

Workshop 26 + 31 Prinect Web Shop

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INTERNATIONAL
PRINECT USER DAYS

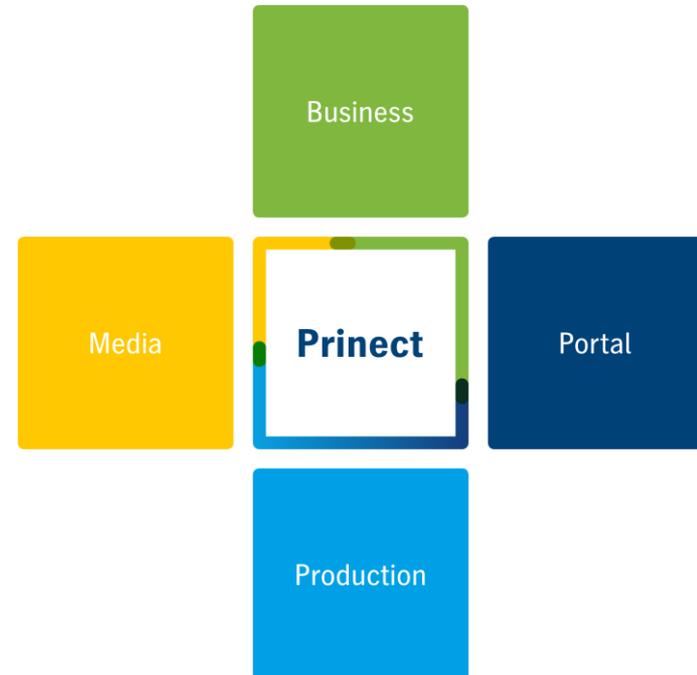
November 15 and 16, 2016





Agenda

1. Introduction to the Topic
2. The new Prinect Web Shop
3. Live Demo: Your Web Shop in 10 steps
4. Customer Best Practice Report

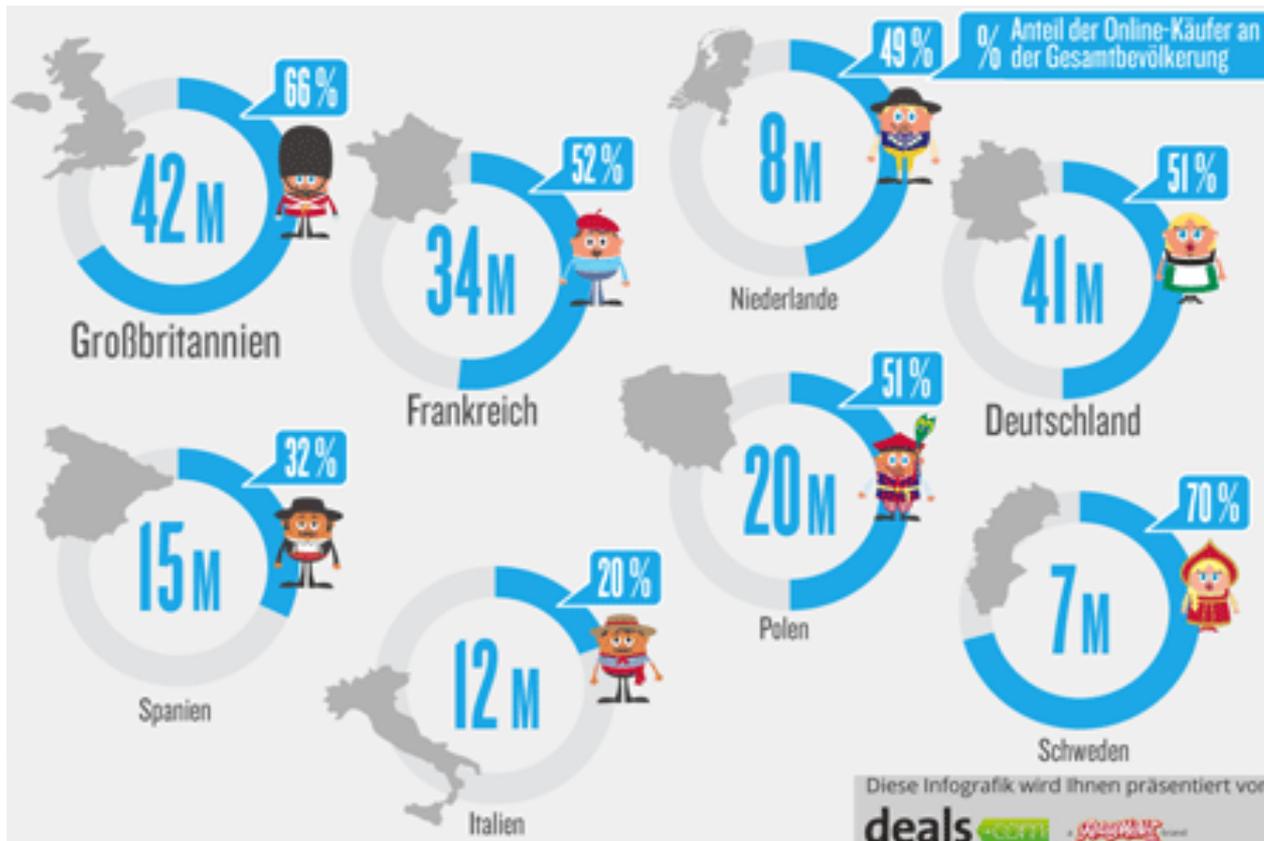




Introduction to the Topic

Market Study

- E-Commerce Europe
- All (physical) products
- percentage of online shopper of the whole inhabitants





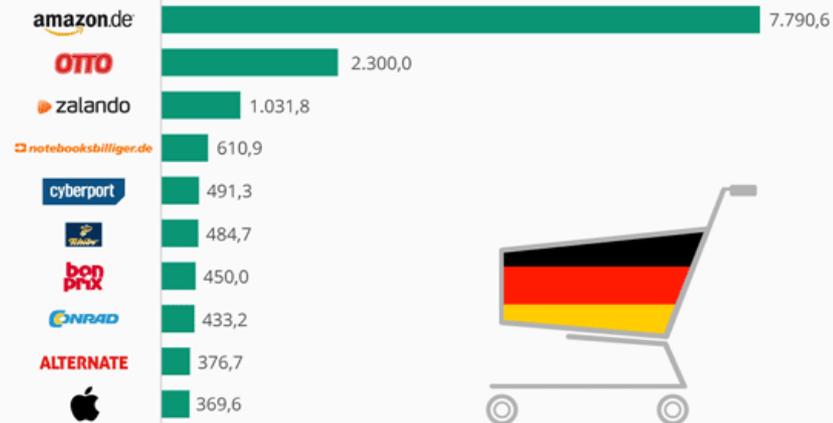
Introduction to the Topic

Market Study

- Top Ten Online Shops in Germany and Switzerland:
- Physical goods
- Users tend to buy online – whatever goods they are → impact on web-to-print

Die Top 10 Online-Shops in Deutschland

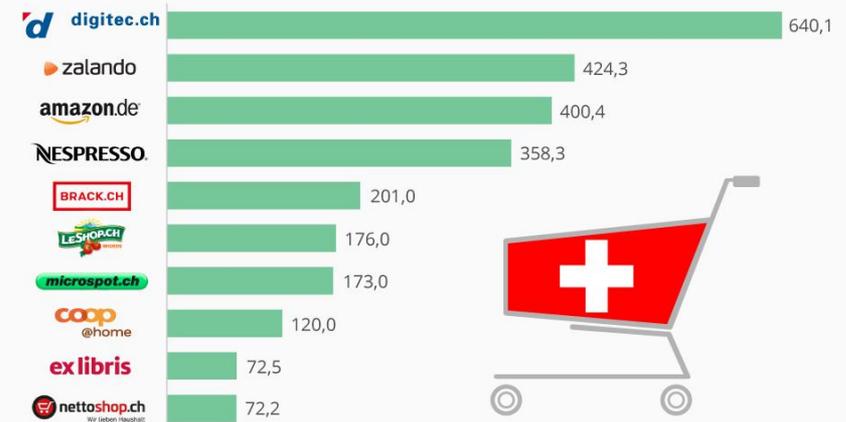
In Deutschland erwirtschaftete Umsätze 2015 (in Mio. Euro)*



