

RADIXWEB, India



***Gun down  
your competition.***

Fully loaded Web-to-Print solutions

*Get more for less (really less). Turbo-charge your print business.*



## The purpose behind Web-to-Print

### *The changing times*

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For the print industry it is no longer business as usual. Technology-driven and cost-effective service models are quickly replacing old ways of doing business. Following this, new challenges have been introduced before service providers in commercial printing, graphics arts and corporate marketing. Resultantly, they are required to re-evaluate their existing delivery systems. Thus, for the savvy print business, bottom-line improvement clearly depends on two things: cost reduction using new workflow efficiencies and extensive offerings with value-added services.

### *Get some life*

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Also known as remote publishing, web-to-print is an effective technology application, which holds tremendous potential in turning around a print business. By enabling a simplified process from the online web store, it entirely changes a rather burdensome print order cycle into an exceptionally streamlined one. Thus, allowing end users to place their print orders with utter ease. On the other hand, for print business owners, it spells an ability to produce a range of professionally branded and customized printing products. These products can be anything from business stationery to marketing collaterals – cards, letter-heads, envelopes, catalogues, brochures, banners, posters, door-hangers etc.

### *Go online and turbo-charge your print-business*

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Using web-to-print you realize why the internet comes to matter so much and how, especially when most of the services have gone online. It isn't just about being on your customers' fingertips, the idea, however, is to leverage rapidly enhancing influence of the internet and grow more efficient. Many print businesses the world over have created internet enabled online presence and this trend shall grow only more entrenched. The change is quite inviting too, for web-to-print is fast being embraced as an effective new way to streamline business processes by print services buyers.

As a result, many commercial printers have begun using 'web-to-print storefronts', which come with a host of online features. A typical storefront can offer several tools for text and graphics editing. Additionally, one can also expect a storefront pre-populated with a variety of design templates for creating business cards, flyers, posters, letterheads etc. Such storefronts also provide search friendly URLs (truncated web addresses) for effective online promotions. Add to this other features such as digital proofing with 300 dpi rich PDF file and slick & secure ordering, which enhances customers' convenience while adding great value.

**Everything you need.**

- Need for controlling costs; on postage, inventory, administration and redundancy
- Need for controlling errors in customer fulfillment
- Need for aligning to emerging de facto models in digital content publishing and document & creative assets management
- Need for achieving consistency – in print output, customer targeting, marketing, brand presence & reputation management
- Need for delivering extensive value-addition to customers by providing convenient and secure e-transactions together with creative enhancements for their content
- Need for emerging as a true business partner of small and mid-sized document owners and print buyers



## An indispensable component in everyday business for printers

*Not just another web2print solution. A sheer **BANG FOR YOUR BUCK.***

Our web-to-print storefront isn't just one thing; in fact, it is a fulfillment portal that serves you with gamut of features, delivering a wholesome answer that will take your print business to its best potential.

### *Align your business presence*

*With the advent of internet-driven delivery models and their rapid acceptance by the print industry stakeholders, a new supply chain has come into existence. This has brought in a spate of new developments whereby 'customer-convenience' and 'value-added options' rank high. Hence, the industry is growing keener about integrating web technology ingredient in the value-proposition. Using Radixweb's web-to-print solutions you can gain tail-wind in grabbing these emerging opportunities.*

### *It is organizing + control*

*Our web-to-print platform is all about creating a better delivery system. A streamlined work-flow that lets you take your hands off from every manual process like Quoting, Negotiating, Ordering, Reordering, Proofing, Amending, Printing, Delivering, Invoicing and Accounting, it indeed changes everything. Your storefront integrated website can accept and manage orders, trail fulfillment and administer invoicing. Using personalized templates library and design studio, customers can conveniently prepare customized print jobs / documents. Finally, using digital proofing they can confirm their orders and get them printed and delivered at the location of their choice.*

