

Web-to-Print

Print E-commerce that drives new revenue,
improved cashflow and higher profitability



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prokom



PRINT
FUTURE

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Introduction

The Internet and e-commerce has become an essential part of everyday life and how the vast majority of business transactions are conducted, therefore it has to become a vital part of the way SME commercial printers, communicate and sell their products and services. Customers are already familiar with web based systems and are buying products like books, office supplies, stationary, greetings cards and services like travel, data storage and cloud computing.

The reality is that the trend towards online and cloud computing, will effect all of us sooner rather than later, as more and more customers migrate online

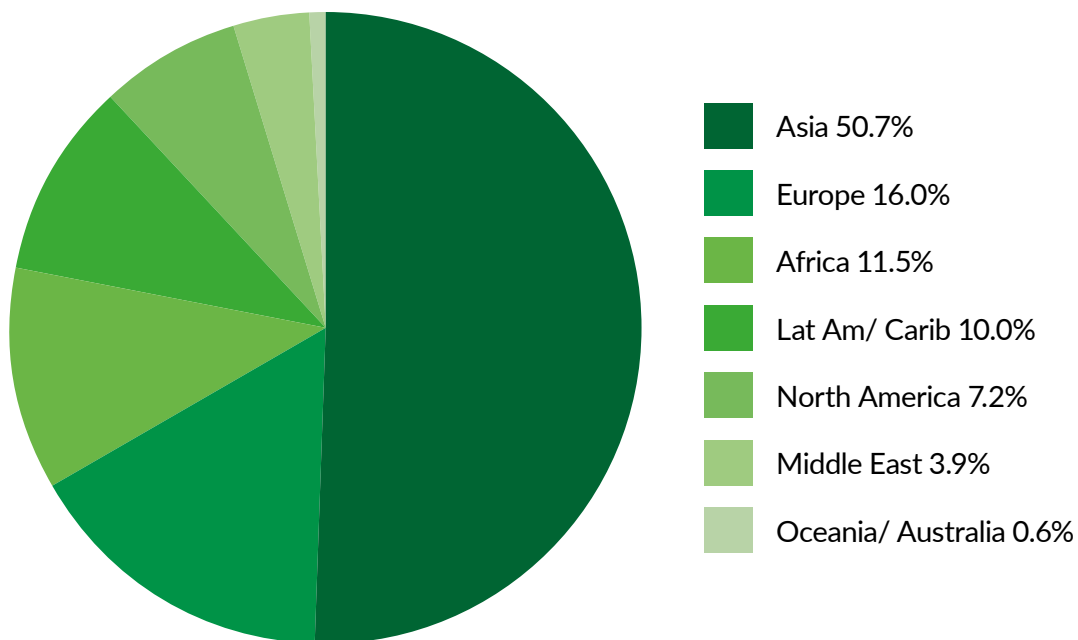
they will be expecting your business to offer web based services.

The “Global Village” has become a Reality

Internet has made real the 1970's vision of communications by Marshall McLuhan called the “Global Village”.

In 1995 there were 16 million Internet users and in 2012 it had risen to just under 2.5 billion, but in 2019 this has leapt to 4.5 billion over half of the global population are now online.

Internet Users Distribution in the World% Mid Year 2019



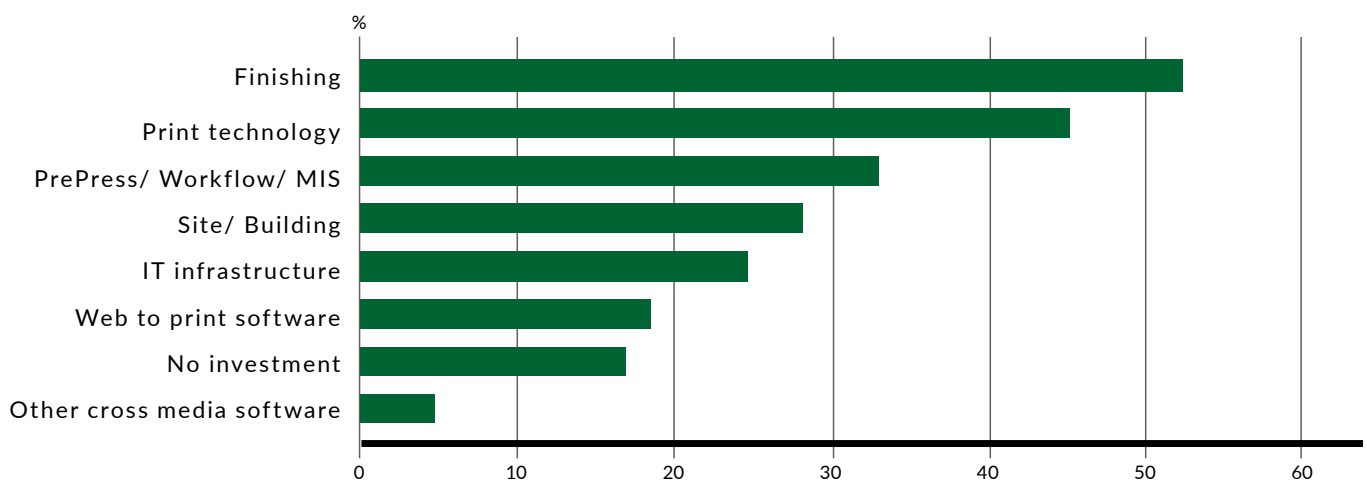
Source – Internet World Stats - www.internetworldstats.com/stats.htm
Basis: 4,536,248,808 Internet Users in June 30 2019
Source - Miniwatts Marketing Group