* Umsatzangaben beruhen überwiegend auf Statista-Hochrechnungen
Quelle: Statista/EHI - E-Commerce Markt Deutschland 2016

Die Top 10 Online-Shops in der Schweiz

In der Schweiz erwirtschaftete Umsätze 2015 (in Mio. CHF)*



* Umsatzangaben beruhen überwiegend auf Statista-Hochrechnungen
Quelle: Statista/EHI - E-Commerce Markt Österreich/Schweiz 2016

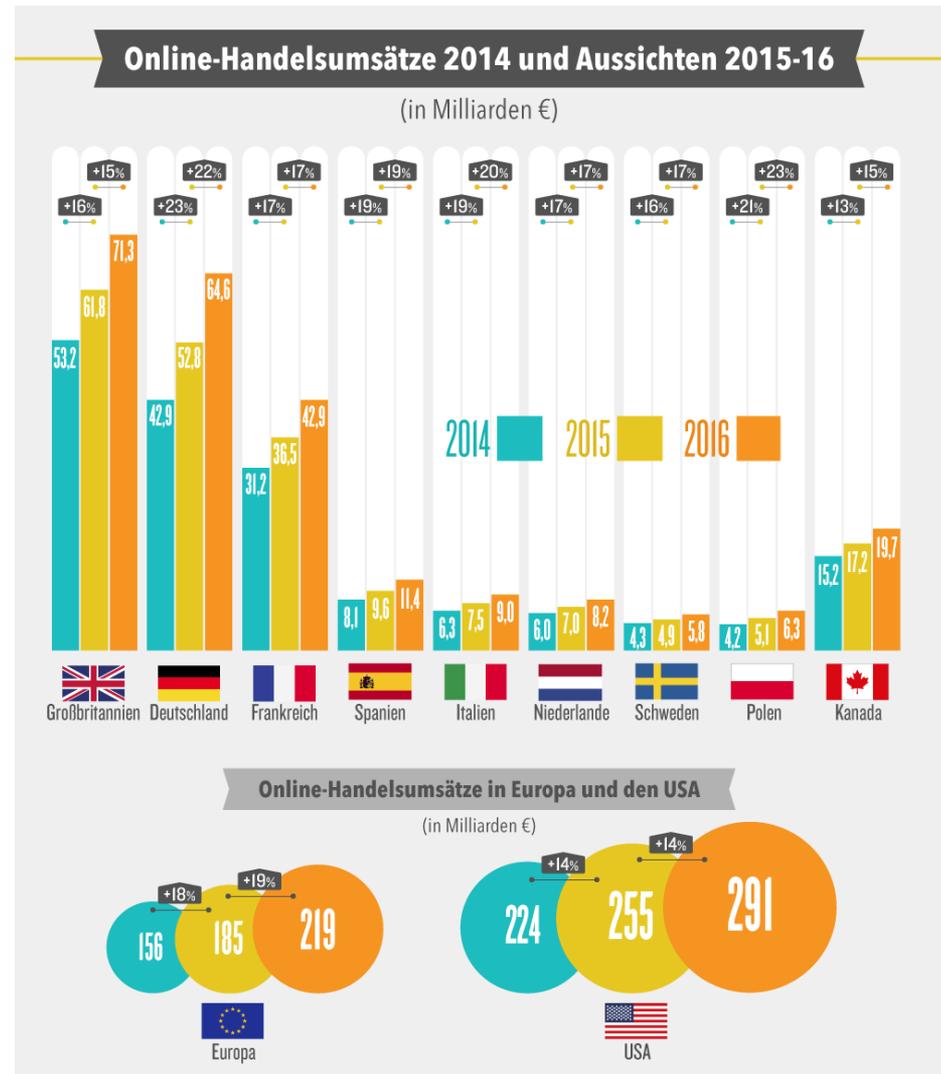


Introduction to the Topic

Market Study

- General Online Sales
- in Europe +19%
- and USA: +14%

- Preferred payments depend on country and region





Introduction to the Topic

Market Study

→ Web-to-Print in **Germany – Austria – Switzerland** (study by zipcon consulting):

→ The Top-100 Online printers in this region reach with their **open shops (B-to-C)**

a revenue of **2,6 Bill. Euro***

→ Adding the volume of "Closed Shops", the online portals for closed user groups (B-to-B),

the summarized revenue of would be **5,1 Bill. Euro***.

→ So, the "**E-Business Print**" in year 2014 has a percentage of **22%**

of the whole print revenue of **22,8 Mrd. Euro***

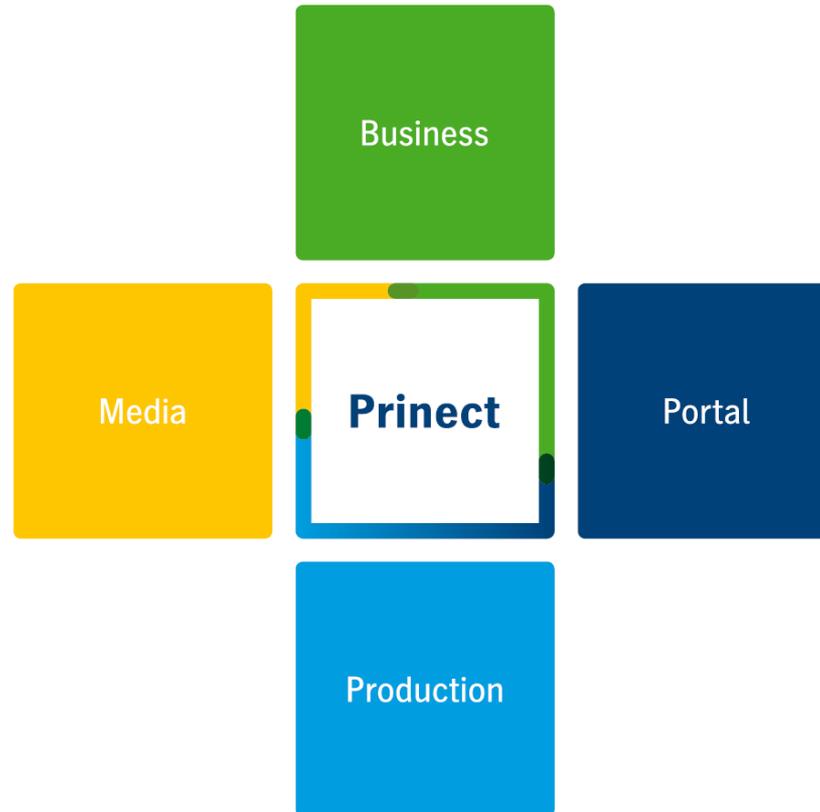
* Zipper, zipcon consulting, 2015



The new Prinect Web Shop

Prinect

Lucia Dauer, Product Management Prinect





Princt Web Shop at a Glance

Entry level web shop

- For the immediate start
- For standard products and processes
- Range of features “out of the box”
- Design “out-of-the-box”
- B-to-C or B-to-B business
(open shop or closed Shop)
- SaaS solution easy to manage
- Integration into Prinect workflow

Advantage for the printing house:

- Automate order management and production
 - small orders pay off (price, run length)
 - New customers are attracted

The screenshot displays the Princt Web Shop interface. At the top, there is a navigation bar with a search icon, user information (Welcome Lucia Dauer), and links for Log out and Cart (empty). Below this is a teal banner with the text "TRAVEL AROUND" and a globe icon. A "Start" button is visible on the left. The main content area is titled "FEATURED PRODUCTS" and contains eight product cards arranged in a 2x4 grid. Each card includes a product image, a title, a description, and a price. The products and their prices are:

Product Name	Description	Price (€)
BUSINESS CARD TRAVEL	Personalize your business card.	28,30
TRAVEL GROUP BUSINES...	Portrait Size. Choose from different papers	12,96
LETTER INDIVIDUAL		12,79
LETTER STANDARD		48,64
TRAVEL FLYER - PERSON...	Flyer with changeable images and personalization possibilities	23,60
VOUCHER TRAVEL AROUND		12,58
TRAVEL POSTER		1,84
KOFFERANHÄNGER		20,98

Each product card also includes a "View" button and a note: "Prices include VAT exclude shipping costs".

