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VistaPrint's streamlined facility in Windsor processes its share of 43,000 orders a day.

Any Portal in a Storm

Maybe I am just getting old, but anytime I hear a slogan or catchphrase with a number in it, my first reaction is to turn and run. The movie title *2 Fast 2 Furious* is a prime example of this rule, or perhaps the notorious rapper 2Pac serves to prove the point. While the substitution of a number for an infinitesimal particle in a phrase might be the sole domain of hip hop artists, the progressive Web2Print business model is drawing more and more printers into confusing wordplay.

Ask a printer if they have gone Web2Print yet, and you are as likely to get a blank stare as a positive response. And while Web2Print (W2P) initially seemed to be a fairly straightforward concept to most – a process to bridge the gap between the Internet and commercial print production – over the years this beastie boy has evolved into a multi-headed leviathan that defies categorization.

In today's – um – challenging business environment even the reactionaries among us are being driven to reassess their game plans in a bid to reduce overhead, streamline operations and attract new customers. Like the mariners of old, today's printers are looking for an edge to weather this storm and hopefully come out the other end still afloat. Many who initially ignored the potential, now see W2P as a key element for survival. It is certainly a vital connection to the New World of business that printers should at least investigate during the downturn.

When asked recently to research W2P for a client, I embarked on what I had initially assumed would be a fairly short assignment: find out what I could and write

a report. This easy assignment quickly blossomed into a rapidly expanding treatise on one of the most complex technological fields to ever invade the graphic arts world. Every stone turned revealed two or more stones, each requiring thorough investigation. And while my initial preconceptions of the W2P software on the market were modest at best, I was

soon wading through a phalanx of technologies and applications, each frustratingly similar to the last, but somehow still unique.

Seeing the light

My first W2P epiphany came when I realized that in order to define the method a printer might want to employ, basic deci-

sions about their end product needed to be made. At this point, W2P technology presents its first significant fork in the road toward digital-sales Nirvana. A printer is forced to choose between two distinct print ideologies, either *Print as a Commodity* or *Print as a Service*.

I had the good fortune of working for some very wise operational managers and to this day I can still hear one former mentor bemoan the fact that commercial printing is a fool's pursuit: "Who in their right mind would undertake the manufacture of a distinctly personalized product for a customer that rarely understands what they want nor how to ask for it?" my manager would repetitively muse, adding "with the possible exception of scratchpads made from spoiled letterhead, there are no factory seconds in printing, only reruns." To date, this is the best description of print as a service that I have ever heard.

On the other hand, there has always been a market for the quick-and-dirty business card – 500 x 2-colour business cards for \$19.99, advertised on those gaudy outdoor display signs with fluorescent letters that neighbourhood kids always rearrange into rude configurations. That is a basic description of print as a commodity.

Commodity print products tend to fall into the standard requirements of small office or home office customers (SOHO) and include the usual suspects – business cards, letterhead and envelopes. In a W2P template-driven Web-shop scenario, these collaterals can be easily sold in a digital storefront consisting of a printer-



VistaPrint has 19 localized portals serving 120 countries, but only two manufacturing facilities.

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branded Website displaying a static catalogue of products.

By limiting selection, and therefore templates in the backend, printers have very precise control over pricing and scheduling. Customers are usually required to sign-in to an account in order to gain access to online typesetting or layout tools, enabling users to enter their own information, choose the fonts and maybe tweak the layout a bit. After approving an online proof and choosing ink, paper and delivery option, users can use their credit card to pay for an order by simply clicking a buy button.

For the printer, this is a win-win scenario. The customer is responsible for the content, does all the design work, proofs their product and pays for it all up front. All the printer need do is print and deliver. More elaborate online Web-shops might integrate with estimating modules, CRM systems and even print MIS applications in the backend. Additionally, printers with a Web-shop can expand their product offerings to include other promotional items such as pens, calendars and postcards.