Over the last 20 years the volume of e-commerce in many countries has grown to huge volumes that include virtually all companies and most consumers. The growth figures are astonishing; with the most mature market, the US, still growing at 8% per annum. China overtook the US in 2015 and is set to triple its volume of online trading by 2020. There are many advantages to e-commerce that explain this explosion in participation, and the pace will accelerate further

with increasing numbers of consumers using their Internet enabled mobile phones to participate in 'm-commerce'.

E-commerce and Web-to-Print has had a massive impact on major sectors such as music publishing, book publishing, retail and banking. Yet print has struggled to exploit the opportunities that it provides.

Capital Expenditure targets 2019



Source: drupa Trend Report 2019

As can be seen from the chart above less than 20% of print companies have Web-to-Print as an investment target for 2019/20. However it is widely acknowledged that around 50% of print companies have Web-to-Print, but only 14% are using it to transact more than 25% of their orders. Statistically only one in four W2P installations was considered a success by the printers implementing them and it is common for a lot of W2P systems not to make any money from the print they generate. However niche opportunities like shorter run digitally printed 'versioned catalogues,' are reporting growth through web-to-print. Marketers can see that print catalogues drive online sales, so print is a valuable ally for

It is clear that Web-to-Print and e-commerce in the right context is an exciting business opportunity that lets you lock in your existing clients and at the same time attract new customers in an easy and straightforward way.

e-commerce when it becomes part of an integrated multi-channel process.

It also protects your profit margins by not having to bid on every job and allows you to reduce cost by automating the sales and marketing functions.

The technology is becoming an essential component of a commercial printer's new service delivery. It provides numerous opportunities:

- Lowers the cost of sales and marketing and at the same time breaks down geographic boundaries
- Automates back office ordering and administration to reduce cost internally and for the customer
- A web based platform means you are open to the world for business 24/7
- Improves cashflow by taking payments with orders over the Internet
- Enables printers to deliver improved levels of customer service

The white paper will explain what a Web-to-Print system is and what the key benefits are for a printer and their customers. We will look at how these systems have evolved, identify trends in the market

and understand where the technology is heading in the future. Finally we will discuss why printers should invest and how they can get started with some practical steps.



Why is Web-to-Print important?

Number one point to mention is Web-to-Print is not a life raft for struggling printers; too many companies look at Web-to-Print as a means to tap into increased sales through the Internet, or are put under pressure from customers, or just need to cope more efficiently with a growing number of short run jobs. Web-to-Print really works effectively when it is solving a specific set of customer requirements, which aren't necessarily related to the print itself.

It may be around solving a stock management issue, by minimizing print orders and eliminating waste caused by over ordering. It could be around documents that require frequent changes and are called off in variable amounts. This type of solution is very popular with large corporations, education establishments and local government. Franchise operations have a different approach by using the technology to ensure brand consistency and to control marketing spend. Those 3 types of application take the printer beyond a simple supplier relationship and into a more valued business partner role with the customer.

Web-to-Print solutions are fast becoming an essential component of a digital printer's sales and marketing strategy. It is also now a critical tool for overcoming the common burden of major increases in back office administration generated by high volumes of low run, low cost jobs. Customers also need instant visibility of job prices before placing orders and the only way to do this is through increased automation.

This administrative waste can be recovered by the functionality and automation that Web-to-Print provides, it creates tangible benefit for you and your customers:

- It can provide time and cost savings for customer marketing departments
- It can assist customer employees in charge of printed materials
- It allows 24/7 customer access for ordering
- It provides order process visibility to reduce customer service enquiries
- It can provide an online storefront of all your products and services to increase sales
- It can provide online payment options to improve cash flow
- It automates the order, payment and accounting processes

These are extremely important factors that can dramatically improve the performance of a printers business and at relatively low cost. As the market for Web-to-Print grows it is critical that companies embrace this new technology, sell the benefits to their existing customers and lock them in before their competitors do.

It is common that six to ten dollars are wasted in administrative costs for every dollar spent on printed materials.