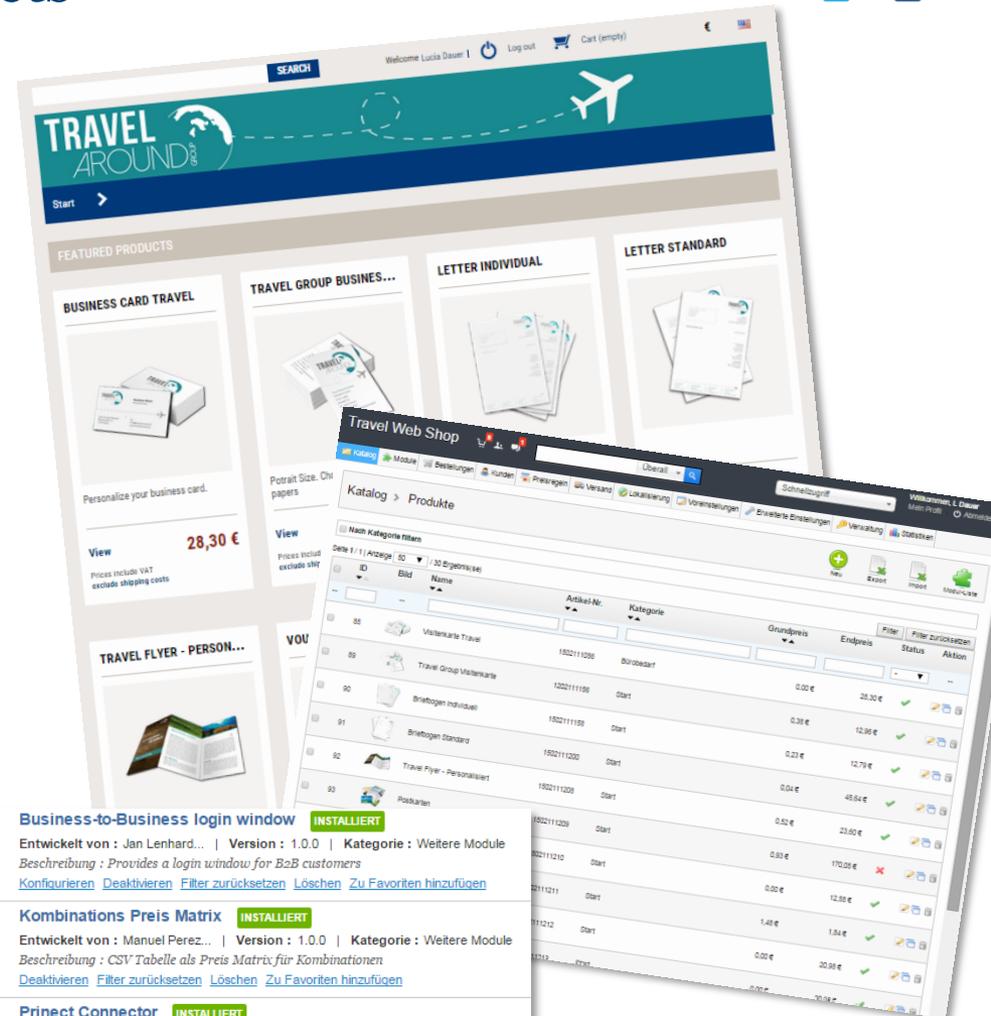


Prinect Web Shop – Main Aspects

- SaaS-Set up
 - Hosted by Heidelberg
 - Editor-renderer integrated
 - Browser-based, frontend + backend
 - SaaS only

→ Basic E-Commerce shop Open Source
Specific Web-to-Print Modules
for print products programmed
by HD/Neoseven

→ Integration into Prinect through
Web-to-Print Connector to Prinect



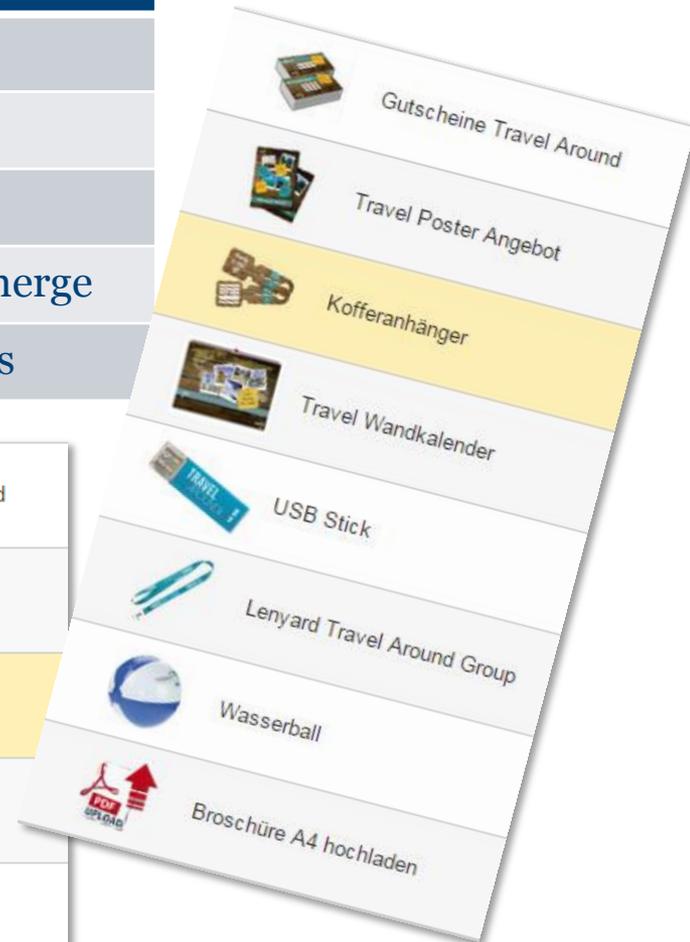
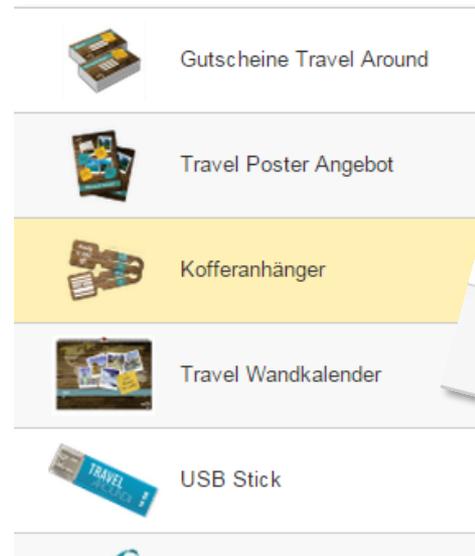
Module Name	Developed by	Version	Category	Status
Business-to-Business login window	Jan Lenhard...	1.0.0	Weitere Module	INSTALLIERT
Kombinations Preis Matrix	Manuel Perez...	1.0.0	Weitere Module	INSTALLIERT
Prinect Connector	Manuel Perez...	1.0.0	Weitere Module	INSTALLIERT
ShopUpgrade module	Jan Lenhard...	1.0.0	Weitere Module	INSTALLIERT



