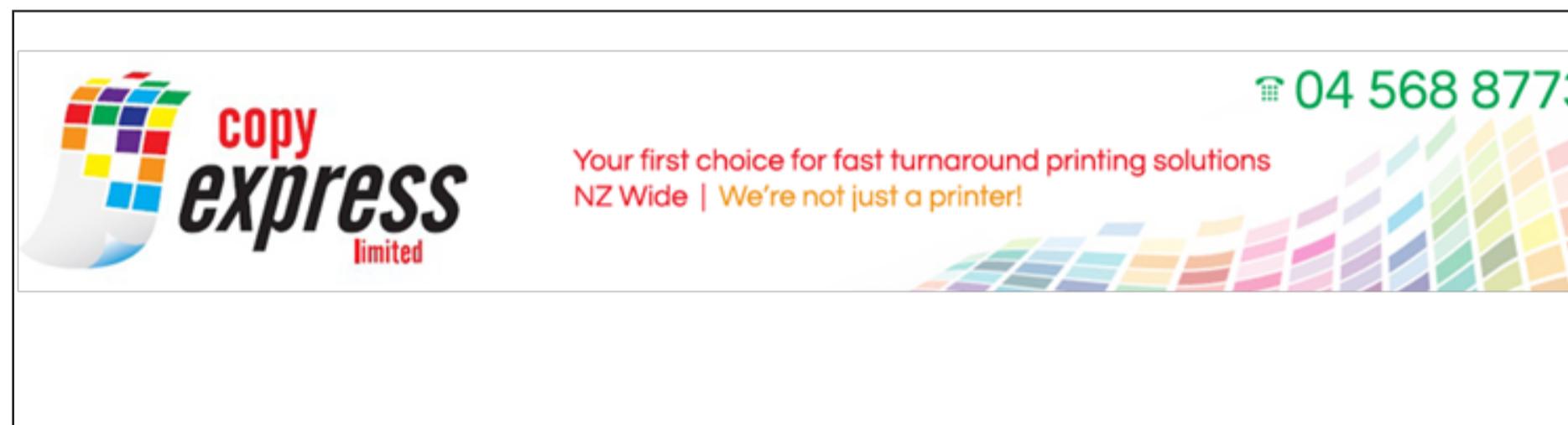


# Web to Print

The Team: Chesda Reth, Helen James, Hema Pasupuleti

## The Client



<http://www.copyexpress.co.nz/>

## The Context

Copy Express Ltd is a print service centre that is situated on the main street of the Lower Hutt suburb of Petone. It is surrounded by small boutique shops that attract foot traffic for casual shoppers and café diners. Copy Express focuses on providing a fast and efficient service to walk in clients (cash and on-account) and local small to medium sized businesses including Real Estate agents. They provide a design and print service that includes Business Cards, Flyers, Cards, Booklets, Commercial Printing and some photo copying.

With the aim of providing an improved service and to gain market share, Copy Express would like to adopt a Web to Print service that not only meets the modern customers' requirements but also streamlines their business process.

## What is Web to Print?

Web to Print (often referred to as Web2Print) is an online service that provides the print industry with the opportunity to automate their print ordering process and improve their workflow as well as customer base.

Software as a Service (SaaS) is a cloud hosted service that can be subscribed to and customised to represent your company. No longer is it necessary to purchase expensive hardware and software to host your own website, SaaS offers an affordable option for businesses.

Web2Print SaaS providers cater for print companies of all sizes and print technologies. Common service includes:

- Online Store fronts for the public ordering of Print products.
- Corporate Storefront Portals for ordering of company branded products.
- Corporate Administration for order management including approval of in house orders.
- Print shop Management Information System (MIS) for the backend management of storefronts, templates, quotes, payments, customers, Customer Relationship Management (CRM), email notifications, offline job entry and job management.