Web-shop of the commodity king

The most successful devotee of the commodity W2P philosophy is VistaPrint. This forward-thinking group, founded by entrepreneurs unfamiliar with printing, opened one of the first online Web-shop portals for commercial printing back in 1995. By targeting and aggregating a massive user base of commodity print buyers (the SOHO businesses), VistaPrint has grown from humble beginnings to an international printing giant boasting more than 17-million customers worldwide. Using its ubiquitous free business card promotion as a viral marketing tool, Vistaprint.com attracts more than 8,000,000 visitors in an average month.

Today, VistaPrint serves over 20 countries and racks up annual sales of more than US\$135 million, all achieved through its Web-to-print online shop. Upon visiting their utilitarian-looking website, users are greeted with a full array of print products to choose from including free products such as business cards, rubber stamps and pens. These items are truly free – all the user has to pay is shipping and processing. The catch – there is always a catch – is that VistaPrint's Web address is displayed someplace on the item.

Although Vistaprint was the first to recognize the aggregation potential of the SOHO market, W2P solution providers soon delivered online Web-shop capabilities to smaller printers looking to get into the potentially lucrative commodity print market. Though there are many different W2P commodity Web-shop technologies to choose from, most share some common

traits. For example, users are generally limited to utilizing templates and entering their own information. This forces the printer to carefully consider the range of products offered and offers little opportunity for their customer to customize their order outside of a few parameters such as glossy paper or two-sided printing.

For printers choosing to specialize in business cards, Toronto-based **Amazing Print has developed a complete suite of tools specifically for this market niche. Printers can implement a simple template-based web shop with eCard Builder, or opt for fully customizable online card design and proofing with their more sophisticated eCard Group application. Additionally, Amazing Print develops full Websites with integrated estimating and CRM systems.**

Commodity Web-to-Print is also well suited to large enterprise customers requiring multiple sets of short run stationery items, such as business cards and departmental stationery. PageFlex is Bitstream's W2P solution targeting the enterprise market. If a commercial printer is fortunate enough to service one or more enterprise-level accounts, the PageFlex solution can be configured to give each customer a personalized experience through the ability to present *skinned* online stores.

For example, the commercial printer servicing "Company Eh", a Canada-wide retail giant, could configure its PageFlex online store to appear to be a Company Eh-branded in-house ordering site. The Web-shop could be set up to require purchase order numbers, manager approvals or any other requirement of the enterprise customer – greatly streamlining Company Eh's procurement procedure and reducing the need for costly inventory. Increased customer loyalty is one of the key benefits to locking in the enterprise customer with this type of W2P solution.

Other notable players courting the Web-shop printer include Kodak with its Insight Storefront system, developed out of Vancouver, which features a storefront with quotation system, Internal management tools and a CRM system for customers to monitor job progress and order history – all based on customers ordering static items from a printer-defined catalogue of products.

Printable Technologies takes the personalized storefront model a step further by adding variable-data-printing capabilities to its template-based Web-shop. End-users working with a Printable-powered Web-shop can merge form data, database files, images and other variables online. Additionally, users can fully manage complex print campaigns, mailing lists, digital assets and inventory while integrating with their printer's production workflow. While this might sound like a commercial printer's dream scenario, the downside is that a great deal of customer education would be required up front.

Saepio Technologies offers a similar collection of Web-shop tools for the commercial printer with a focus on e-commerce and integrated marketing solutions. In addition to online versioning tools, an end-user could coordinate their versioned print direct mailer with a customized web site landing page.

This is only a small sampling of the

commodity Web-shop products currently on the market, undoubtedly with more under development. And, while the basic concept is to get print buyers to spend money through an online interface – the methods vary wildly from simply entering name and address into an online business card template to managing complex, script driven variable data print vehicles with links to Websites. While printers like VistaPrint have proven the commercial viability of the commodity Web-shop, the complicated world of variable data and integrated campaigns presents a barrier to entry for many print buyers. Frankly, it has been my experience that relatively few print customers are comfortable or capable of assuming this much responsibility for their printed product.

Commodity print is a numbers game. While you do not have to be a VistaPrint, Staples or Office Depot to compete in this market, slim margins require aggregation of big numbers to drive profitability. On

the other hand, the print as a service model can be scaled to any size of commercial printing enterprise.

