# 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.
* **Pint 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.