Hosting Company

# Overview:

Vistaprint is a multinational company, a part of Cimpress Group. It is located in 15 different countries including Tunisia. It provides printed and promotional customizable materials and marketing services to small businesses and consumers.

Starting as a simple paper provider, Vistaprint has become a leader in the e-commerce field. It exposes its items and services through the website “Vistaprint.com”. Its main products are business cards, Postcards, Websites, T-shirts, Hats, Pens, Sticky notes, Window Decals and car door magnets.

Beyond its printing business activities, Vistaprint is a technology-focused company. The fact that its e-commerce platform operates in a large scale and provides mass customization of products, leads Vistaprint’s technology managers to think a lot about complexity in resolving problems. This is why Vistaprint is highly dependent on Software engineering skills.

# History:

Created by Robert Keane in Paris, Vistaprint began with providing small businesses with graphic design and desktop printing supplies via direct mailed catalogues.

By 1998, the company had begun to grow up into an internet e-commerce company by starting to create its own e-commerce platform. It was the year of the first expansion beyond France. The company reached the British and German Markets via the acquisition of “PaperDirect Europe” which, like Vistaprint at the time, was a specialty catalogue of desktop publishing papers.

Since 1999, it stated to deliver its products via the internet while focusing on its starting business and the first US office was opened in Framingham, Massachusetts.

2000 was the worst year for the company. Vistaprint lost its venture capital financing from Geocapital Partners after that investor reads a Wall Street Journal article questioning the viability of Internet based business models. Moreover, in order to survive the burst of the “dot-com crash”, the company was forced to sell off some pieces of the business and to reduce the workforce by 50 (from 70 to 20 employees). Vistaprint survived this crisis and emerged as a profitable company in 2002.

Three years later, Vistaprint was floated on the NASDAQ stock exchange. Since that time, the company’s revenue had grown up while continuing the expansion towards global markets in Europe, Japan and Australia. Today, its revenue exceeds the one billion USD declaring it as a large company. In addition to that, Vistaprint has enlarged its business to surpass the business card printing, offering as a consequence hundreds of options and marketing solutions for small businesses: including dozens of printed products, apparel, signage, email marketing, websites and internet marketing.

Vistaprint has served over 15 million customers in 120 countries, and received an average of more than 18,000 orders per day. And during last year, the company has been adding about 200,000 new customers to its client base each month and counts actually 4,100 employees.

In the beginning of 2014, the revenue of Vistaprint was 370,8 million dollars and announced an agreement to acquire “people & Print” Group, a leading German printing company specialized in “upload & print”.

After the several acquisitions of many companies like the leading Norwegian consumer photo product company “FotoKnudsen” and the leading web-to-print company Pixartprinting, Vistaprint changed its name to Cimpress in November 2014.

# Organization:

## Capabilities:

It’s the organization that delivers capabilities to the company. In fact, we mean by the word capability, the combination of people, process and technology to produce a successful new project or initiative. This organization includes 5 areas:

* Capability Development: the software development organization.
* Capability Operations: the group that builds technology infrastructure and manages the world-wide technology operations.
* Capability Support: the team that builds technology infrastructure, manages technology operations, and delivers internal tools.
* Capabilities planning: this team facilitates planning within Capabilities and across the company partners.
* Fulfill Demand: this team is devoted to fulfillment software.

## Manufacturing and Supply Chain:

It’s responsible and accountable for the development, implementation and results of the company’s manufacturing strategy.

## CEO:

This organization includes the executive officers of the company and it is composed of members of the management team.

## Finance:

Finance is the pillar in charge of all financial transactions and budgeting for the company.

## Human Resources:

They ensure that Vistaprint finds, hires, rewards, develops and retains great team members. They do this by executing on a global HR vision with audacious goals and a strategic map.

## Legal:

Legal is the team responsible of enabling and supporting the achievement of Vistaprint’s ongoing business objectives and corporate responsibilities by providing the highest quality, creative legal services to the organization in a productive, solution-oriented and cost-efficient manner.

## Design Sales and Services:

It comprises the process of serving Vistaprint customers across the globe by listening and advocating on their behalf, as well as delivering services they value.

## Marketing:

They are the one responsible for communicating the value of a product or service to the customer. Their main mission is to provide the plans, tools and tips to take the business to the next level.