Print as service

Realistically, Print as a Service is the largest market segment, covering any highly personalized print product that does not fit the commodity description. Print as a service requires detailed quotations covering most aspects of production, including special media, bindery, inks or techniques. Typically, an experienced team of salespeople and Customer Service Representatives is needed to ensure successful manufacture. Simply put, W2P applied to print as a service describes any online tool that enables collaboration with your customer, whether as an aid to existing sales infrastructure, or in place of it.

Instead of browsing an online shop filled with specific products and prede-

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defined templates, a print buyer might log into their printer's branded Website displaying all the current projects that are currently in collaboration along with schedules for proofing, press, bindery and delivery dates. The customer page might also be configured as a portal to the printer's services and enable the print buyer to upload and preflight files, request estimates, approve proofs, schedule press-checks and work closely with the printer's CSR and production team to ensure a smooth workflow.

Because of the potentially wide scope for a print-as-a-service workflow there is a broad variety of W2P applications catering to every possible interpretation of the word service. Many commercial printers choose to make online estimating their first foray into the W2P world. At the low end of the investment scale Rocket Print Software offers a selection of W2P products on a monthly subscription basis starting at US\$189 per month.

Without significant startup costs, a printer can easily implement W2P capabilities with Rocket Print's RocketQuotes, an online specification, quotation, ordering, upload and job management application that can be added to an existing Website or configured into a completely new site. The RocketQuotes storefront can handle all customer interaction including fulfillment, inventory management and print-on-demand. Internally, projects can be managed with the printer's existing CRM system or with RocketWorkflow, an affordable and user-friendly project management tool for printers integrating with the RocketQuotes system. Every employee in the print shop can have controlled access to relevant information pertaining to any project in the plant, including salespeople. The printer's customers would have no access to the RocketWorkflow, however, because it is intended as an internal management tool. To entice printers, RocketQuote offers a 30-day free trial offer before committing to a subscription.

On the other end of the price scale, Hiflex offers a storefront interface to a variety of Management Information Systems, CRM systems with full support for JDF implementation. Hiflex is already a household name in the graphic arts MIS market and the company has established many relationships with leading hardware and software developers. Its solutions tend to be very powerful, stable and a tad on the pricey side. Hiflex has done a very good job of capitalizing on its business automation experience to put together a robust, modular storefront solution for its clients.

Besides the obligatory estimating function the Hiflex Web-shop offers file upload modules, preflight, proofing and JDF integration with existing workflows from third-party vendors like EskoArtwork. One of the strengths of the Hiflex system is its online shopping cart, which gives print buyers a similar experience to shopping online at consumer sites like Amazon.com. After defining the project and generating a price, they can simply click BUY NOW... a printer's two favourite words!

Based in the UK, Red Tie Software offers a versatile online estimating workflow with an optional template module. Red Tie Quotes gives customers the abil-

ity to build personalized price quotations from a database of printer-defined parameters and upload artwork through a Web interface. The Red Tie Template application is geared toward printers with corporate or enterprise clients needing access to a catalogue of branded collaterals that they can modify, then print. Because templates are created by the printer, the finished files are delivered to the workflow ready to print.

With a lite version starting at US\$2,500, Print-Quotes Software is a full range of browser-based online print management and procurement tools aimed at printers servicing customers at every level of sophistication. Print buyers can choose from any number of pre-defined template estimates or enter custom parameters to create precise custom pricing. Full

upload and customer collaboration services are available on the front end while a full range of marketing, administrative, CRM, accounting, planning and reporting functions reside on the back end. Print-Quotes runs on Mac or Linux operating systems and is sold on a site license model rather than per user – which can work out to substantial savings over the long term. If your curiosity is piqued, poke around the company's site for the incredibly detailed process diagram to see how it all works.

For the print-on-demand connoisseur, Press-sense serves up a trio of Web-based W2P products geared toward short turnaround projects and full end-to-end print shop management. iWay, its flagship product, purports to be a "complete, Web-based, end-to-end print-on-demand

workflow and management solution"... now that is a lot of hyphens! Seriously though, Press-sense's modular approach to building a W2P workflow is sensible because it allows printers of virtually any size to streamline their production to compete in the demanding P.O.D. market.