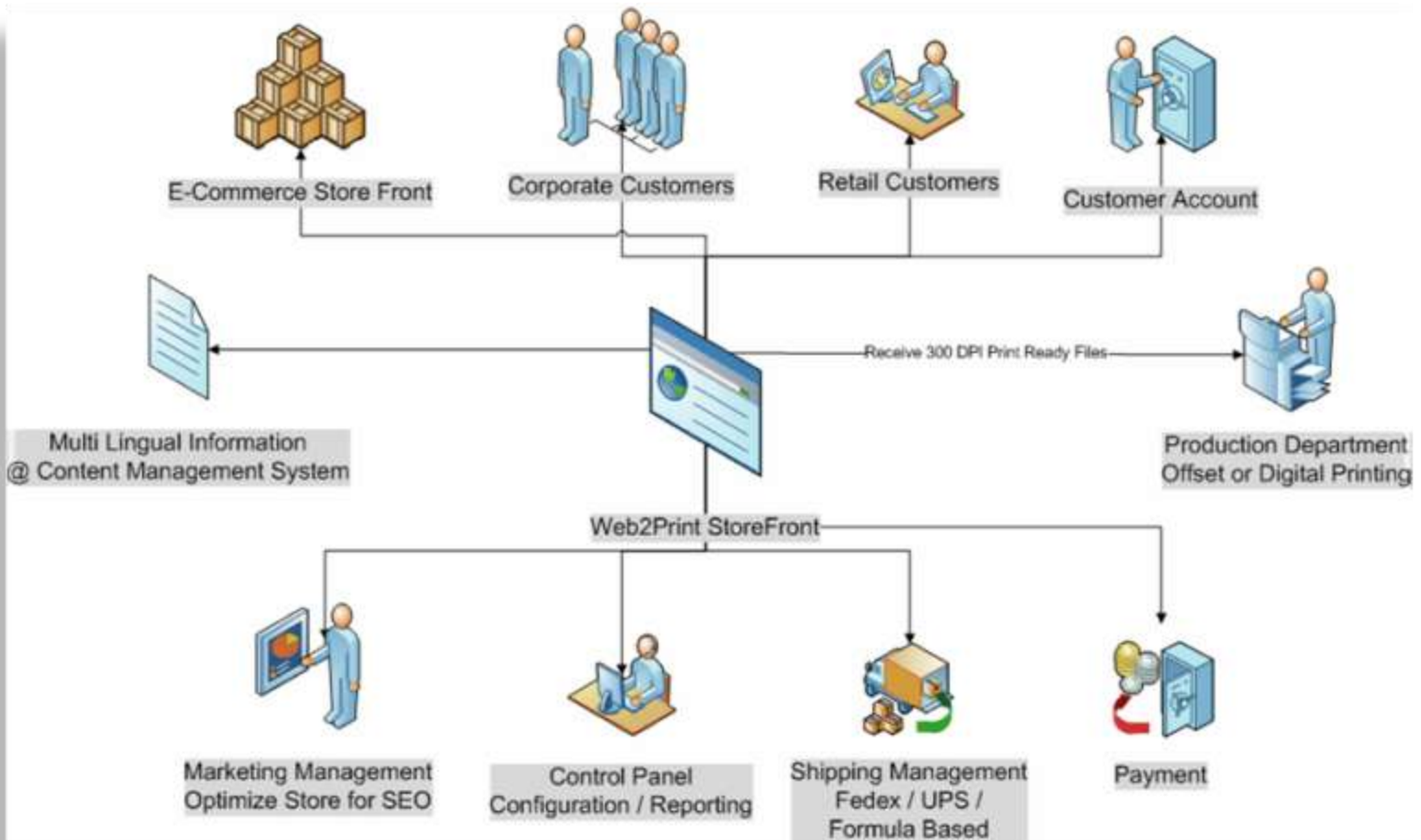
*Hence, it enables you to control your brand connect and concentrate more on value-added services.*

### *Your own marketing arsenal*

*Your web-to-print storefront is your self-reliant marketing arsenal with abundant value-addition potential. Many businesses like those in their nascent stage or the ones having small to mid-sized potential cannot hire professional creative services. Using our web-to-print storefront you can reach out this niche and empower them with affordable professional design. You may also offer basic guidelines and tips on printing on your storefront enabled website. The storefront allows you to create search-friendly URLs too. This helps in creating strong cross-media promotion and improves affiliate marketing efforts.*

*Radixweb web-to-print storefront is where you begin to transform, while making the most of your money.*