Important features of Web-to-Print:

- Web-to-Print is an end-to-end solution for the procurement and management of print
- Web-to-Print and digital storefronts is prints version of e-commerce, using the Internet to commission print in a much more efficient and cost effective way.
- Web-to-Print allows individual customers to version and customize printed products to create additional value
- A Web-to-Print solution makes it possible for anyone to work from a computer at any location, create customized literature from an online template, approve a PDF, upload a mailing list and send it all instantly to the printer.
- Web-to-Print is targeted towards both commercial and normal individual users, who may access public or private online storefronts or catalogues offered by print providers.
- The customers can choose pre-designed templates where they can alter the typeface, copy, images, and layout within a template, or even approve a template layout and design that has been created by another person.
- While most Web-to-Print applications allow clients to customize pre-designed templates, clients can also upload their own unique content for automated print production.
- When a digital press is used for the final output, the template usually is transformed into a PDF file that serves as the 'master plate' for the digital press.
- Commercial Web-to-Print applications can include both Print on Demand (POD) or pre-printed materials that are taken from inventory. (POD) documents can have static content or include elements of Variable Data Printing (VDP), a form of POD that is mainly used for personalization of marketing materials with product or customer data that is pulled from a database.





How is Web-to-Print evolving?

Printers need to understand that there are fundamental shifts going on in who is buying print and how they are buying it

The profile and demographic of the people creating marketing campaigns and procuring print is changing rapidly, their average age is 27 and they are more likely to be female. These young marketers are the digital natives who have no allegiance to print, they live and buy online with a huge range of media options to choose from like email, SMS, video and social media. For them, print needs to be easily accessible, efficient, on demand, traceable and justifiable. We have to make these new buyers feel comfortable with print and demonstrate how it can create added value and provide quantifiable results because they are not interested in the technology but only what it can deliver.

The impact of the web has been steadily growing since 1993 and is now defining the way in which print is being procured. Web-to-Print has evolved to provide a great opportunity to connect with the new generation of buyers, on their terms and in a new and creative way. It has been specifically designed to automate ordering and approval processes to allow printers to streamline their operation by reducing staff, overheads and lead-time.

Web-to-Print has different meanings to different people; outside the print industry most people will

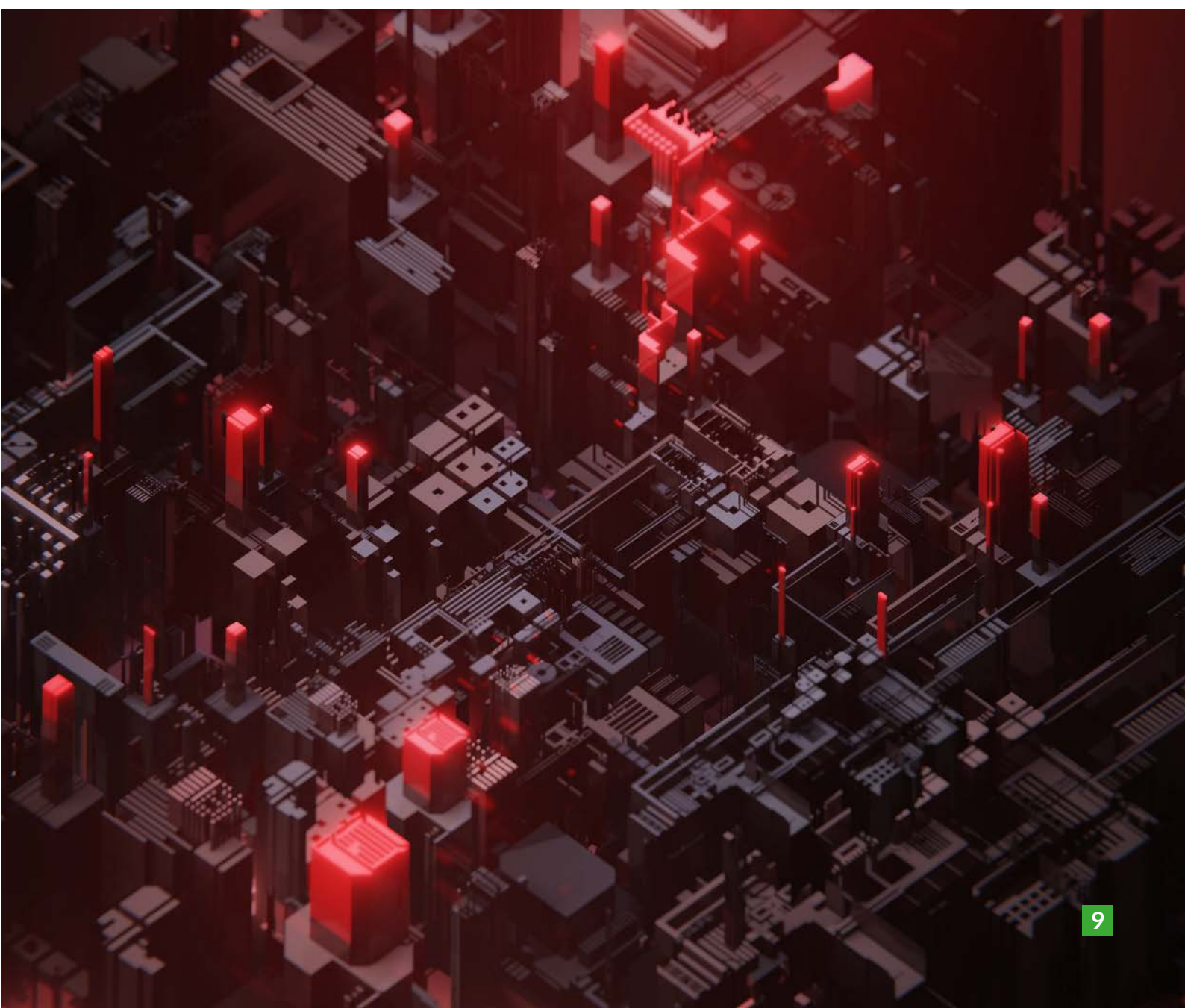
not have a clue what a Web-to-Print system is or what it is capable of doing. It is essentially an e-commerce platform, which allows us to buy print and do business over the web. Web-to-Print is a generic term for all systems but it can have a different structure and end use depending on whether we are selling products like books, posters or t-shirts. Most printers have to expand their offering beyond just paper based commercial printing in order to survive and marketers are now buying print as part of a campaign so having the ability to sell other printed items like pens, mugs, banners and caps etc is a useful additional revenue stream for printers.