Prinect Web Shop – Main Features

Type of shop products	User Action
Static print products	Re- Order by amount
Editor products	Personalize templates
Upload PDF products	Upload your PDF
Personalize docs (serial letter)	Upload data records to merge
Physical products (articles)	Re-order physical articles

→ Create different and individual products both in a B-to-B shop or in a B-to-C shop



Live Demo: Your Web Shop in 10 Steps



→ Step 1 – Web-to-Print Business Strategy

Customer retention:

Get closer –
customer
relationship

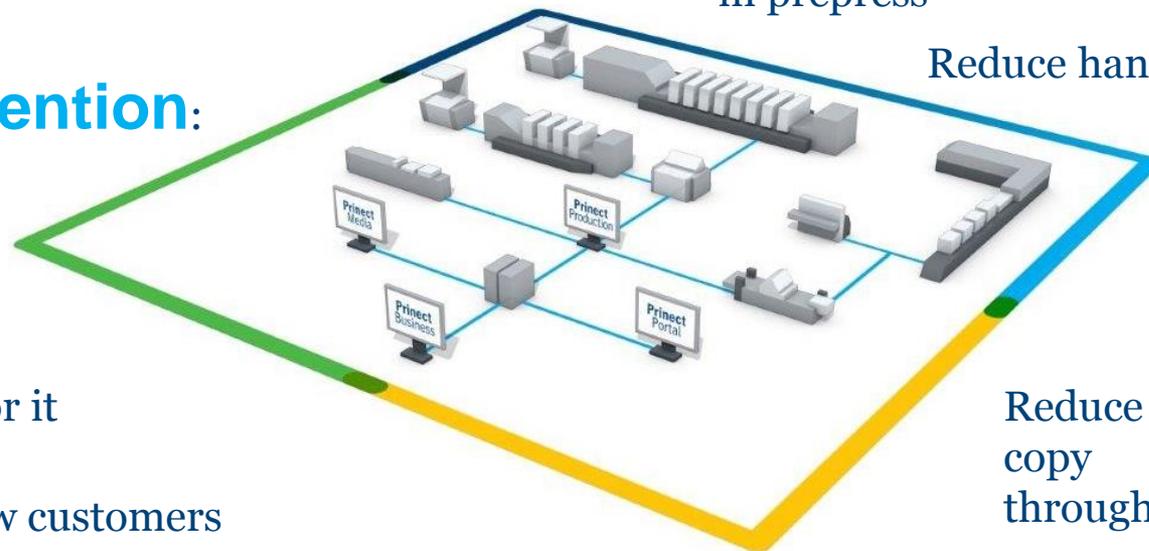
Customer is asking for it

Approach new customers

Save costs

in prepress

Reduce hands on costs



Reduce cost per
copy
through ganging

Optimize processes between
customer and print shop

Reduce administration costs



Live Demo: Your Web Shop in 10 Steps

→ Step 2 - Identify potential customers and their needs

Needs	Business-to-Consumer (B2C), Open Shop	Business-to-Business (B2B), Closed Shop
Customer	 <ul style="list-style-type: none">• Consumers• Small offices , Clubs• Small businesses	 <ul style="list-style-type: none">• Industries, Publishers• Agencies, Distributors• Large Associations
Products	 <ul style="list-style-type: none">• Easy standardized product• Merchandize	 <ul style="list-style-type: none">• Any type of print product• Individual print buyer workflows• Corporate Design
Payment	 <ul style="list-style-type: none">• Credit Card• Cash before Deliver	 <ul style="list-style-type: none">• Purchase order• Monthly invoice



Live Demo: Your Web Shop in 10 Steps

→ **Step 3** - Define the criteria for the Shop system:

„Out of the Box“ – Self programmed system

- Prinect Web Shop:
 - Comprehensive range of features that cover
 - standard products and processes
 - B-to-C or B-to-B business
 - SaaS solution easy to manage
 - Lowers the threshold to start



Live Demo: Your Web Shop in 10 Steps

→ Step 4

- what Shop structure,
- set up,
- design

SEARCH Welcome Lucia Dauer | Log out Cart (empty) €

TRAVEL AROUND GROUP

Start > Business Stationery Marketing Material Upload PDF Accessories

FEATURED PRODUCTS

PRODUCT	DESCRIPTION	PRICE	INCLUDE VAT	INCLUDE SHIPPING
BUSINESS CARD TRAVEL	Personalize your business card.	19,64 €	includeVAT	includeShipping
POST CARD	Personalize with a picture and slogan	16,72 €	includeVAT	includeShipping
BROCHURE TRAVEL	Re-Order the 16 pages brochure. With preview.	44,91 €	includeVAT	includeShipping
TRAVEL FLYER	Insert text on the front page, personalize text and images	124,95 €	includeVAT	includeShipping
USB STICK				
LANYARD TRAVEL AROUN...				
BEACH BALL				
LETTERHEAD STATIONERY				

TRAVEL USB STICK New design with
Lanyard with clip for name badges or
BEACH FUN inflatable beach ball
Order your set of the TRAVEL



Live Demo: Your Web Shop in 10 Steps

→ Step 5 -

what products
does your
customer need –
which ones do
you want him to
offer

→ At what prices

→ At what print
choices (paper,
color)

Catalog > Products

Filter by category

Page 1 / 1 | Display 50 / 18 result(s)

ID	Photo	Name	Reference	Category	Base price	Final price	Status	Actions
2		Business Card Travel	TRAVEL Business Card	Business Stationery	0,00 €	43,55 €	✓	
3		Travel Group Business Card	TRAVEL Group Business Card	Business Stationery	0,00 €	43,55 €	✓	
5		Post Card	TRAVEL Post Card	Marketing Material	0,00 €	16,72 €	✓	
7		Brochure Travel	TRAVEL Brochure	Marketing Material	0,00 €	44,91 €	✓	
8		Brochure Saddlestitched	TRAVEL Upload Brochure	Upload PDF	0,00 €	215,39 €	✓	
9		Travel Flyer	TRAVEL Flyer DINlang	Marketing Material	0,00 €	28,26 €	✓	
10		USB Stick	TRAVEL USB Stick	Accessories	10,88 €	12,95 €	✓	
11		Lanyard Travel Around Group	TRAVEL Lanyard	Accessories	0,30 €	0,36 €	✓	
12		Beach Ball	TRAVEL Beach Ball	Accessories	0,63 €	0,75 €	✓	
13		Brochure Perfect Bound		Upload PDF	0,00 €	0,00 €	✗	



Live Demo: Your Web Shop in 10 Steps

→ **Step 6** – what workflow will you have between online shop and production

Integration Features

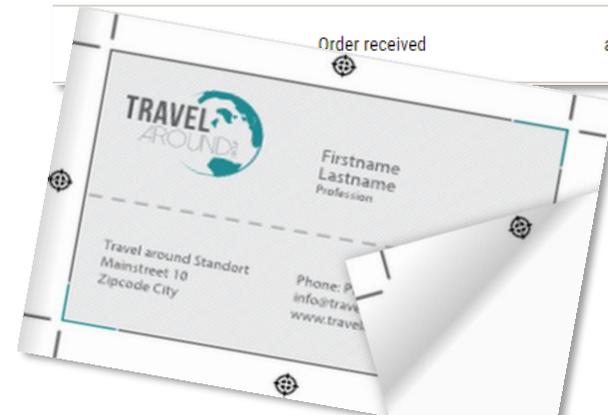
- Shop(s) via Web-to-Print Connector
- Product Code for each print product
- Smart Automation