## Solution overview

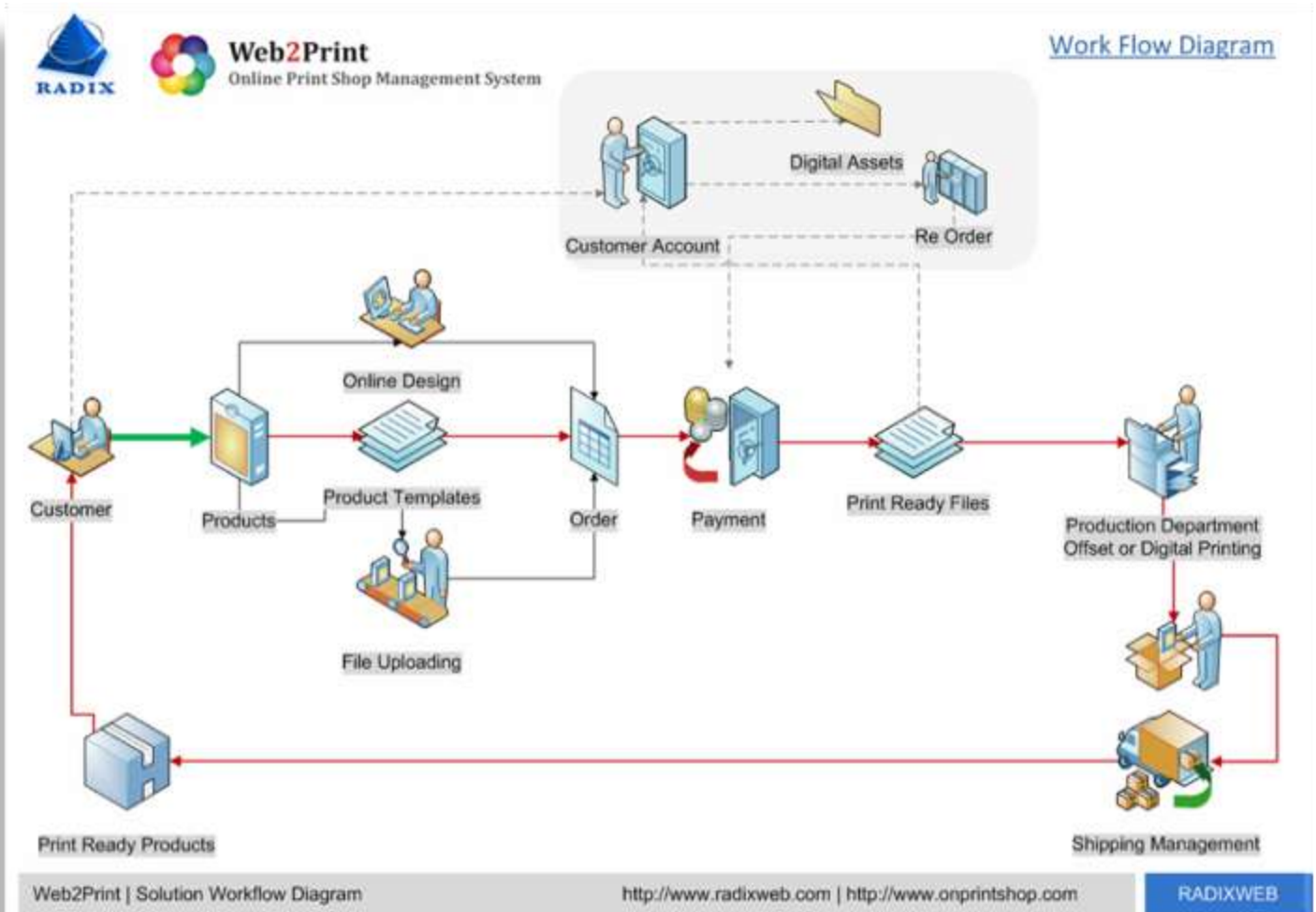


It is about controlling the reins of your print business more effectively and successfully connecting prospective dots. Our store-front turns into a one-stop-shop on the web, whereby your customers can submit /edit /create desired print jobs using its Content Management System. They can submit their jobs in the upload center; get them verified at 300 dpi PDF proof or save the files in their account for further enhancements / ordering later.

Its features such as 'online payment' and 'online shipping' indeed deliver quality transaction experience. As visible in the map above, using Control Panel features you can rapidly deploy and configure many print products.

Thus, by creating a more efficient print procurement with personalized service and delivery, you will grow unique to every customer you engage.

## Solution workflow



*This is how you do more, offer more and be more...*

**The unstoppable business starts right here!**

Unleash your new-found might.

Prove it to the competition that **SMALL** business does make **BIG** sense.

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Engage into a whole new workflow and imagine **new possibilities** for your printing business. Transform and remain increasingly **relevant to your customers**. Let there be no assumptions, but only **total control**. Let the world know that **packages** and that 'small is really

indeed **'best things come in small beautiful and more meaningful'**.

**Go ahead** with a value for your printing web-to-print storefront. Share more choices. Comfort. **Secure** trust. **Evolves** as a brand. personifies sheer value customers.


