

## Print Monthly Web-to-Print Article Q+A

### Q1| *Can you tell us a bit about your business?*

In January of this year, the Productivity Software Business of Electronics for Imaging, Inc. (EFI) became eProductivity Software (ePS), a standalone, independent global leader in transformational technology for the packaging and printing industries.

EPS will continue to offer the same innovative products and services that has made us an industry leader for more than 30 years. What's more, our independence has further honed our already sharp focus on innovation and given us the ability to deliver new solutions faster than ever before.

### Q2| *Why should PSPs consider W2P?*

As the print marketplace has become increasingly competitive, web-to-print offers PSPs – large or small – much needed options to become more competitive and create revenue growth. The overwhelming majority of consumers are now completely comfortable with selecting, customizing, and paying for items online. For PSPs then, we believe that giving customers the ability to place orders online is mission critical for long-term growth.

Web-to-print provides a relatively low-cost and low-risk opportunity to grow beyond the confines of the traditional brick and mortar business model. Further, web-to-print gives print owners multiple paths for growth:

1. PSPs can create their own e-commerce presence to expand their reach and increase their exposure to new customers and new revenue opportunities.
2. PSPs can provide dedicated web-to-print services through integrated online storefronts that can be customized to meet specific customer needs.
3. PSPs can empower customers to use that same web-to-print platform to create their own e-commerce businesses quickly and easily. In turn, the PSP can provide the back-end production and fulfillment services to support those businesses.

### Benefits of Web-to-Print for PSPs

We know that the promise of web-to-print is more than just online shopping and on-demand printing of business cards. The often-overlooked power of web-to-print platforms is that they can also help generate revenue through the automation and optimization of processes across the entire print business. The integration of a web-to-print solution can provide a PSP with these important benefits:

#### **1. Print Process Automation and Optimization**

- A. Some web-to-print solutions provide the tools necessary to automate and optimize processes across the entire print business, including:
  1. Automation of order handling and passthrough to production
  2. Job scheduling and resource management
  3. Reduced management time and overhead

4. Just-in-time inventory management for paper, ink, etc.
5. Centralizing purchasing, shipping, and billing

## **2. Increased Order Volume**

- A. Online stores never close: PSPs can receive customer orders 24/7/365
- B. A W2P site can provide a single access touch point to view and order all offered products or services including upsell and add-on opportunities
- C. PSPs can increase order volume through web and mobile applications
- D. Online access can remove friction points from the ordering process for customers

## **3. Improved Cash Flow**

- A. PSPs get paid when the order is placed
- B. W2P can reduce employee time spent chasing invoices

## **4. Increased Profit Margins**

- A. Touchless ordering requires no employee time
- B. Reduce order follow-up by ensuring orders are placed correctly and include correct specifications every time
- C. Automated event notice directly to the customer reduces order status enquiries
- D. Reduce overall administrative and inventory costs by centralizing purchasing, shipping, and billing processes

## **5. Faster and More Efficient Processing of Orders**

- A. Reduction in human error(s)
- B. Orders flow directly to production
- C. Expedited proof approval process by embedding the proofing into the order process

## **6. Increased Customer Satisfaction**

- A. Customers can place orders when it's convenient for them
- B. Template-driven and VDP print options make it easy to create professional results
- C. Automated email updates let customers know the ongoing status of their order

### **New Revenue from Customer E-Commerce Sites**

Web-to-print can ease the barriers of entry for those interested in creating their own e-commerce business. Leverage their web-to-print investment, PSPs can provide their customers with the digital tools necessary to create an online business. Web-to-print solutions like our MarketDirect StoreFront™ provide an intuitive, template-driven online platform that gives customers the ability to create a professional looking e-commerce storefront without having graphic design skills or knowing how to write code. In addition, these web-to-print platforms allow multiple e-commerce sites to seamlessly integrate with the PSP for back-end production, warehousing and fulfillment for the products offered through those sites.