As print providers we tend to think about print as a manufacturing process but with Web-to-Print we need to think more about print as a marketing and sales opportunity

A Web-to-Print system can promote an individual high volume product like photo books for example or it can be an online catalogue or storefront of all your company's printed materials and products. The look and feel of web pages can be personalized for individual customers and their own range of printed products and services. This allows individuals within the company to place their own print orders for business cards, stationery etc within pre-defined budgets using web templates that ensure brand consistency.

Essentially Web-to-Print is great for promoting an individual high volume product like photo books or an online catalogue or storefront for all of a company's printed materials and products. The printers who are making Web-to-Print work successfully are generally in the B to B to C market where they are dealing with high volumes of personalized products like calendars and photo books for direct to consumer brands who are using the printer as an outsource supplier for print, fulfilment and distribution. Web-to-Print solutions allow your customers to control the pre-press process and enables business managers to make choices about which products should be made available, which marketing templates to use and how many to create. The templates can be edited by typeface, layout, template structure, design, and image content.

Web-to-Print is already becoming valuable to both printers and customers it is inconceivable that it will not be a standard requirement for every print business within the next few years. The leading exponents of web-based storefronts are now providing extremely complex and sophisticated systems that integrate directly with their customer's day-to-day business requirements by operating on a global basis incorporating different content and language changes. The future will undoubtedly deliver more powerful, user friendly systems that will be fully customizable, out of the box solutions or applications available at low cost, accessed through the cloud. The new generation of Cloud technology has the potential to deliver even further savings and operational benefits for the commercial printer with applications hosted on the Internet that allow easier more seamless integration with customers.



The Web-to-Print Landscape

With Web-to-Print there's no hiding the fact you have to do a lot of work upfront and you have to understand your client in order make it successful

One of the barriers to widespread adoption has been the affordability factor and the capacity to integrate desktop vector-graphic tools with server technologies designed specifically for Web-to-Print goals. These barriers have largely been overcome and the market is opening up because corporations are increasingly implementing web-to-print technology to manage collateral or literature fulfilment to distributed agents, partners, or franchisees because they understand the efficiencies and cost savings that it can deliver.

CHANGING CONSUMER LIFESTYLES

There has been a fundamental breakdown in the historic boundaries between the traditional components of work/life balance. Multiple digital mobile channels have blurred work, commuting and home life segregation by allowing us instant 24/7 communications. What is more, the consumer wants information, engagement and transactional capability, in virtually any location at any time.

ECONOMICS

The ever-reducing costs of digital channels. For example in the UK the cost of a basket of mobile services including line rental and metered fees fell by 48% between 2007 and 2018. The cost of hardware has also fallen dramatically, particularly with mobile technology.

SPEED

Whether publishing, marketing or communicating for personal or business purposes, there is a clear advantage of greater speed. Digital communications can be interactive and real time, whereas print on its own cannot. Publishing and marketing lead times can be compressed from weeks to hours or even minutes when we include web and social media platforms. In the case of transactional communications like banking or the purchasing of products online this is reduced to one click and literally nanoseconds.