**constructive way** and create unique expertise and **creative potential**. Our shall quickly offer you this **conviction**. Provide convenience. Enable **Allow** savings. **Attract** more profits. Evolve into an experience that for money and **a complete answer** to

**Connect** to the next marketplace. Steer in content, digital

level in **web-based print business** your way to new effective practices assets and documents management.



## Solution in depth

1	<p><i>E-commerce website Support for leading Payment Gateways and Online shipping carriers</i></p> 	<p>This streamlined storefront easily meets with small print businesses' challenges as they cope with new industry practices. Since your customers can browse through the full range of print products and services using one simple-to-use storefront, they get ample convenience, choice and secure transaction facility, at par with any other online portal.</p> <p><u>Key features:</u></p> <ul style="list-style-type: none"> <li>- Standard text for store front</li> <li>- Shopping cart, online / offline payment, shipping, invoicing and notification to Store Administrator and Customer</li> <li>- Order Tracking feature for customer to know updated status</li> </ul>
2	<p><i>Customer Engagement</i></p>	<p>By giving plentiful scope of personalization and ready tools suiting customers' needs, our storefront helps you strengthen customer engagement.</p> <p><i>Ways that will add to customer engagement efforts:</i></p> <ul style="list-style-type: none"> <li>- Show Matching Templates</li> <li>- Drive Cross Promotion for various print products</li> <li>- Offer Discount Coupons</li> <li>- Collect Emails for sending News-letters</li> </ul>
3	<p><i>Customer Portal</i></p>	<p>Storefront's customer portal is where clients can choose to store and organize their orders and digital assets. This helps in augmenting ordering cycle and adds convenience in repeat transactions.</p> <ul style="list-style-type: none"> <li>- Customer Profile for retaining multiple shipping and billing details</li> <li>- Retains customer Order History</li> <li>- Enables customer to Re-order with fewer clicks</li> <li>- Option for viewing &amp; printing invoices</li> <li>- Central Secure Storage for Digital Assets</li> <li>- Option to save print designs in progress</li> </ul>
4	<p><i>Web Promotion</i></p>	<p>Bringing your print business online opens up new opportunities to target more customers via the internet.</p> <p>Our solution is designed to accommodate best practices of Search Engine Optimization tactics seamlessly into your web2print storefront.</p> <ul style="list-style-type: none"> <li>- Optimize Keyword and Meta Tags for different languages</li> </ul>

		<ul style="list-style-type: none"> <li>- Multi -user Access Control enables restricted access to SEO Section only</li> <li>- Generate Site Map for Yahoo &amp; Google with single click</li> <li>- Integrate Google Analytics in your Web-Store for Reporting</li> <li>- Create &amp; Update Robot.txt file, used for instructing Search Engine Crawlers</li> </ul>
<p><b>5</b></p>	<p><b><i>Digital Assets Management</i></b></p>	<p>The storefront is designed to catalogue digital images like logo, photo graphs and print-ready files securely. Assets are stored into two rosters. Admin roster is manageable via Control Panel and only authorized person can add or modify items listed. Roaster is accessible by all members as shared basis with Read only access.</p> <p>Each customer gets separate storage folder on the solution’s server, which holds digital assets used by customers. These files are protected from other users for viewing or other activity.</p> <p>With this functionality customers can easily compose new products without re-uploading frequently used images / creative content over and over again.</p>
<p><b>6</b></p>	<p><b><i>Control for your Business</i></b></p>	<p>Complete set of tools that maximize flexibility, consistency and control over web storefront.</p> <ul style="list-style-type: none"> <li>- <b>Content Management</b></li> <li>- <b>Configurable Online Designer Studio</b></li> <li>- <b>Information Management and Display control</b></li> </ul> <p><b>Order Management</b></p> <ul style="list-style-type: none"> <li>• Tag order for particular status for enhanced tracking</li> <li>• Customize various stages of order to suit operational flow</li> </ul> <p><b>Sales Reports</b></p> <ul style="list-style-type: none"> <li>• Analyze sales for a chosen period</li> <li>• Export data for enhanced reporting</li> <li>• If you are obliged to pay any tax (on receiving a typical order), they you may use this section for preparing handy reports on tax payable; reports shall show tax amount charged to customers on each invoice generated</li> </ul> <p><b>Customer Reports</b></p> <ul style="list-style-type: none"> <li>• View customer List; download / export to spreadsheet</li> </ul> <p><b>Payment Gateway Integration &amp; Configuration</b></p> <ul style="list-style-type: none"> <li>• We support integrating leading payment gateways securely in web2print storefront. Our technical support can also eagerly integrate new payment gateway on request</li> </ul>