In addition to site building tools, web-to-print solutions can encompass a wide variety of services that make it easier to do business online. For example, our MarketDirect StoreFront solution provides an end-to-end suite of tools including:

- Payment processing
- Production automation
- Customer management and engagement
- Invoicing, shipping, and reporting
- Powerful variable printing options
- Seamless data integration with MIS platforms

### Dedicated Storefronts for Business Customers

Despite the seismic transition to all-things-digital, print materials continue to play a vital role in business commerce, operations, and communications. However, few businesses have the need (or resources) to invest in an on-site printing department. In today's hyper-competitive print marketplace, this is an exceptional opportunity for PSPs to stand out from their competition — and create new revenue streams — by providing much-needed print services to these companies through an integrated web-to-print solution.

Web-to-print solutions like MarketDirect StoreFront give PSPs the ability to create dedicated, online resources for their customers to order print materials (e.g., business cards, forms, print collateral or even specialty items, etc.) through a white-labeled storefront. Managed by the PSP, the storefront can be easily accessed through a web browser, or even better, the site can be seamlessly integrated into a company's intranet allowing employees — *using their existing corporate login credentials* — to customize and order company-specific print materials.

Once the order is placed, the PSP need only execute the print order and deliver it to the customer's address.

### Q3| **What are the dangers of not adopting W2P?**

Industry consolidation, rising costs of raw materials, and a hyper-competitive marketplace are just a few of the reasons behind the challenges that PSPs face with as they try to remain profitable using the traditional one-order-at-a-time business model. As a matter of survival, PSPs — regardless of size — are having to find new ways to generate revenue.

In addition to increasing exposure to new customers, web-to-print provides two distinct opportunities for PSPs to increase revenue from their existing customer base:

#### 1. **Increase Product and Service Offering**

Web-to-print gives PSPs the ability to generate more revenue by offering an increasing number of high-demand, high-margin products and services including fulfillment services, VDP customized and personalized products, corporate gifts, specialty items, and even on-demand marketing support.

#### 2. **Becoming an Integrated Business Partner**

Web-to-print can help PSPs move beyond serving as a *one-order-at-a-time print vendor* to becoming a customer's *integrated business partner* which can increase overall spend per customer. The more specialized services a PSP provides to a given customer (i.e., warehousing, fulfillment, VDP on-demand print, etc.) the greater the opportunity to

increase their “stickiness” and position themselves as a trusted partner, a de facto extension of a company’s operations, sales, and/or marketing efforts. Without web-to-print, printers can be easily relegated into acting as passive, one-job-at-a-time vendors, lacking the ability to be a proactive problem solver for a customer.

Not surprisingly then, we believe that web-to-print is here to stay. Moreover, while we are routinely contacted by printers who want to know more about web-to-print, we are increasingly having conversations with printers that are making additional investment to grow their web-to-print offering to meet ever-changing customer requirements. Empirically speaking, we are seeing our MarketDirect StoreFront customers who have embraced the solution double and even triple their annual sales.

Ultimately, we believe that those print owners that fail to implement a web-to-print strategy run the very serious risk of losing customers to those that provide greater value.

**Q4 | *What sort of solutions do you have to offer to support with W2P?***

Our stalwart MarketDirect StoreFront™ (MDSF) Suite is the industry’s only end-to-end web-to-print solution that includes storefronts for branded, unique web-to-print experiences, a fully featured cross-media marketing campaign toolset that requires no programming knowledge, integrated variable data for both storefronts and campaigns and of course, an integrated printing workflow. Best of all, our solution is completely scalable, will grow with a customer’s business, and seamlessly integrates with ePS and non-ePS MIS and ERP platforms, and by design.

MarketDirect StoreFront removes many of the barriers that prevent PSPs from incorporating web-to-print into their businesses. It makes it not only easier to create an e-commerce site, but to also expand product offerings, and improve customer loyalty by enhancing the customer experience.

###