There are other key benefits that will drive the growth of Web-to-Print:

- Web-to-Print solutions provide automated workflow mechanisms for receiving and processing orders. In addition, organizations are integrating Web-to-Print systems with other back-office applications for faster processing and to avoid re-keying order data.
- Web-to-Print integration with campaign management and marketing automation systems is also an emerging trend for corporations looking to provide greater levels of personalization to customer communication.
- Through new modules or integration with external systems, corporations are developing sophisticated marketing campaigns that distribute branded customer communication in print format as well as via email and personalized URLs.
- The multi-channel approach leads to better response rates. Integration with campaign management systems enables organizations to track the response rates for various messages and channels and then adjust campaigns to better fit the target audience.

As with all print-related technologies, Web-to-Print systems represent only one component of an overall solution for business customer communications. An organization's Web-to-Print selection must fit the requirements of the distributed-user, production print operation, and the marketing department. Organizations thus need to identify requirements and select products as part of an overall enterprise output strategy.

Look further ahead, think about the impact web to print might have on your business in two years time. You might be processing 20 -30 jobs a day currently but with a web based system you could be dealing with several hundred or even thousands of jobs a day. Web to print breaks down geographic boundaries, so be prepared you could be getting orders from all over the country or all over Europe or even the world depending on how specialized your product range is.

Here are some typical examples of how Web-to-Print is being used by commercial printers and their customers:

- Bank: A bank makes a Web-to-Print print system available to its branches, so that authorized employees can easily order customized bank collateral, i.e. basic business cards, letterheads, personalized newsletters and financial product brochures directly from the system. The bank might incorporate the personal banker's photo, contact information, and even customer's specific charts & data specific to a customer's interests.
- A pharmaceutical products company: makes a Web-to-Print system available to its channel partners (resellers) for creating customized sell sheets with different products and price options.
- A corporation: with an office supply store chain makes a Web-to-Print system available so that each store can order various kinds of materials, ranging from signage and other POP materials, to customized coupons and postcards.
- A national non-profit organization: makes a Web-to-Print system available so that regional offices can create customized event promotions and informational materials aimed at their local members or community.
- A University: makes a Web-to-Print system available so that admissions staff can create customized recruitment materials based upon a student's interests, academic potential, financial needs and other factors.
- Agencies: make multi-touch, multi-layer campaigns that intelligently reach out to clients and prospects through print, email and SMS. Use different templates for recipients who opened or didn't open emails to move them between campaigns based on their responses. Add additional recipients to campaigns at any stage and control the touch points. Automated Email updates to notify key staff about prospect activities and advanced reporting to drill down into individual user activity. These processes are critical for cross media campaigns to learn what worked and what didn't, in order to launch a new campaign based on the lessons learned.
- The general B to B to C market where printers are dealing with high volumes of personalized products like calendars and photo books for direct to consumer brands who are using the printer as an outsource supplier for print, fulfilment and distribution.



Things to think about when investing in Web-to-Print

Web-to-Print probably offers the small commercial printer the best chance of increasing sales and improving profitability that our industry has had for many years

It allows printers to connect with new and existing clients by offering them a new way to make money, reduce cost and lower their environmental impact all at the same time.

There are many reasons why the global consumer has taken to e-commerce so readily, among them are:

- Lower cost of sales offering better prices
- Reduced lead times, particularly for non-standard stock
- Higher service levels
- 24/7 availability
- Greater choice
- Wider geographic reach
- Easy access to consumer reviews
- Easier personalisation of products
- Secure easy online financial transactions
- It is quick and easy, at least in the more mature markets

All the growth factors are driven by convenience and growing confidence on the part of the consumer,

supported by brand owners who understand how to deliver new online business models that create more exciting and compelling user experiences.

From a printer's perspective the decision to buy or build a Web-to-Print business solution that, if done correctly, may add many benefits to your business is an important one. However, this decision is often based on inadequate information. The three main options open are to you, to help you make an informed decision are **Build, buy or bespoke?**

BUILDING

Building is expensive, time-consuming and requires expert knowledge. If you do it well, you will have an asset, but you will also have an ongoing cost that your infrastructure will have to grow to support. If you can't afford to make mistakes, this isn't the route for you and ROI will be a long time coming through.

BUYING

Buying is considerably quicker and cheaper to get going, but picking the right provider is key as you're buying into a solution that has to support your business long term. The product you buy will benefit from being feature-rich with collective input from other users.

While each solution will be different, yours must adhere to industry standards in terms of procurement, composition and integration. The solution should offer regular updates and a transparent road map of where it is headed. You also need assurance that you and your customers have access if you wish to make changes to any element within the application, as this will directly impact your business.