**Shipping Configuration**

- Integration with UPS and FedEx online shipping systems when freight charges are to be pre-calculated for billing
- Shipping configuration modules based on either weight or formula calculations also available
- Choose how you want to handle shipping and invoice the customer with just few clicks

**Access Control Module**

- Configure who can access what information in administrative panel to ensure authorized access
- Secure you crucial information by assigning appropriate rights and avoid accidental changes

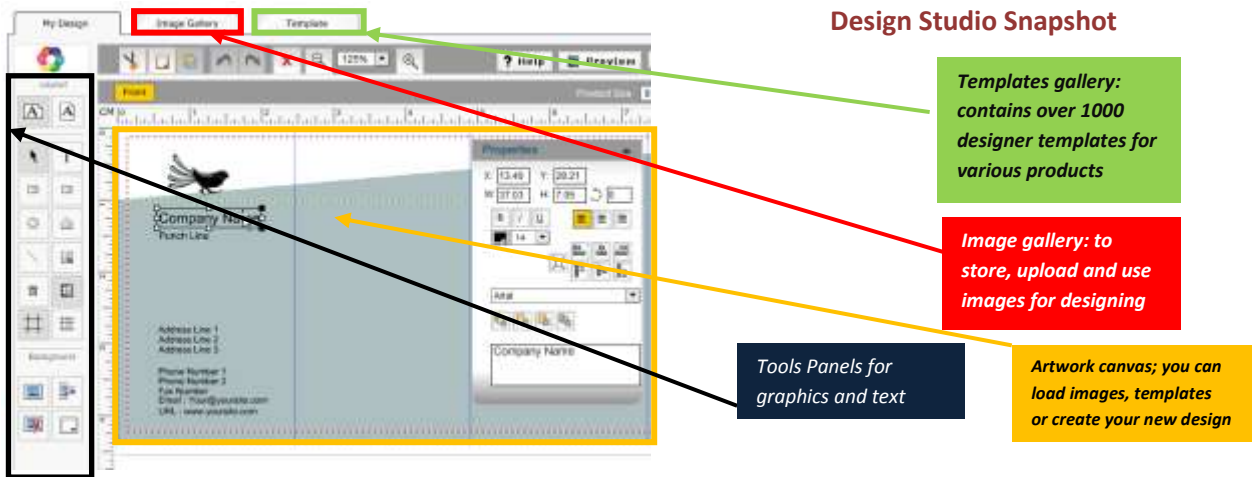
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**Adobe Flash Player based Design Studio**

Our web-to-print storefront’s Design Studio is based on a very popular cross-platform tool, that’s Adobe Flash Player. It is the most widely used run time environment for accessing rich media and internet applications, and thus reaches to nearly 95% internet users globally. Flash Player enabled application runs identically on all major browsers and operating systems. This therefore allows you and your customers to design layouts that are easy to create and ready for printing.

This Design Studio with its user-friendly accessibility and simple tools makes it easier to instantaneously proof and order all your printing products with this one simple-to-use interface.



**Design Studio Snapshot**

- Templates gallery:** contains over 1000 designer templates for various products
- Image gallery:** to store, upload and use images for designing
- Tools Panels for graphics and text**
- Artwork canvas;** you can load images, templates or create your new design

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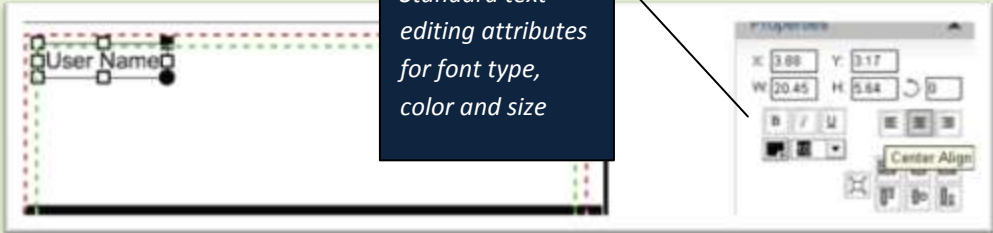
**Personalizing print design**

Get smart and easy personalization for various print products.

