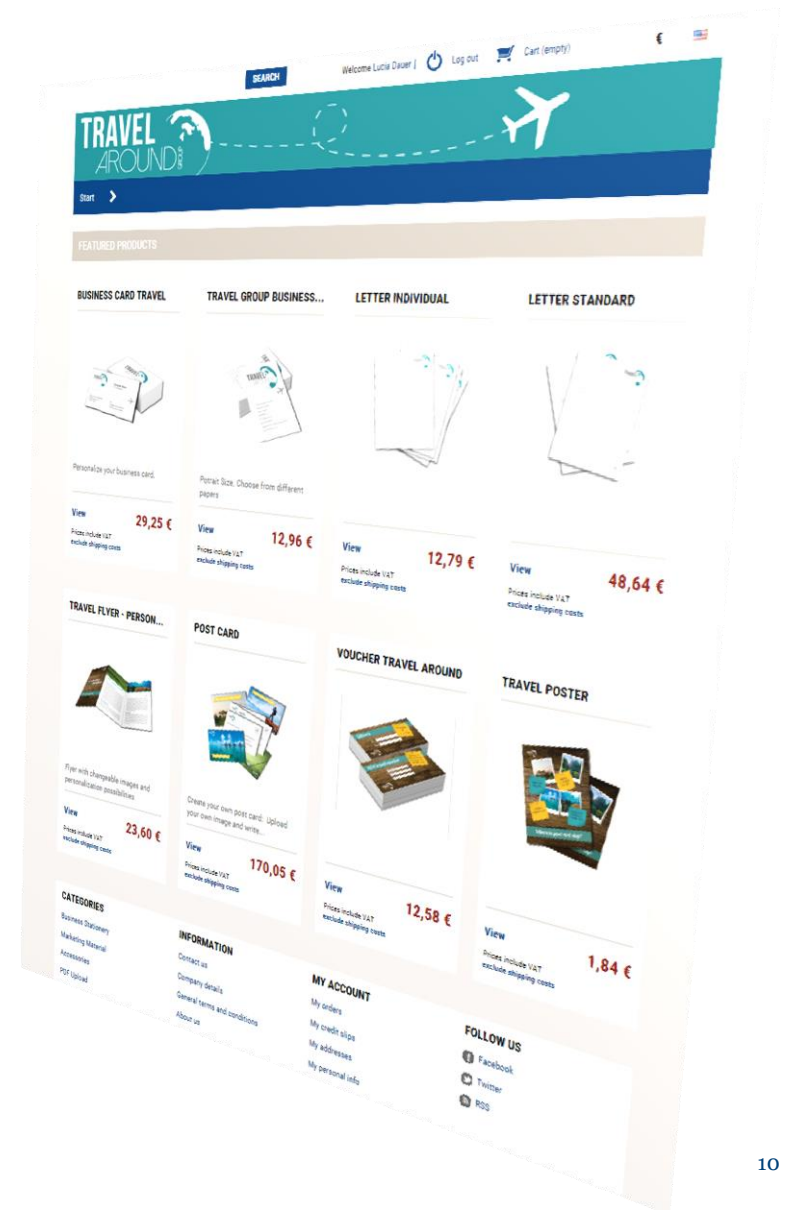
Announcement: Prinect Web Shop

→ Heidelberg will release the shop system to the market:
  → **drupa 2016**
  → **Prinect Web Shop**

Entry level web shop

→ For the immediate start
→ For standard products and processes
→ Range of features "out of the box"
→ B-to-C or B-to-B business possible (open shop or closed Shop)
→ SaaS solution
→ Integration into Prinect workflow

Workshop 2
Web-to-Print: setting up web stores quickly and easily

Thank you for your attention