HYBRIDS

Building a hybrid Web-to-Print solution is theoretically more cost-effective than building from scratch. However, the seven points listed above will be critical to your success, so costs have to be realistically benchmarked against buying off the shelf. However if your requirement is secured for the longer term perhaps in partnership with a client then this could be a feasible option.

Here are seven key considerations to assess if you are considering building or buying a Web-to-Print solution.

1. DIRECT OR RESELLER

If you buy direct from the company that owns, develops and supports the software, you will gain access to the system development, and can rest assured that updates, advancements and security are integral to the product's development. Resellers generally have greater sales reach, but you need to work out whether they are introducers or storefronts. This may be reflected in the commitment and support your business experiences.

2. SUPPORT

Look to your provider or partner for help both in the delivery of a solution to assist your business but also in the retention and securing of business. Granted most often they may have to charge you but if their success is relative to your own, then it is in their interest to do so.

3. INTEGRATION

Solutions that don't connect to other solutions will stunt business growth. There are front-facing integrations into procurement, ERP/CRM applications that feed the solution, and back-facing integrations that feed other solutions. Web-to-Print should be seen as a cog in your engine, turning other cogs to power orders through the various stages, including procurement, production, MIS and invoicing. Every time you 'touch' a job it costs you money, so the more touches involved the less profit you will make.

4. ONLINE ACCESS

One of the key failure points in the delivery of Web-to-Print is that people don't fully understand the world of accessing online portals. That's a bigger topic for another day, but it's worth considering the following aspects:

- Proprietary software: Add-ons within the browser that enable additional functionality, such as Flash and Silverlight, which many corporates will block or may have issue with due to using older versions. Any B2B solution should be backward and forward compatible with browsers.
- The responsive requirement of your site to work across various devices and browsers, i.e. mobiles, tablets etc.
- Accessibility issues for browsers that allow them to be accessed by screen readers.
- Desktop access to the software to handle more complex issues directly into the online application.

5. HOSTING

Hosting must take into account security, redundancy, scalability, continuity and reliability. Some solutions still come with a hardware requirement that may potentially add additional cost to your solution, look towards the Cloud as SaaS (Software as a Service) it is well proven and fast becoming the standard.

6. FINANCIAL CHECKING AND OWNERSHIP

Run a financial check on the business you have chosen to support your business. How long has it been in operation? Is it sustainable? Is it independent or owned by your competitor?

7. INTERNATIONALISATION

In addition to working with global and overseas contracts, internationalisation is required to support customer bases in national public and private sectors, such as health, local government and education. These sectors often require print orders in different languages.



The Benefits of Web-to-Print Integration

When a printer has integrated his Web-to-Print system with the buyer's – the price has already been agreed, once an item is ordered, a purchase order is raised. It is an automated process that reduces processing times and queries regarding invoices, because the information has already been filled in advance. The buyer has enough information to know this is a legitimate purchase. Of course, they may still have their payment terms, but the back and forth between departments is greatly reduced – and both Supplier and Buyer are able to use the reporting function if there is any query at all.

As well as getting paid more quickly without query and making it easy for your customers to do business with you, there are other benefits for integration of the printer and the customer?

- The purchasing process is run by the person who has decided to buy the item, then as the printer, you can receive work into your own production Workflow without even manually quoting or touching a job. It creates process efficiencies for the both of you.
- The client is having their brand controlled – no more maverick spend on printed items from other printers having used the wrong colour on the wrong stock and coming out with something that is unfaithful to their brand. There can be brand management from the utilisation of an integrated Web-to-Print platform.
- The printer is providing the client with a service that is helping them to save money and free up vital resource in the procurement department. It is a great reason for this supplier to continue your professional relationship as long as the product and service continue to be good.
- Payment can be as quick as four working days – the automated process is streamlined to promote efficiency for the Buyer right down to issuing payment in an automated method.
- Granular transparency of spend by the Buyer at every level
- Management of the purchasing process for different users and departments as Users may have different credit levels with different suppliers
- Consolidated catalogues, although it may mean a reduction of the number of Suppliers to manage internally, there is a greater opportunity for Printers to obtain benefit from a single customer; for example, not just work with one office in that company.
- Reporting at every level of the company's spend and ordering status
- The Web-to-Print system is able to provide order data to a management system for internal billing and to a print on demand or warehouse management system for production and distribution.
- Versioning is configured by language, region, or other attributes.
- Restrictions/parameters can also be set so that an end user may only see a limited number of versions, based, for example, on a sales district. Variable items utilize pre-defined templates to which end users input data or upload lists.
- Corporate identity and brand is protected with a consistent use of logos and trademarks because users order from a catalogue of pre-approved marketing and sales materials.