**Text Editing**

- Add Text to Canvas
- Select Color, Font & Size
- Align text according to your design preference

**Studio snapshot: Text Editing in canvas**

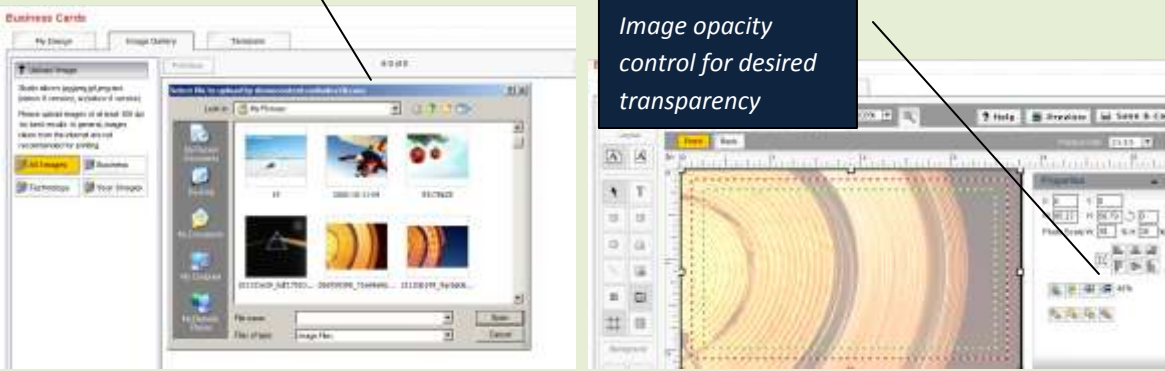


*Standard text editing attributes for font type, color and size*

*Uploading image from your computer*

**Picture Upload / Update**

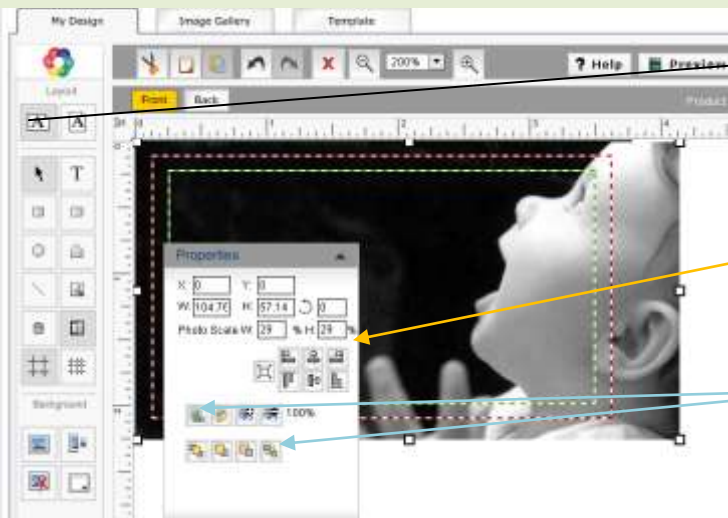
- Add Photo to design your art work
- Apply Opacity on Image or Object



*Image opacity control for desired transparency*

**Draw Objects**

- Use various objects to create vector graphic output for enhanced print quality
- Support for drawing Circle, Square, Polygon and Lines
- Add Background Color or Image to your Artwork
- Choose Orientation of your Canvas, Landscape or Portrait