## The Challenge

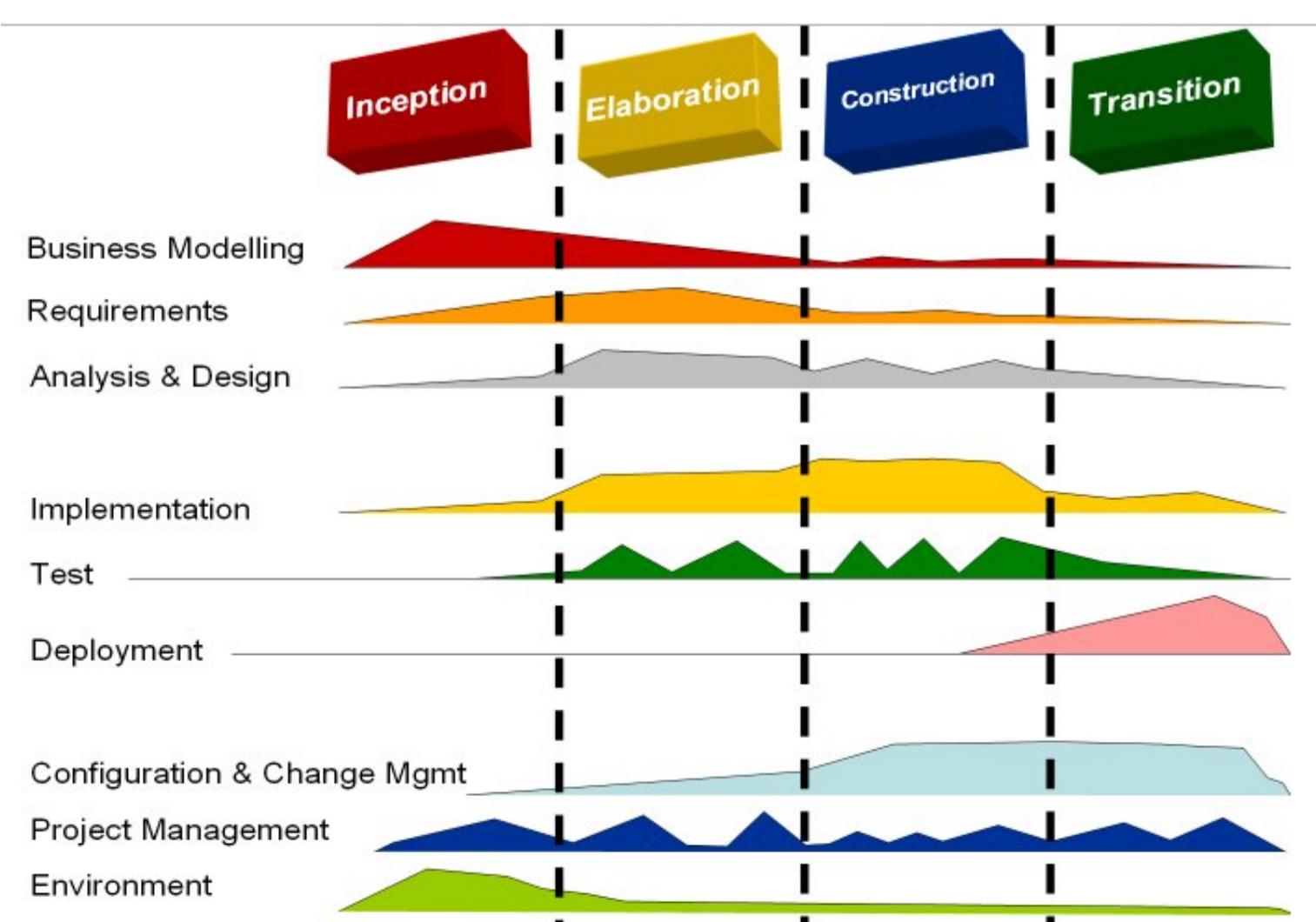
To achieve the best balance between features and price;

1. Online print ordering system for both public and corporate customers (may use a library of templates, including customer specific templates).
2. Customer management, including job histories. Job costing for specific categories of job. Web ordering, management of customer templates and work items. CRM, automated email reminders.
3. Production management, including pre-printing, printing (possible job automation, queue management etc.), post printing, invoicing and shipping.