Behind the scenes, Press-sense backs up iWay with Press-sense Manager, an Intranet-based management workflow designed specifically for small shops and P.O.D. operations. For larger printers, Print-sense Omnium is the company's premium "more than MIS," offering, claiming to give managers god-like access to every order, employee, press and piece of paper in the pressroom – all in real time.

You might have noticed that the vast

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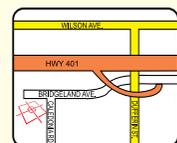
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majority of W2P solutions that I have touched on thus far are the product of MIS companies or Web geeks. In a refreshing break from this pattern, Screen USA recently launched its RITE Suite CRM tools. Instead of concentrating on the sales and estimating end of the spectrum, Screen has smartly chosen to focus on bringing W2P capabilities to their Trueflow prepress workflow.

Make no mistake, if you do not use Trueflow, then RITE Portal SE will NOT allow you to build a custom-branded Adobe PDF driver to ensure your customers upload perfect production-ready

PDF files every time with their built-in Enfocus preflight engine. For added security, print buyers log into the RITE Portal and all files are encrypted during transfer to Trueflow. Clients can choose from new projects or can build online catalogues of frequently ordered items. Full JDF compliance (and of course, Trueflow) ensures that all customer generated job ticket information goes where it needs to. Customers can follow the job progress with status updates.

As its name implies, RITE Approval SE is a no-nonsense online upload and approval window for the Trueflow SE workflow. Printers simply wanting a better way to get customer files into their workflow,

return soft-proofs and get approvals might want to skip the whole touchy-feely online estimating thing and go straight for the RITE Approval SE approach to W2P. You can always integrate the frills later when you figure out this whole inter-web thing, right?

Portal in a storm

As I alluded earlier, this is only a smattering of the myriad of W2P solutions available to today's commercial printer. The perfect W2P product will vary according to the printer's desired market niche and capital available for investment. From a financial perspective – aside from the initial investment for software, the printer also needs to consider the costs involved in creating the IT infrastructure to facilitate a W2P operation. This can quickly surpass the initial software budget.

Subscription-based services such as Rocket Software are hosted with the developer, relieving the printer of the internal IT expense and responsibility. While these systems are more convenient to implement, they also tend to be less configurable and somewhat limited in scope. On the other hand, bringing W2P in-house generally means buying and maintaining servers, a dedicated IP address, sustained high-speed internet access and the labour cost of an experienced IT guy or gal – all this in exchange for greater flexibility and personalization of your W2P storefront or portal.

Let's be realistic: Not everyone can be a VistaPrint and play the aggregation/commodity print game. Also, not every print buyer is ready to step into the role of on-line-designer or VDP programmer – printers have traditionally sold these value-added services, often at great profit. For that reason, I tend to favor the practical online tools that can help a printer manage, communicate and build loyalty with its fickle customer base. Also, as a prepress guy I lean toward any Web2Print solution that works as a portal to a workflow, preflights PDF files or otherwise crunches pixels. These kinds of nuts-and-bolts W2P solutions generally have more obvious ROI models and are easier to sell to your company controller.

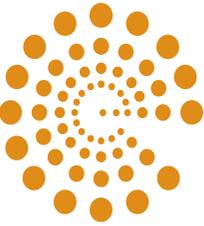
Remember drupa 2000? Another reality sandwich is that W2P is the oldest new kid on the block, so long in the incubator that it needs to learn to shave before it can walk. With a few exceptions W2P is still very much in its infancy and your mileage will vary. Printers are well advised to do their homework before committing to a W2P solution. Unfortunately because of the difficult demo logistics it is virtually impossible for any printer to analyze all possible W2P scenarios. Print forums are a good place to start – www.printplanet.com has a particularly lively thread entitled Web Enabled Printing Systems. For what it's worth, you will definitely find an opinion or two there.

As the scope of Web2Print broadens with each successive generation of software, however, it becomes increasingly easy to justify including the Internet in your CRM and production workflow. Just be sure you do not settle for the first portal that comes along – define your product, find your niche and you will be sure to weather the storm. ☺

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