- A simple ordering process – print files can be combined and uploaded either in their native format or with PDF conversion on either client or server sides.
- Individual items or groups of products can be made from pre-defined on-line catalogues. Order status and history can be browsed on-line, with the facility to select previously printed jobs for simple reprints or updating.
- Instant proof approval – view your whole document in print ready format before giving approval with a mouse click for the order to be processed. Not only print content, but also pagination and finishing options are accurately represented and can be confirmed on-screen.
- Text and images can be added to pre-defined templates for personalised jobs with single or multiple pages. Batch uploading of variable data can be used to handle large and complex projects with personalisation. Multiple delivery options
- Easy payment options – for account customers, jobs can be automatically charged to staff or business unit cost centres. For non-account customers and retail business, secure credit card payment is an option.

Benefits for Print Providers

SALES AND MARKETING BENEFITS

- You can grow your B2B and B2C business equally well and at the same time you can create a leaner and meaner manufacturing environment that requires minimal administration.
- You can attract new clients with a very low cost of sales and create a competitive edge over your market rivals. You can lock in your existing clients by improving your service offering, giving them greater flexibility and helping to reduce their administrative burden and resources. If you get the balance right, over time it makes it hard for them to leave you and difficult and expensive for your competitors to re-create the service you have built up. Overall you can make it very simple for customers to do business with you and create multiple touch points or purchasers in a business instead of relying on a single point of contact. This is especially useful when you have a high number of repeat jobs, which can be transacted very quickly and easily.

You can easily and systematically grow the business in your customer base by gradually introducing new products and services

- You can provide customers with fully customizable reports and offer accurate inventory control for static items
- Above all you can increase sales, revenue and profitability without increasing resources

OPERATIONAL BENEFITS

- Job integrity means the customer confirms all job details, including proof approval, prior to submission to the print provider, significantly reducing potential for delays and errors.
- Dynamic pricing minimises administration by enabling customers to confirm acceptance of job estimates, before submitting for printing. Complex pricing combinations are supported, and changes to standard prices or individual job components can be implemented in seconds.
- Unusual jobs can be submitted with a 'request for quotation', enabling costs to be calculated off-line.
- Customers' documents can be converted to industry standard PDFs before receipt, using settings defined by the print provider, so text re-flow, font substitution and incorrect resolution can be eliminated from the list of pre-flight problems
- Workflow automation can be achieved by automatically routing to production devices without operator intervention.
- Improved reporting and accounting and integration with MIS and accounting systems create the potential for many administrative and clerical functions to be automated.

Because of the clear benefits for both printer and customer return on investment can be achieved within a short period of time and statistics show that the profitability of online orders is between 12% and 20% significantly higher than traditional methods of job processing

- are providing a hosted Web-to-Print option available at low entry cost, low risk but with powerful functionality to grow your business. You don't need any IT skills or specialist internal resources so you really can get started straight away, all you have to bring is the commitment to get your products and services online, let your customers know and maybe provide a bit of education and hand holding at the start.

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Practical steps to succeeding with Web-to-Print

Look further ahead, think about the impact web to print might have on your business in two years time. You might be processing 20-30 jobs a day currently but with a web-based system you could be dealing with several hundred or even thousands of jobs a day. Web to print breaks down geographic boundaries, so be prepared you could be getting orders from all over the country or all over Europe or even the world depending on how specialized your product range is.

So will your Web-to-Print system be able to cope? Will your internal processes be robust enough? The printing is usually straight forward, a print ready file being delivered directly into the print engine's workflow but can you deal with product finishing and packing and what about delivery.

Most customers expect delivery from the web in 24-48 hours, so more often than not the biggest headache when dealing with a huge increase in orders is the packing, mailing and logistics

Most Marketers who will use your system will be looking to use it for purchasing a variety of marketing collaterals so try to sell them their own storefront which is designed around their specific

product requirements. Charge them for this service and offer a discount on volumes and loyalty after all if it's free to use, with no commitment from them it's easy to walk away without any obligation.

It is crucial that printers thoroughly research, plan and evaluate their entry into to a web to print platform. The technology part is the easy bit, the planning and execution is the difficult bit. They must clearly think through the benefits for both themselves and their clients and understand how to sell the advantages and cost savings. Here are some practical steps to start the journey:

Before you start it is essential to develop an investment plan, which includes a concise definition of what you are trying to achieve. From this plan it is possible to work up an exact specification of requirements from a technical perspective and a project implementation plan, which will act as the roadmap. Often off the shelf solutions will satisfy the majority of requirements but if not, a suitable software developer will be required. Anything more complex like digital storefronts require much more planning because the user experience is key to success. Experience and expertise from previous design and implementation projects is essential to success.