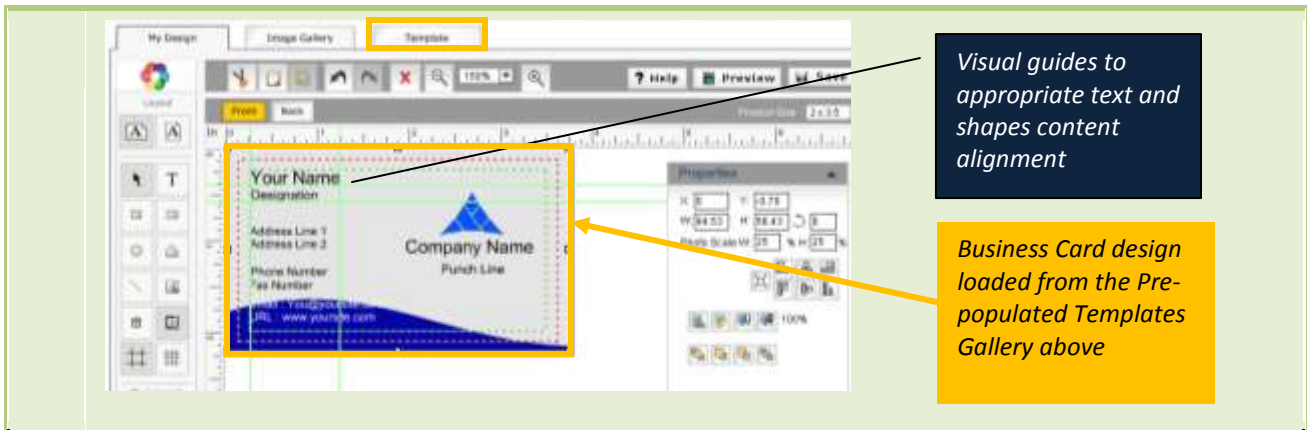


*Adjust image orientation to either landscape or portrait*

*Further controls for manipulating image size and alignment*

*Restoring Aspect Ratio and Layers Management*

<p><b>9</b> <i>Ease of use with handy controls and smooth layers management</i></p>	<p><b>Layers management</b> All objects are layered and can be arranged in desired order too. The studio allows organizing shapes, images, and text with utter ease. Anyone, without any special knowledge can create crisp layouts using opacity, drop shadows, underlying images, lines and shapes. Layer management is as efficient and simple as provided by any other graphics layout software.</p> <p><b>Zoom</b> Using Zoom tool, gaining precision while coloring or editing a design becomes quite effective.</p> <p><b>Cut, Copy, Paste, Undo</b> We could not visualize this studio without providing these essential features which are needed in any interactive application. Multiple level of Undo helps to revert changes done intentionally or by mistake.</p> <p><b>Maintain Aspect Ratio for Images, Restore Aspect Ratio for Image</b></p>
<p><b>10</b> <i>Rapid design</i></p>	<p>This intent is to provide better tools for online editing and designing to Internet savvy print service professionals. Quicker and finer output is essential in meeting client expectations, for it augments ordering and turnover cycle as well.</p>
<p><i>Design Studio functions that help in enabling rapid design deployment for various printing products</i></p>	<p><b>Grid</b> Use grid for more precise alignment &amp; placement.</p> <p><b>Ruler</b> Help you to see location of object on canvas</p> <p><b>Guides</b> Use this guides to align text, picture and objects.</p> <p><b>Load Template / Saved Design</b> Ability to save design and load templates already design help end Customers to quickly place final design in place.</p> <p><b>Save Design</b> This functionality helps customers save design in their account for editing later. Each customer’s designs are stored digitally and protected from other users.</p> <p><b>Image from My Account</b> Images uploaded previously for creating artwork are stored under secure account; can be re-used in future without re-uploading</p>



**11 PDF Review / Proof**

Providing customers with an instant proof is indeed our solution’s USP. Files thus generated are 300 dpi compatible with CMYK or RGB color settings and illustrate actual print output. This allows customers to perform necessary corrections before placing the final order.

Securing design is essential hence proof-files are secured for printing and importing into other graphics program.

**12 Supported File formats**



*Files prepared in all popular graphics formats can be submitted in studio’s Upload Center*


The solution allows uploading various graphics files. Supported graphic formats for importing into the design studio environment include **JPEG**, **PNG**, **GIF**, **EPS** (Compatible with CS2 & version 8), **PDF** (Below PDF Version 1.5) with transparency support.

**13 Supported languages in solution’s Content Management System**

Our web-to-print design studio supports several international languages for managing and preparing print artwork. Currently following languages are pre-configured in the solution’s Content Management System.

**English | Croatian | Dutch | German | French | Italian**

Also, any other language containing Latin characters can be integrated.

<p><b>14</b> <i>Custom Design for various Merchandize</i></p> 	<p>Design Studio allows creating designer image masks for various Merchandize like <b>Coffee Mugs, Cell Phone cases, Water Bottles</b> etc.</p> <ul style="list-style-type: none"> <li>• Ability to upload custom skin</li> <li>• Users can design and personalize product within safe print area</li> <li>• Ability to generate 300 DPI print file</li> </ul>
<p><b>15</b> <i>Configuring various Print Products (including business stationeries and promotional collaterals)</i></p>	<p>Studio is highly flexible and allows configuring various parameters, so that end customers get desired choice.</p> <ul style="list-style-type: none"> <li>• Configure Product Size by defining</li> <li>• Pages / Sides</li> <li>• Bleeds</li> <li>• Trim Margin</li> <li>• Safe Margin</li> <li>• Zoom Level</li> <li>• Color Pallet (RGB or CMYK)</li> <li>• Choose which fonts you want to load in studio</li> </ul>
<p><b>16</b> Email Management</p>	<p>Emails triggered at various events from system are editable via Content Management System. Personalize your communication with your customers and enjoy your freedom to express what you want.</p>

## *Software-as-a-Service (SaaS) version*

*SaaS requires no servers, no software client download and no internal IT resources or expertise. It runs as a hosted application from your choice of domain.*

A small to mid-sized entrepreneur like you will find this SaaS version (Software-as-a-Service package) quite apt to handle various technical and creative challenges of an online print shop. All of it. On Demand.

