XMPie StoreFlow Training Series

Transcript for: What is web-to-print?

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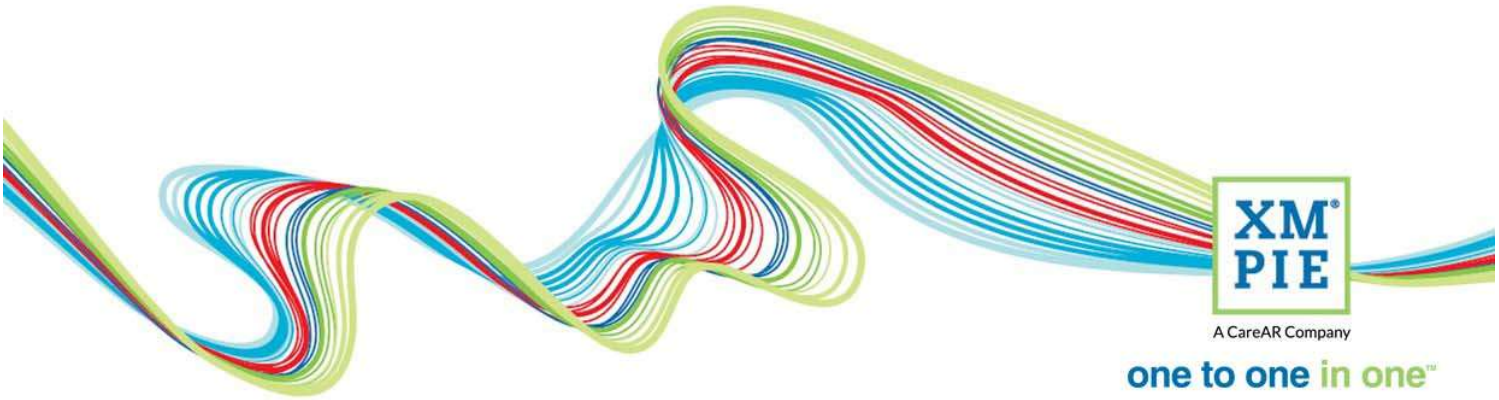

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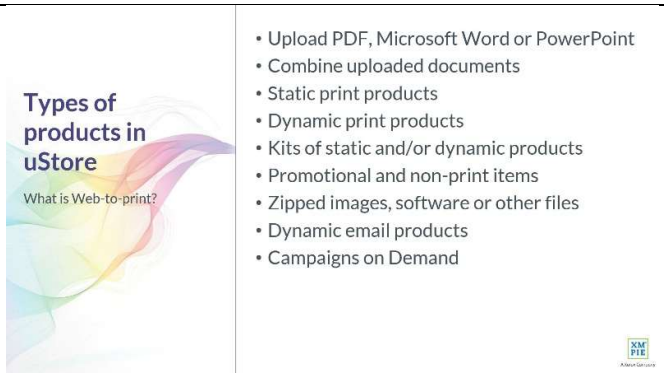
Voice over script	Thumbnail
In this uStore training video we look at web to print. What is it? And, what are the benefits for your company and for your customers?	
XMPie StoreFlow enables online ordering of products. With StoreFlow, customers or buyers are able to: • Upload their documents and get quotes to print and bind them, or • Select from a range of print or non-print products that the store administrator makes available When happy with the price and any extra options, the customer can add the product to a shopping cart and checkout. The checkout process can require payment or approval if needed. After the order is submitted, the details are passed to you for printing, to pick and pack from the warehouse, or distribute electronically.	
Products in uStore can be: • Uploaded PDF, Microsoft Word or PowerPoint documents • Upload and combine multiple files into one print document. • Static print documents • Dynamic print documents – where the shopper can customize and preview the document • Kits of static or dynamic products • Promotional items and other non-print products • Zipped images, software, or other files • Dynamic email document – for example email newsletters or electronic marketing messages • Full marketing campaigns including cross media websites, emails, and print documents. Of course, email, web and cross media products are possible only with the optional Cross Media features from XMPie.	

The benefits of web-to-print or online ordering are many.

For the customer, they can order at any time 24x7 at their convenience. From desktop or mobile. From home, office, or on the road.

Customers can easily revise their quote in real time by changing stock or finishing options.

Online stores for your corporate customers can be branded to look like the portal is part of their organization.

Time consuming products, like business cards, can be setup and proofed by the customer during the order process.

Successful cross media campaigns can become “templates” to enable easy reordering – a great feature for franchises to leverage branding and marketing success across multiple branches.

For the print room, the benefits include:

- Increases in productivity and profitability by opening up new revenue opportunities and streamlining prepress processes
- Print providers can provide online status of each customer’s warehouse or inventory stock
- Orders can be easily integrated into prepress workflows, MIS, Accounting and other systems