## Methodology

Rational Unified Process because:

- Iterative – the narrowing down of options with each iteration and phase.
- Milestones – goals to achieve per iteration and phase.
- Adaptive – allowing for the project to evolve in an agile fashion.
- Requirements Gathering – functional and non-functional.
- Unified Modelling Language – clearly and visually communicate requirements and designs.
- Use Case Scenarios – functional requirements evolve into test cases.
- Risk Analysis for each iteration – to ensure the best possible solution is recommended.
- Iteration Planning – Scheduling adapts as the project progresses
- Iteration Review – What worked, what didn't, how can we improve the next iteration?
- Change Control – Track, approve/reject required changes; mitigate risk of scope creep.



## System Functionality Requirement

The structure of the system can be divided into three main logical components. The first component is the Web Ordering subsystem that provides the functionality for customers to place orders and request for information. This component also provides functions that allow Copy Express employees to keep track of all orders placed, as well as updating orders which have been processed. The second component is the Website Management subsystem that enables Copy Express to add and update items, templates and pricing on items on their website. The last component is the Accounting subsystem which deals with invoices and produces weekly and monthly sales and trend reports.

The Web Ordering subsystem provides the following functionality:

- Register an account
- Log in to the system
- Update their account information
- Browse Shop
- Select an item e.g. business cards, posters, flyers etc.
- Customize options for a selected item
- Browse supplied templates
- Upload custom template design
- Add an item to their Shopping Cart
- Remove an item from their Shopping Cart
- Provide delivery and payment details
- Review order summary
- Place an order
- View order history
- Receive confirmation of quote/design
- Place feedback/survey
- Queue management that prioritizes orders based on due date, simplicity etc...
- Modify the status of an order once it has been processed.
- Approve/decline Proofs
- Accept /decline Quotes

The Website Management subsystem will only be accessible to authorized Copy Express employees and provides users with the ability to, using a graphical user interface:

- Add/Modify Clients
- Add/Update/Delete a new item from the website
- Upload /Delete a template from the website
- Send Quotes
- Send proofs
- Update price for an item
- Update additional information e.g. descriptions, photos, etc.
- Add/Modify Jobs directly from the backend, without login to the storefront.

The Accounting subsystem to provide the following functionality:

- Load invoices into Xero
- Produce weekly and monthly invoices
- View Customer Credit
- Produce weekly and monthly sales history report

# Web to Print

The Advisor: Steve McKinlay, Semester 2 - 2013

## The Final Short List

|                                   |  <b>OnPrintShop™</b><br>Web-to-Print Storefront |  <b>ePrint Software</b> |
|-----------------------------------|---|--|
| <i>Features</i>                   | <a href="http://www.onprintshop.com/">http://www.onprintshop.com/</a>   | <a href="http://eprintsoftware.com/">http://eprintsoftware.com/</a>  |
| Add Order from MIS                | ✓   | ✓  |
| Job prioritisation                | ✗   | ✓  |
| Online design tool                | ✓<br>(from scratch design)  | ✓<br>(Templates must be loaded to work from)   |
| Customer upload design            | ✓   | ✓  |
| Template selection included       | ✓   | -<br>(Need to provide your own)  |
| Photo library                     | ✓<br>(Fotolia.com)  | ✗  |
| Sales Reports                     | ✓   | ✓  |
| Customer reorder                  | ✓   | ✓  |
| PDF proofing online               | ✓   | ✓  |
| Invoicing                         | ✓   | ✓  |
| Job Batching                      | ✗   | ✗  |
| Payment methods                   | Credit card, internet banking, on account, cash   | Credit card, internet banking, on account, cash  |
| Customer Online Survey            | ✗   | ✗  |
| Social Media Integration          | ✓   | ✗  |
| Load invoices into Xero           | -<br>(CSV file export)  | ✓  |
| Online Quotes and design approval | ✓<br>(By email -On website TBA)   | -  |
| Detailed Quotation Ability        | ✗   | ✓  |
| Email Auto-Reminders              | ✗   | ✗  |
| Price Quoted                      | \$1500USD +350 USD/month  | \$2500NZD + \$600NZD/month   |