It can be up-and-running in almost no time. It easily caters to both offset and digital print shops alike. Giving you the edge is its main function, which lets you keep track of various print jobs with ease. Needless to say, it will keep you and your customers happy.

While for you it spells automated comfort with an on-demand functionality to drive your marketing campaigns and increase sales both online and offline; your customers on the other hand, with this hosted internet application get to experience the comfort and efficiency they seek.

### *SenSaaSional benefits!*

- Get Visible like never before
- Add Value while killing complexity
- Minimize your technology investment outlay
- Get pre-configured Web Site to run on yourdomain.com
- Design personalized to match your branding needs
- Assistance in Store-front setup
- Support via Email, Messenger and Phone
- New Features & Updates
- New Templates Design
- Hosting on server located in USA
- 10 GB Space and 10 GB Data Transfer per month

*It is thus very ideal for print shops, commercial printers and enterprise business marketing alike, especially for small to mid-sized entities. RADIXWEB shall provide all necessary support, including on-demand SaaS software, technical expertise, maintenance and support.*

Package	SaaS	Licensed	Description
<b>Standard Solution</b>	✓	✓	Web2Print storefront ( Single Language Version) with core features: CMS, Admin panel, Designer Studio, Payment Gateway Integration with PayPal, Authorize.net, o2Checkout, Eway, iDeal, SagePay, CC Avenue and Google Checkout; Shipping based on Weight or UPS, FedEx, USPS
<b>Advanced User Interface</b>	\$	\$	Advanced user interface is applicable when you desire to have customized work flow and highly designer interface. Our team will design or integrate your design in solution.
<b>SEO Modules</b>	✓	\$	Module for Search Engine optimization for enabling short URLs, meta management, Site Map Generation with ability to manage Robot.txt
<b>Admin access rights module</b>	✓	\$	Create sub users for Admin panel and assign sections you wish user should operate, be sure only the right person gets to access.
<b>COUPON/ Discount Module</b>	✓	\$	Engage customer with providing discount offers, boost your sales with marketing and promotion strategy.
<b>Corporate Module</b>	N/A	\$	Corporate module helps you to serve a large account efficiently by placing ready-to-order product templates for client's employees. Help your client save time and money in placing orders for Print Products and ensure you print all of them without any mess!
<b>Add fonts in designer studio</b>	\$	\$	Your purchased fonts can be added to the studio. Minimum 10 fonts should be requested for installation.
<b>Add Online Payment Gateway</b>	✓	\$	If you prefer to work with specific payment gateway we can integrate them provided appropriate API is available. No charges applicable for popular gateway included in Standard Solution.
<b>Add Online Shipping Gateway</b>	✓	\$	Ask our team for integration with 3rd party shipping company for automatic rate fetching or creating customized shipping calculation. UPS, FedEx, USPS and Weight based included in Standard Solution.

<b>Multi Language</b>	✓	\$	Are you looking for multi-lingual website and studio for catering broader customer base? This module helps you personalize text for different languages.
<b>News Management</b>	✓	\$	News module to keep your customer updated about your company and future plans. Dynamic module with news archiving facility.
<b>Custom Reports</b>	N/A	\$	Let our team help you to program reports specific to your business needs. Stay informed about your business progress.
<b>Product Grouping</b>	✓	\$	Create custom grouping of products as per your preference or marketing plan.
<b>Pre-Defined Products</b>	✓	\$	Sell and announce products which do not require any customization like New Year Diary, Greeting Cards and Books etc.  Customers can purchase these products as standard products like on any other online-shopping website.
<b>Online Support</b>	N/A	\$	Integrating third party Live Support tool <a href="http://www.craftysyntax.com">http://www.craftysyntax.com</a>
<b>Maintenance</b> - 10 hours a Month - 12 Month Contract	✓	\$	Maintenance program are aimed at making you feel relaxed from system management perspective and also to make the process budget-friendly. So that you continue enjoying the software solution while reaping smart business returns, without any hassles!
<b>Maintenance</b> - 10 hours a Month - 6 Month Contract	N/A	\$	

**C** *Connect to new opportunities*

**M** *Manage more with ease*

**Y** *Yield more for your potential*

**K** *Keep up with the changing times*

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