



# PrintShop Web

## Personalized, promotional printing management over the web

### Integrated Web-to-Print solution

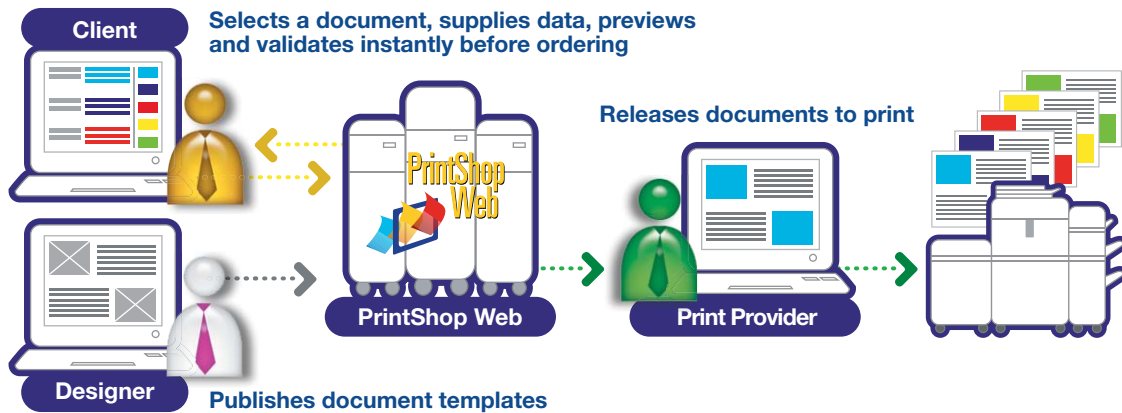
**PrintShop Web is an easy to use, powerful and open template-based Web-to-Print solution. It allows online modification, ordering and production of repetitive, promotional and personalized documents. PrintShop Web enables print providers and brand owners to effectively manage promotional print flows, streamline customer interaction while combining the benefits of Variable Information (VI) with On-Demand Printing.**

A perfect solution for print providers, brand owners and marketing agencies, PrintShop Web enables you to offer users the capability of personalizing a template document for their needs. They can upload an image for local personalization and modify the text based on pre-defined variable fields. Once the document is ready, users validate and pre-flight their print run and initiate the ordering process. With permissions and access rights that can be set per user, PrintShop Web allows companies to adapt the verification process of submitted orders based on their business process.

**Target Markets:**

- Print providers looking to offer a dynamic and personalized web interface to their customers for repetitive print ordering.
- Brand owners having to manage multiple documents and print requests coming from multiple users and/or locations.

### A complete Web-to-Print solution with workflow integration and automation



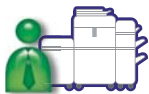
#### Designer → Document design and publication with PrintShop Mail

Designers use their own design application or can work with PrintShop Mail, to create dynamic templates for variable data printing jobs and simply publish them to a PrintShop Web server.



#### Client → Automated promotional print ordering


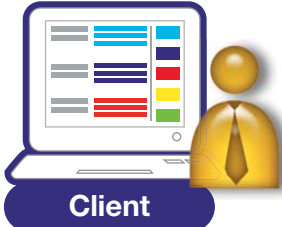
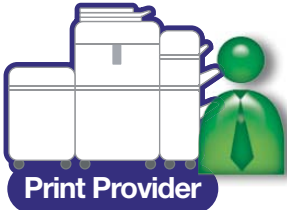
From PrintShop Web, customers can view the templates, integrate their own data and order documents to print - anytime, anywhere. From an intuitive and easy-to-use interface, PrintShop Web allows users to order and re-order any promotional document, either static PDFs, or complex, full personalization jobs.



#### Print Provider → Integrated order management and workflow

PrintShop Web allows print providers to offer their customers the possibility to create personalized documents, submit print jobs and manage the entire process of their orders, from creation to delivery.

**PrintShop Web benefits & features**

	Benefits	Features
 <p><b>Designer</b></p>	<ul style="list-style-type: none"> <li>Free designer version of PrintShop Mail included.</li> <li>Publication of variable templates and static PDFs to PrintShop Web.</li> </ul>	<ul style="list-style-type: none"> <li>Intuitive design and publishing interface with drag'n drop.</li> <li>Open architecture - keep using your existing design application.</li> </ul>
 <p><b>Client</b></p>	<ul style="list-style-type: none"> <li>On-demand ordering.</li> <li>Reduced time to market.</li> <li>Flexible management of corporate templates and easy ordering of personalized or branded collaterals.</li> <li>Real-time web submissions of print ordering requests.</li> <li>Streamlined communications with print provider.</li> </ul>	<ul style="list-style-type: none"> <li>Easy image upload, database upload and form filling.</li> <li>Instant preview and validation of print run.</li> <li>Multi-lingual interface based on users preferences.</li> <li>Intuitive and branded interface.</li> <li>Configuration of user access and permissions for greater control over documents and ordering process.</li> </ul>
 <p><b>Print Provider</b></p>	<ul style="list-style-type: none"> <li>Simplification of print process.</li> <li>Personalized and branded corporate storefront for each customer.</li> <li>Efficient production workflow with print ordering and order management automation.</li> <li>Easy integration in existing web architecture.</li> <li>Increased customer loyalty and retention with tailor-made portal.</li> <li>Evolutive platform for value-added services.</li> <li>Faster time-to-market and significant cutback on proofing time.</li> <li>Reduction of operational costs associated with inventory management.</li> </ul>	<ul style="list-style-type: none"> <li>Document control with easy modification of printer output and settings.</li> <li>Powerful production features:               <ul style="list-style-type: none"> <li>- imposition, duplex printing, page picking, subset finishing, and barcodes.</li> </ul> </li> <li>For static and full VDP print runs.</li> <li>Output to numerous printing formats to ensure printing at rated speed.</li> <li>Open Architecture:               <ul style="list-style-type: none"> <li>- XML integration</li> <li>- Output to hot folders</li> </ul> </li> <li>Flexible pricing architecture and support of print quotes.</li> <li>Optional secure server installation for encrypted connection.</li> <li>Interconnection with MIS systems.</li> </ul>


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