- Bi-directional status information:
 - Job order info
 - PDF data check (for Upload product)
 - Prinect Preflight info
 - Prinect Approval status
 - Prinect Workflow status

- Preview browse with Prinect „Catalog Viewer“

<input checked="" type="checkbox"/>	Web2Print Product
<input checked="" type="checkbox"/>	Get Preflight/Proof
Prinect Product Code:	<input type="text" value="PWS-Digi-85x55"/>
Name	<input type="text" value="Business Card Travel"/>
Artikel-Nr.	<input type="text" value="1502111056"/>

PRICE RULES	STATUS	W2P-STATUS
Purchase on account	Order received	
Purchase on account	Order received	
Purchase on account	Order received	Document processing
Purchase on account	Order received	approve Preflight
	Order received	approve Preflight





Live Demo: Your Web Shop in 10 Steps

→ Step 7 - Specials – configure shipment, payment, tax

→ Available payments in Prinect Web Shop

→ PayPal

→ Sofort Überweisung

→ Ingenico (Ogone)

Those are prepared in the shop system to be activated

→ The other payment modules on this list can be acquainted by the printer.

→ Individual account or contract with the payment provider may be necessary



Desjardins



PayPlug



Authorize.Net



Realnex



Skrill



Gointerpay



BluePay



Ingenico Payment Services



Hipay



SysPay



PayPal



VT Payment



PayU Latam



Alliance Processing



First Data



Kwixo



Pagseguro



Payments made easy

Adyen



Sofort



Simplify Commerce



FerBuy



PAYMILL

Live Demo: Your Web Shop in 10 Steps



→ Step 8 – Managing Orders and Customers

Travel | Welcome, L. Dauer | My Preferences | Logout | View My Shop

Quick Access

Catalog | Orders | Customers | Price Rules | Shipping | Localization | Modules | Preferences | Advanced Parameters | Administration | Stats

Orders | Add new | Export | Modules List

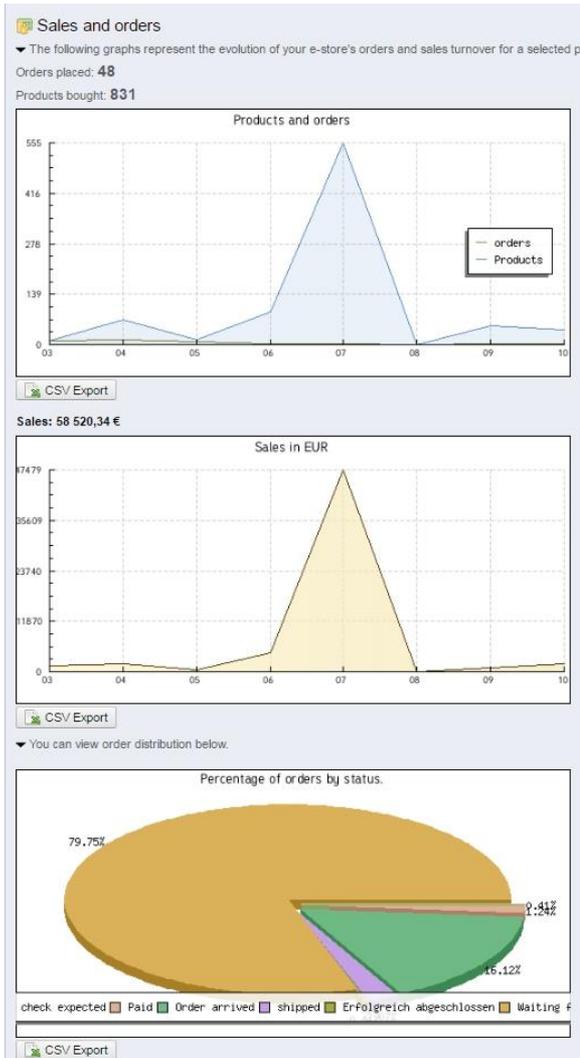
Page 1 / 5 | Display 50 / 250 result(s) | Filter | Reset

ID	Reference	New	Customer	Total	Payment	Status	Date	PDF	Actions
250	RRHPKJROL		P. Alandt	3 107,43 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	11/10/2016 10:58:44	--	
249	LVAHDSIO		P. Alandt	1 938,53 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	11/09/2016 16:56:05	--	
248	PEKTKPYVA		P. Alandt	3 058,03 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	11/09/2016 16:44:50	--	
247	DLEDTONUJ		P. Alandt	4 325,44 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	11/08/2016 13:40:53	--	
246	GJGHLGHPY		P. Alandt	474,45 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	11/07/2016 10:32:50	--	
245	ODRFOVJRF		P. Alandt	405,32 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	11/07/2016 10:25:45	--	
244	CNHKLAFM		P. Alandt	19,64 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	11/07/2016 10:13:52	--	
243	EJCDKSQKV		P. Alandt	827,76 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	11/07/2016 09:21:37	--	
242	MBIHMHPIL		L. Dauer	399,69 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	10/28/2016 16:08:24	--	
241	NFWSZUEN		P. Alandt	78,34 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	10/21/2016 14:00:08	--	
240	GLHDECUUW		L. Dauer	345,85 €	Bank Wire	VERSENDET	10/21/2016 13:47:03	--	
239	ZOSXAUDMN		L. Dauer	1 028,75 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	10/21/2016 13:22:40	--	
238	GIWRAOENU		L. Dauer	90,46 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	10/21/2016 11:54:03	--	
237	WUFNEWRTW		L. Dauer	1 495,10 €	Bank Wire	VERSENDET	10/20/2016 17:06:14	--	
236	GZELRNYGD		M. Seifert	16,72 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	10/20/2016 15:12:19	--	
235	WNGTLKDVJ		P. Alandt	27,10 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	10/20/2016 11:09:18	--	
234	IURTVJDSM		P. Alandt	27,10 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	10/20/2016 11:07:02	--	
233	BSESEJMCH		P. Alandt	70,39 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	10/20/2016 10:54:14	--	
232	PYWQOLRWL		P. Alandt	1 389,11 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	10/20/2016 10:48:19	--	
231	LRTJXFSSN		S. Kühne	124,95 €	Nachnahme (COD)	BESTELLUNG EINGEGANGEN	10/13/2016 09:50:38	--	
230	DRGVSQOHJ		S. Kühne	16,72 €	Banküberweisung	WARTEN AUF ZAHLUNGSEINGANG	10/13/2016 09:43:42	--	
229	LTHZYYYYY		M. Weberg	126,80 €	Cash on delivery (COD)	BESTELLUNG EINGEGANGEN	09/30/2016 13:54:50	--	
228	XSNSCEJNT		P. Alandt	16,72 €	Bank Wire	WARTEN AUF ZAHLUNGSEINGANG	09/29/2016 13:43:19	--	
227	IZMWGUPIT		M. Seifert	72,71 €	Cash on delivery (COD)	BESTELLUNG EINGEGANGEN	09/28/2016 14:07:53	--	
226	WBETROPZP		M. Seifert	16,72 €	Cash on delivery (COD)	BESTELLUNG EINGEGANGEN	09/28/2016 08:35:24	--	
225	UFBRNFHIS		J. Becker	602,85 €	Nachnahme (COD)	BESTELLUNG EINGEGANGEN	09/27/2016 09:05:15	--	

Live Demo: Your Web Shop in 10 Steps



→ Step 9 - Statistics – get to know the daily life in your shop



Best-selling products.