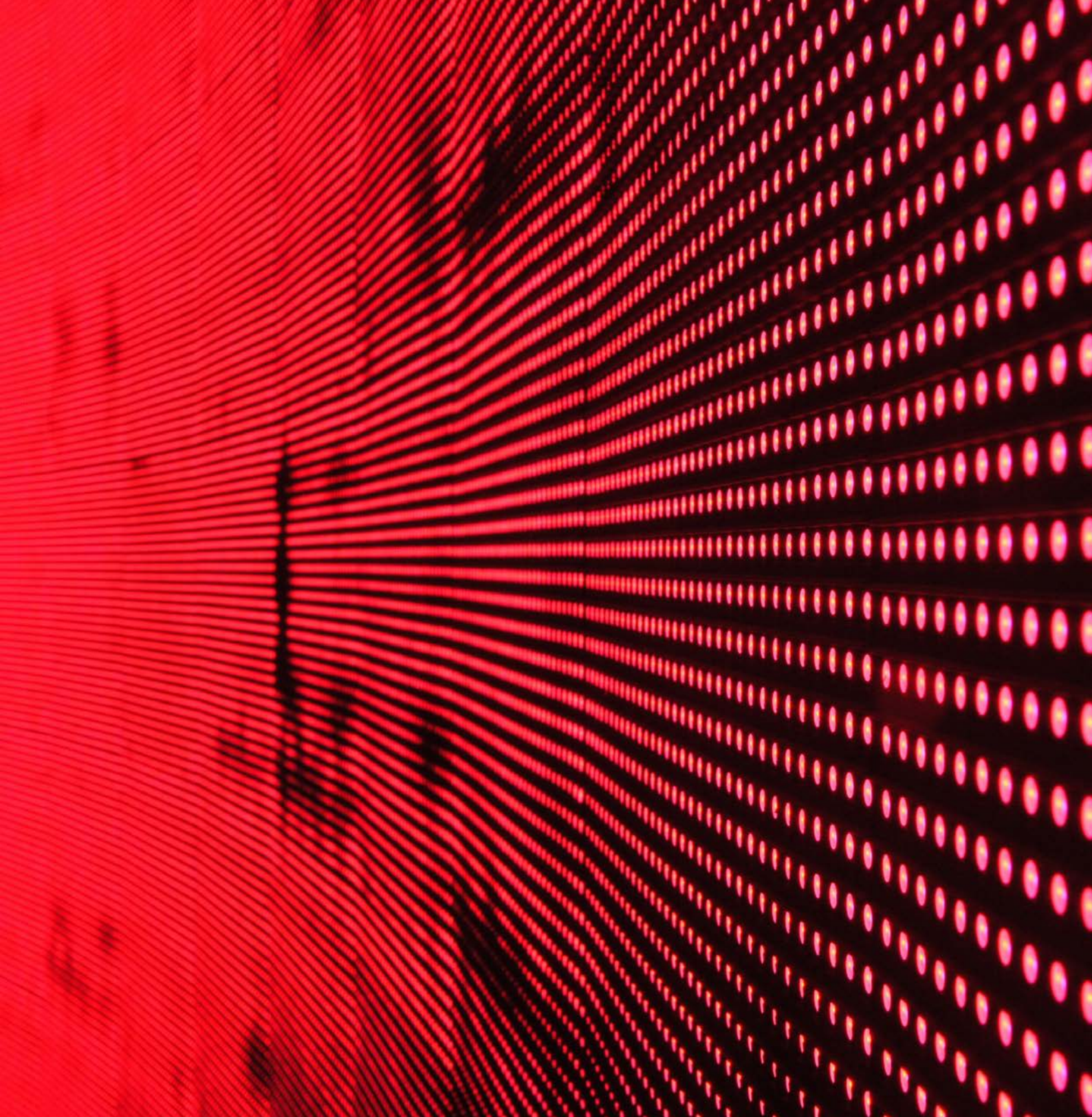
Some Practical Steps

- Assess the benefits of Web-to-Print and how this might improve your business performance.
- Make a list of pros and cons.
- Make a list of the benefits for individual customers – operational and financial.
- Make a list of the products and services you can offer
- Check out the systems available to see which fits best with your requirements.
- Decide on your basic requirements and functionality
- Look at your future requirements and those of your customers to anticipate scalability
- Weigh up the cost of a Web-to-Print solution against your normal cost of sales and administration and also the added customer benefits
- Put the Web-to-Print proposition to your customers and ask them what they think

- Ask for support and advice from your Konica Representative
- Make your decision – some solutions will offer you a trial period, so get a customer on board and trial it with them, understand the learning curve before rolling it out to all your clients
- Create a comprehensive project plan for implementation
- Create a sales and marketing plan, which includes customer support

The technology will not be a success on its own, it's how you can market and sell it to existing customers and create a web presence to attract new customers that's critical. It is easy to fall into the trap of focusing on the technology and letting that dictate the strategy, this is what most printers are used to doing when they invest in a new press. With Web-to-Print the business needs must come first and they will then define the strategy and the subsequent technology requirements.





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