## OnPrintShop.com

### OnPrintShop Strengths

- Good Price
- Established company, over 500 customers worldwide.
- Templates supplied
- Linked with Fotolia for online image use
- Nice customer experience, very good online design studio
- Automatically generates the job ticket
- Simple "Tick to notify customer" emails
- Social Media/Facebook integration
- Supports PDFlib files (variable text blocks)
- 24/7 Customer Support
- Quote tracking and approval system
- Future development included in monthly fee
- Easy to view previous jobs in the "My Portfolio" page, shows image of item ordered.
- Good automated online shipping quotation
- Overdue orders show up as pink in the list
- CSV upload for mail merge type orders

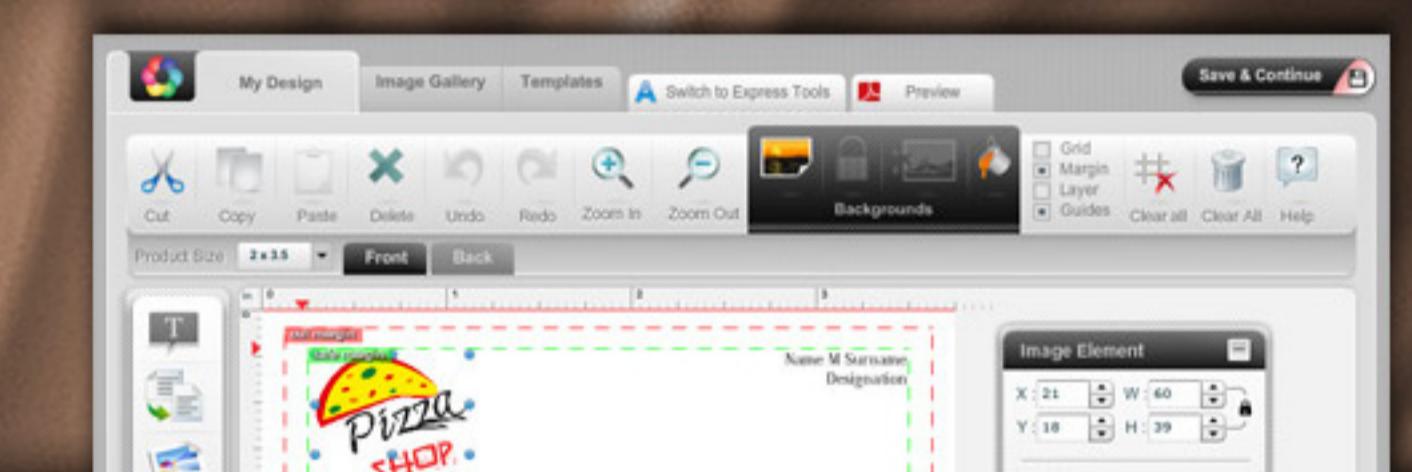
### OnPrintShop Weaknesses

- No job prioritisation
- No automated estimates for offline orders or quotes i.e. you add the total job price in without a breakdown of costs.
- No fields to add the paper selection etc. in the job quotes or offline orders
- Most recent Jobs at the top of the list rather than the bottom
- There is no colour indication that a job is due that day, only when overdue.
- Online editor needs flash to run. Doesn't support phone/tablet.
- Users can only upload up to 50mb per file
- Cannot change the turnaround time from the admin site if necessary
- No Xero API integration
- No automated email reminders
- Cannot apply non Linear pricing schedule
- Cannot apply a customer discount without entering a coupon