Ref.	Name	Quantity sold	Price sold	Sales	Quantity sold in a day.
TRAVEL Business Card	Business Card Travel	525	69.02	20057.90	2.39
TRAVEL Group Business Card	Travel Group Business Card	122	91.60	4960.20	0.55
TRAVEL USB Stick	USB Stick	54	10.88	587.52	0.26
TRAVEL Beach Ball	Beach Ball	50	0.63	31.60	0.24
TRAVEL Lanyard	Lanyard Travel Around Group	30	0.30	9.00	0.15
TRAVEL Post Card	Post Card	22	24.79	545.41	0.10
TRAVEL Upload Folding Card	Greeting Card double-fold	9	170.39	1533.51	0.04
TRAVEL Flyer DINlang	Travel Flyer	7	157.25	1100.75	0.03
TRAVEL Brochure	Brochure Travel	4	86.68	346.71	0.02
TRAVEL Upload Flyer	Flyer zig-zag fold	2	23.78	47.56	0.01
TRAVEL Letter Standard	Letterhead Stationery	1	170.39	170.39	0.00
TRAVEL Banner Poster	Banner	1	35.75	35.75	0.00
TRAVEL Upload Brochure	Brochure Saddlestitched	1	181.00	181.00	0.00

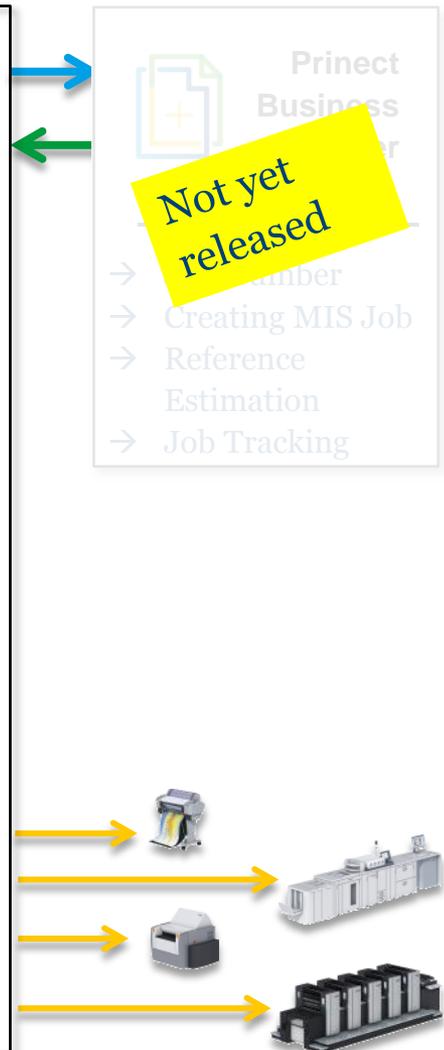
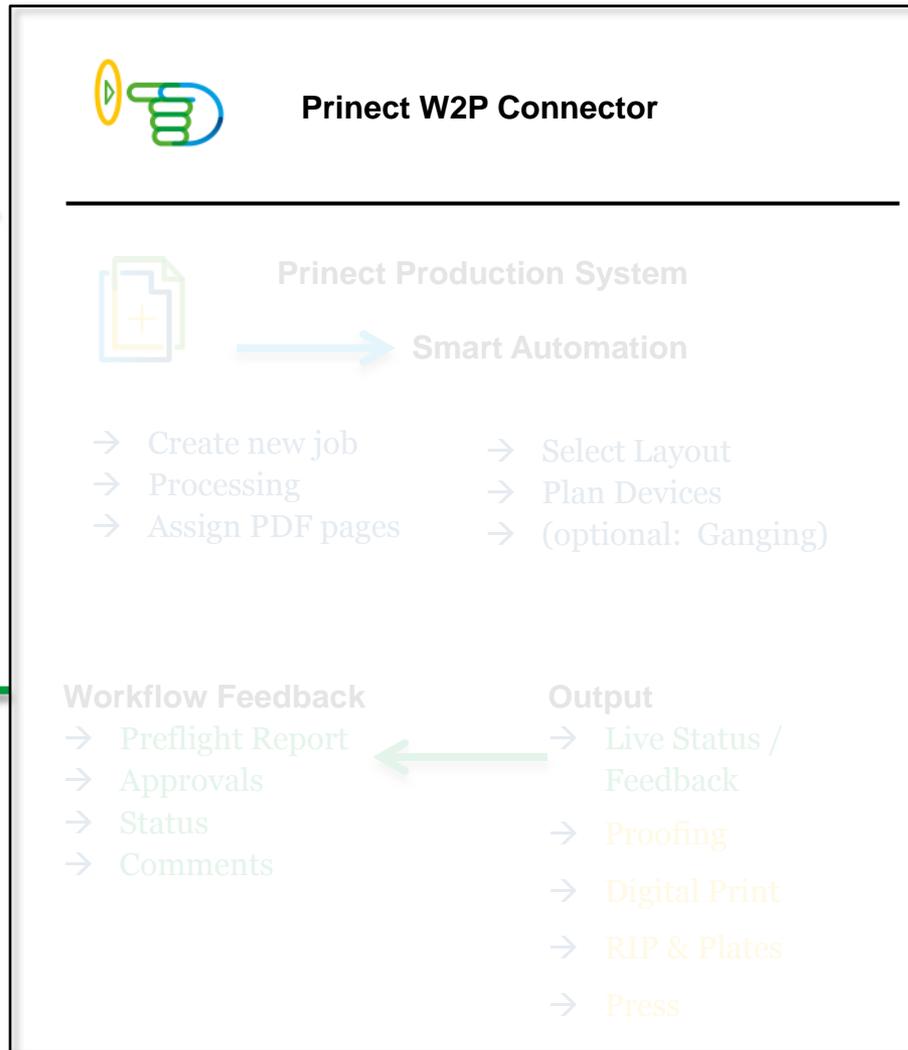
Displaying 1 - 13 of 13



Live Demo: Your Web Shop in 10 Steps

→ Step 10 - Live Demo: your live test with Prinect Workflow incl. Approval

Prinect Web Shop





See Best Practice Customer Report: sprüngli druck ag

sprüngli druck ag

Best Practice Report
Web Shop



SPRÜNGLI DRUCK AG

Media und Print

Company Details

- ▶ Founded 1957
- ▶ Location: Villmergen AG, Switzerland
- ▶ Our Services:
 - > Commercial Printing (70 x 100 cm)
 - > Mailings (Personalization)
 - > Complete Fulfillment up to delivery
 - > Special Packaging
 - > Media Asset Management
- ▶ 34 Employees

Strength

- ▶ Service packages around printing
- ▶ Everything out of one hand
- ▶ Database Publishing experience for a long time
- ▶ More than 13 years experience with Web2Print / Web2Print Shops
- ▶ Databased fully automated production

Web Shop Customer Acquisition

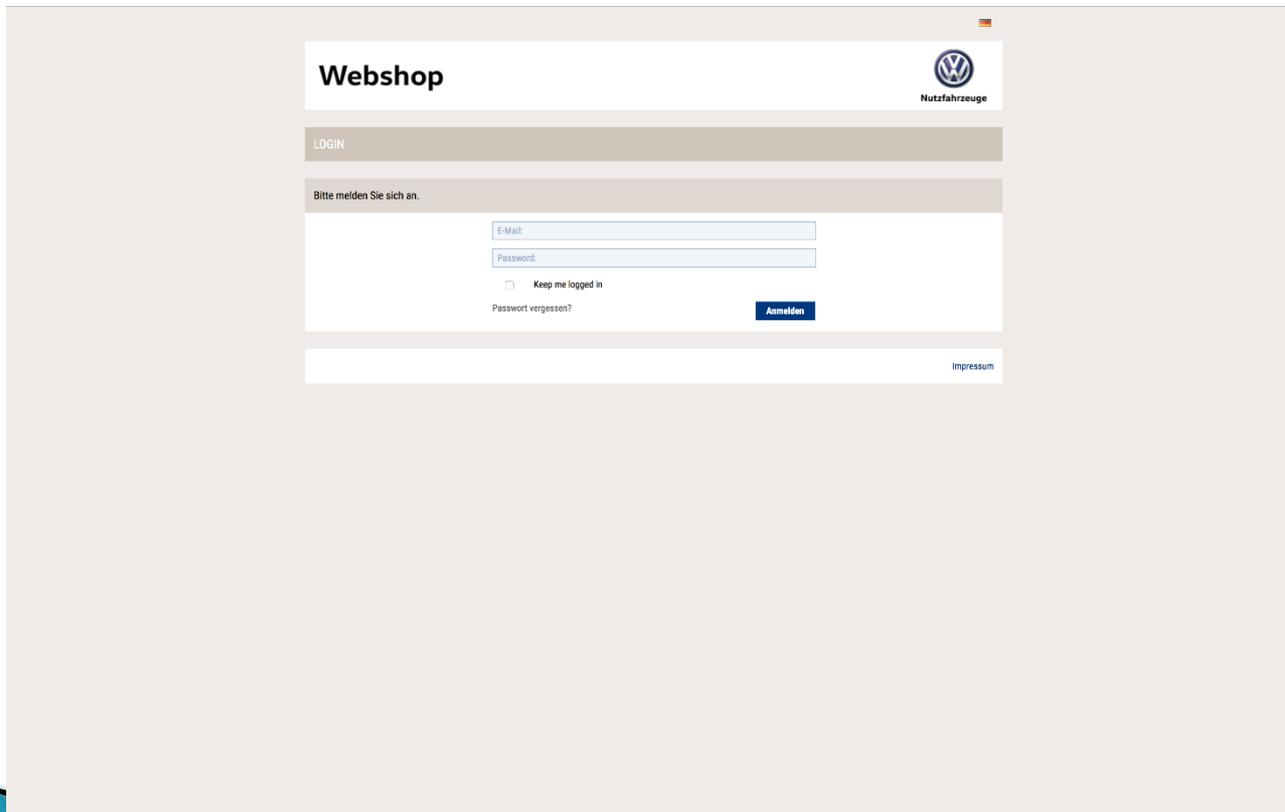
- ▶ Replacement of our existing Web-to-Print system (13 years of Web2Print experience)
- ▶ B2B and B2C Offerings
- ▶ Products / stock products
- ▶ Simple branding possibility
- ▶ Efficiency increase in our processes / and with the customer

Web Shop Case Example

- ▶ Starting situation
 - > Customer needed to order personalized price lists and flyer
- ▶ Requirements
 - > B2B Shop
 - > controlled Log-in procedure
 - > 3 languages (German, French, Italian)
 - > automatic company address individualization
 - > Separation of Print- / PDF(-download) orders
 - > pre-defined choice of amounts incl. pricing
 - > automatic info to customers when products change in the shop

Web Shop Case Example

- ▶ Login-Module
 - > language according to browser settings



The screenshot shows a login page for a Volkswagen webshop. The page has a light beige background. At the top left, the word "Webshop" is displayed in a bold, sans-serif font. To the right of the text is the Volkswagen logo, a blue circle with a white 'V' over a 'W', and the text "Nutzfahrzeuge" below it. Below the logo is a small German flag. Underneath the logo area is a dark grey bar with the word "LOGIN" in white capital letters. Below this bar is a light beige bar with the text "Bitte melden Sie sich an." in a small, dark font. Below this bar are two input fields: "E-Mail:" and "Password:". Below the "Password:" field is a checkbox labeled "Keep me logged in". Below the checkbox is the text "Passwort vergessen?". To the right of the "Passwort vergessen?" text is a blue button with the word "Anmelden" in white. At the bottom right of the page is a small link labeled "Impressum".

Web Shop Case Example

- ▶ Product choices
 - > personalized or ready-to order PDFs

The screenshot displays the Volkswagen web shop interface. At the top, there is a search bar with the text 'SUCHE' and a shopping cart icon. Below the search bar, the main navigation menu includes 'Start', 'Express-Shop', and 'PDF-Bestellung'. A dropdown menu is open under 'Express-Shop', showing 'Preislisten' and 'Flyer'. The main content area features three product cards, each representing a different language version of a PDF guide:

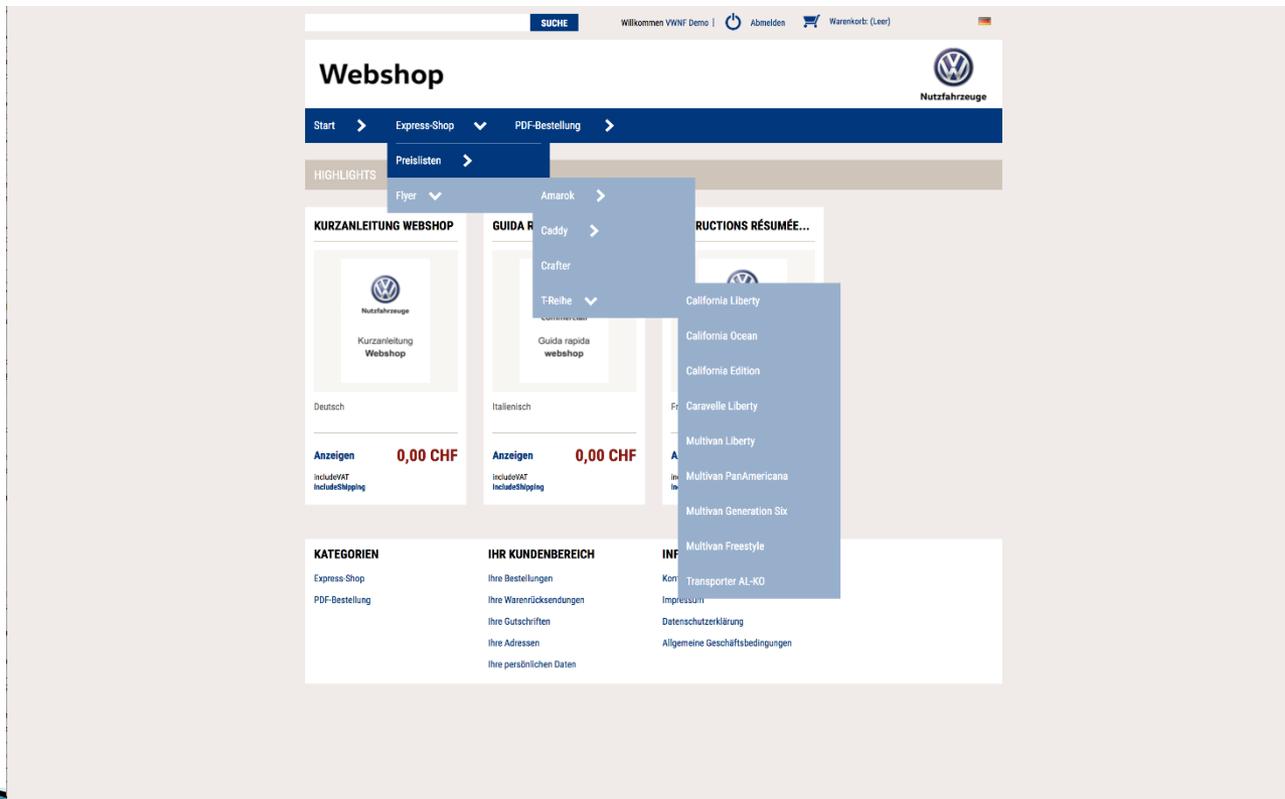
- KURZANLEITUNG WEBSHOP** (Deutsch): Kurzanleitung Webshop, 0,00 CHF.
- GUIDA RAPIDA WEBSHOP** (Italienisch): Guida rapida webshop, 0,00 CHF.
- INSTRUCTIONS RÉSUMÉE...** (Französisch): Instructions résumées webshop, 0,00 CHF.