## The Recommendation

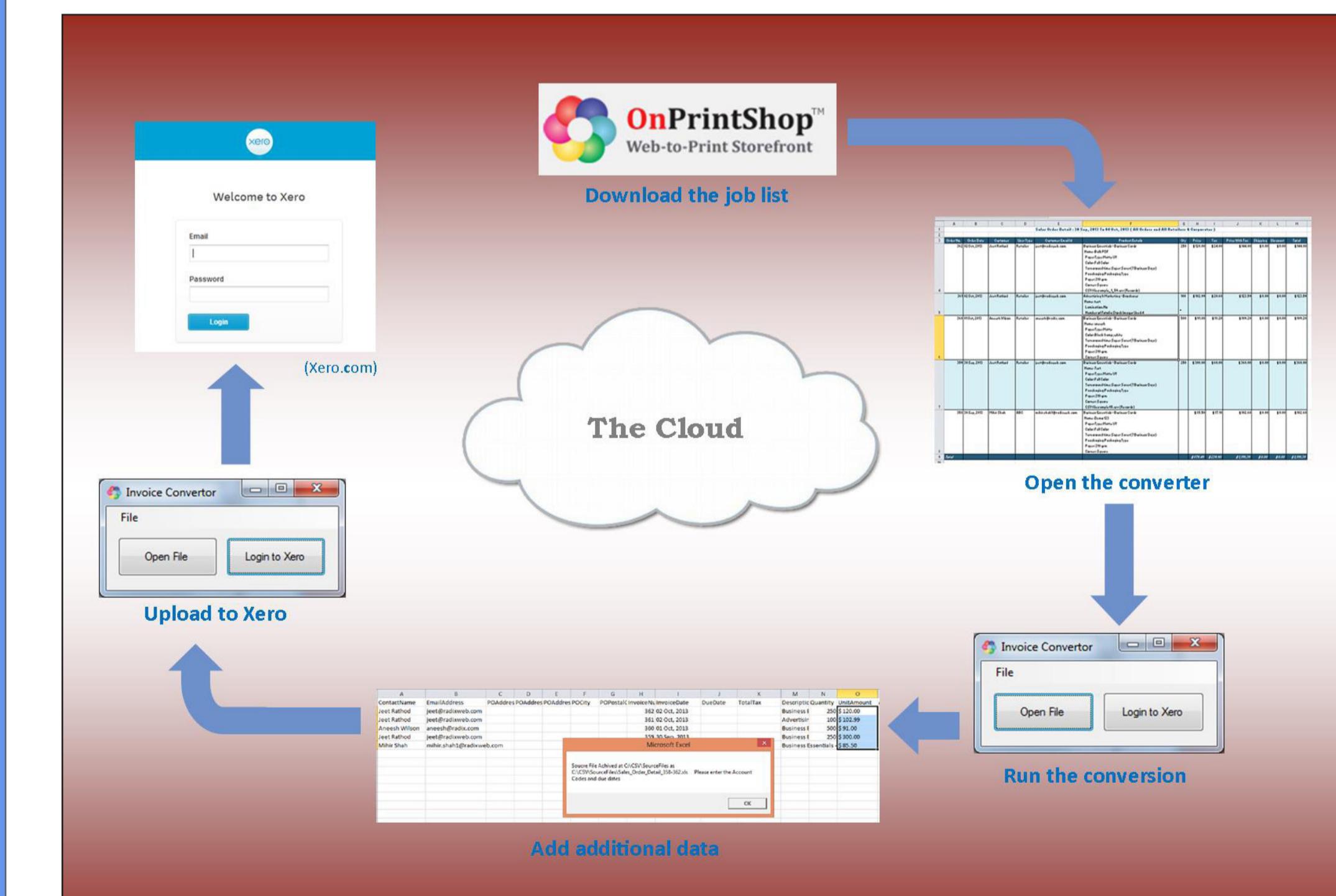
### Online Designer Studio

- Design online with live preview
- Advanced PDF & CorelDraw template engine
- High-res print ready PDF output
- Unique multi language support



### How to address the weaknesses?

Create a macro-based intergration program to semi-automate the transfer of the job details downloaded from WOnPrintShop to a template suitable to upload into the Xero accounting system.



Use the Mailchimp Autoresponder service available to paying customers.

Possibly pay the additional \$1000 USD one off fee to have access to the newly implemented OnPrintshop Workflow Automation System