Each card includes the Volkswagen logo, the product title, the language, and the price 'Anzeigen 0,00 CHF'. Below the product cards, there are three columns of links:

- KATEGORIEN**: Express Shop, PDF-Bestellung.
- IHR KUNDENBEREICH**: Ihre Bestellungen, Ihre Warenrücksendungen, Ihre Gutschriften, Ihre Adressen, Ihre persönlichen Daten.
- INFORMATION**: Kontaktieren Sie uns, Impressum, Datenschutzerklärung, Allgemeine Geschäftsbedingungen.

Web Shop Case Example

- ▶ Personalized flyers
 - > freely definable categories and sub-categories



Web Shop Case Example

- ▶ Personalized flyers
 - Overview of the Car Model language versions

The screenshot displays a web shop interface for Volkswagen Nutzfahrzeuge. The top navigation bar includes a search function, user status, and a shopping cart. The main content area features three product cards for the Multivan Freestyle series, each with a thumbnail image, a title, a 'Flyer' link, and a price of 0,00 CHF. Below the product cards, there are three columns of links: 'KATEGORIEN' (Express-Shop, PDF-Bestellung), 'IHR KUNDENBEREICH' (Ihre Bestellungen, Ihre Warenrücksendungen, Ihre Gutschriften, Ihre Adressen, Ihre persönlichen Daten), and 'INFORMATION' (Kontaktieren Sie uns, Impressum, Datenschutzerklärung, Allgemeine Geschäftsbedingungen).

Web Shop Case Example

- ▶ Personalized price lists
- > Overview of available car models

The screenshot displays a web shop interface for Volkswagen commercial vehicles. At the top, there is a navigation bar with a search function, user account options, and a shopping cart. The main content area is titled 'Webshop' and features a breadcrumb trail: 'Start > Express-Shop > PDF-Bestellung > Express-Shop > Preislisen > T-Reihe'. Below this, a 'T-REIHE' section is visible, followed by a 'Sortierung' dropdown menu. The main display consists of a grid of car models, each with a product image, a title, and a price list. The models shown are CALIFORNIA, CARAVELLE, MULTIVAN, and TRANSPORTER. Each model's price list is set to 0,00 CHF, with a note indicating that the price includes VAT and shipping costs. A 'Produkt ansehen' button is provided for each model. Below the grid, a 'TRANSPORTER ENTRY' section is partially visible, also showing a product image and a price list of 0,00 CHF.

Web Shop Case Example

- ▶ Personalized price lists
 - View before personalizing the price list

The screenshot displays a web shop interface for Volkswagen. At the top, there is a navigation bar with a search function, user login, and a shopping cart. The main content area is titled 'Webshop' and features a breadcrumb trail: 'Start > Express-Shop > PDF-Bestellung > California'. Below this, a section for 'CALIFORNIA' is shown. On the left, there is a thumbnail of a brochure with a 'VERGRÖßERN' button. On the right, there is a 'Druckauftrag Personalisiert (40 Seiten)' section with a 'Preisliste - Stand 01.06.2016' and a 'Personalisieren' button. The price is listed as '0,00 CHF' (including tax and shipping). Below the main content, there are three columns: 'KATEGORIEN' (Express-Shop, PDF-Bestellung), 'IHR KUNDENBEREICH' (Ihre Bestellungen, Ihre Warenrücksendungen, Ihre Gutscheine, Ihre Adressen, Ihre persönlichen Daten), and 'INFORMATION' (Kontaktieren Sie uns, Impressum, Datenschutzerklärung, Allgemeine Geschäftsbedingungen).

Web Shop Case Example

- ▶ Personalized price lists
 - > pre-filled form fields with dealer company address

The screenshot displays a web shop interface for a Volkswagen dealer. The main content area shows a price list for a 'California' model. The dealer's address is pre-filled in a sidebar on the right:

- VW NF Demo - Volkswagen Nutzfahrze
- Aaraustrasse 20-30
- 5116
- Schinzach-Bad
- Telefon
- +41 56 463 93 93
- www.vwfdemo.ch

The main content area includes the following text:

California

Printed in Switzerland
01.06.2016
www.volkswagen-nutzfahrzeuge.ch

Der Hersteller behält sich das Recht vor, jederzeit und ohne Ankündigung Konstruktion, Daten, Ausstattung und Preise zu ändern.
Les prix pour les accessoires sont valables seulement si la commande est passée en même temps que celle de la voiture.
Lieferungsmöglichkeiten jederzeit vorbehalten.
Diese Preisliste ersetzt alle bisherigen und ist gültig ab 01.06.2016 für Modelljahrgang 2017 bis auf Widerruf.

Le fabricant se réserve le droit de modifier en tout temps et sans préavis la construction, les données techniques, l'équipement et les prix.
Les prix pour les accessoires sont valables seulement si la commande est passée en même temps que celle de la voiture.
Possibilité de livraison réservées.
Cette liste de prix annule tous les précédents et est valable à partir du 01.06.2016 pour les modèles de l'année 2017 jusqu'à nouvel ordre.

Il fabbricante si riserva il diritto di modificare in qualsiasi momento e senza preavviso costruzione, dati, equipaggiamento e prezzi.
I prezzi per gli accessori sono validi solo se la loro ordinazione è fatta contemporaneamente con quella della vettura.
Salvo impossibilità di fornitura.
Questo listino annulla tutti i precedenti, ed è valido dal 01.06.2016 per il modello 2017 fino a nuovo ordine.

VW NF Demo - Volkswagen Nutzfahrzeuge
Aaraustrasse 20-30, 5116 Schinzach-Bad
Telefon +41 56 463 93 93, www.vwfdemo.ch

Ihr VW Nutzfahrzeuge Partner

Navigation: Seite 40 von 40, Abbruch, Fertig

Web Shop Case Example

- ▶ Personalized price lists
 - > choose amount and order

The screenshot displays a web shop interface for Volkswagen. At the top, there is a navigation bar with 'Webshop' and the VW logo. Below this, a breadcrumb trail shows the path: 'Start > Express-Shop > PDF-Bestellung > California'. The main content area is titled 'CALIFORNIA' and features a 'Preisliste - Stand 01.06.2016'. A thumbnail of the brochure is shown on the left, with a 'VERGRÖßERN' button. On the right, there are dropdown menus for 'Farben' (1/1 Schwarz-Weiss), 'Endformat' (A4, 210 x 297 mm), and 'Papier' (Matt gestrichen 135 g/m2). A 'Menge' dropdown menu is open, showing options from 0 to 200. Below the menu, the price is listed as '0,00 CHF' with a note 'Preise inkl. MwSt. zzgl. Versandkosten'. At the bottom, there are three columns: 'KATEGORIEN' (Express-Shop, PDF-Bestellung), 'IHR KUNDENBEREICH' (Ihre Bestellungen, Ihre Warenrücksendungen, Ihre Gutscheine, Ihre Adressen, Ihre persönlichen Daten), and 'INFORMATION' (Kontaktieren Sie uns, Impressum, Datenschutzerklärung, Allgemeine Geschäftsbedingungen). At the bottom right, there are buttons for 'Vorschau', 'Editieren', and 'In den Korb'.

Traffic

- ▶ Number of available products in the portal
 - > 133 products (personalized and static PDFs)
- ▶ Registered customers
 - > 74 registered dealers (tendency: raising)
- ▶ Number of orders
 - > depending on actuality of the product and its need to adapt and update it (i.e. price adaption or car feature adaptations), weekly, or peak before certain events (i.e. trade shows)

sprüngli druck ag

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Marco Husistein
Management



Markus Keller
Prepress Manager