TOP 10 REASONS
your Web-to-Print solution isn't successful

efi

YOU DON'T HAVE THE RIGHT **PEOPLE**

g and administrating a Web-to-Print system requires specialised skills and
ge. It requires the full attention of dedicated staff – especially during the
hase.

ten administration is left to people who have other day-to-day
ilities – making it near impossible for them to successfully learn and focus
shing and setting up a new platform. Having the right people, and giving
time they need to be successful is the most important aspect for success.

y skills to look for in people:

rogramming skills:

erstanding basic conditional logic is extremely beneficial for running a
o-to-Print solution

ML/CSS skills – this is a web-based product and eventually the ability to
dify will be useful

💡 Tip!

- Hire graduates/students – they are likely to be
  fluent with HTML and quick to learn and pick up
  new skills

- Ensure your staff undertake all the training provided
  and give their full attention to the material being
  presented

- Ensure that after the training the staff begin
  working on implementation immediately – long
  gaps between training and setup create problems
  as training is forgotten

- Ensure you have backup/redundancy – don't put
  all your eggs in one basket. Staff take time off or

THE **PRODUCTS** YOU ARE OFFERING ARE WRONG

rint products need to be designed with automation in mind. Due to of
e of orders received, which are typically smaller in quantity, you need to
at as products are ordered, they run through your operation as smoothly
e.

standard, repeat jobs as a starting point. Being able to streamline the
of these jobs will free up more time to concentrate on more complex

iderations:

ts should be designed and optimised for your shop

ex products create bottlenecks

ts should be designed to fit the equipment you own, both presses
ishing

Tip!

- Determine what kind of work creates the biggest
  bottlenecks and most interruption, then remove it
  from your webshop offering or increase the price
  to account for additional costs

- Add equipment which helps automate production

YOU'RE NOT **AUTOMATED** ENOUGH

...'ve built and published your Web-to-Print system and the orders begin to ...u'll quickly know whether you've paid enough attention to automation. ...on needs to be etched in stone as one of your central objectives – ...nning to end. It needs an owner, an advocate who is responsible for ...ontrol and optimisation, and someone who has the authority to make ...ate changes. It feeds into every decision you make about purchasing ...gy, about hiring and about operational process.

...iderations:

...ation should be the primary goal and consideration for Web-to-Print

...g a higher volume of smaller orders requires integration of data systems, ...der to job automation

Tip!

- Automation has to be planned – assign an owner and ensure they have the time and authority to implement change as necessary

- Don't bite off everything at once – small achievable short term milestones are key

- Track progress, ask for regular updates from the team

- Celebrate success, make it a part of everyone's goals

- It's an ongoing pursuit – it's never finished, there's always an opportunity to improve

YOUR TECHNOLOGY ISN'T **INTEGRATED**

on from the automation discussion, the most critical factor to enabling
on is ensuring your technology is integrated. You invest a lot of money
ious systems that drive your business – if they can't communicate with
er, it means that someone is manually reconciling that data. It might be
k office for invoicing, it might be on the dock for shipping, or it might
press. Either way, it's throwing money away. When your key systems
ated, it enables orders to automatically become jobs, to automatically
or update accounting systems, to automatically prepare for shipping.
is fundamental to achieving strong automation.

iderations:

ost important requirement for automation is to ensure your eCommerce
works with your critical data systems such as your MIS (Management
ation System)

egration is absolutely pivotal – to ensure new orders can be converted

Tip!

- Ask about integration options when looking for Web-to-Print solutions upfront, make it clear that it's a critical part of your requirements

- Ask your vendor to demonstrate integration

- Ask about other customers that are LIKE YOU, that are already using it

VARIATION IS KILLING YOU

or the number of options you offer your clients may be preventing
being profitable. If you're offering too many different configurations of
it makes it extremely difficult to benefit from quantities of scale, since all
ultimately different. This means you can't run jobs together as often and
frequently having to make changes such as paper on your presses which
wntime.

iderations:

ffer 20 different house stocks – it could be time to rethink your
strategy and consided reducing the number of stocks you offer to
customers

on is the enemy of automation - jobs that are the same can be run
r for smoother production

at have the same specifications require less changes and configuration

Tip!

- Audit the work you do – find the most common stocks and offer incentives to your customers for using those stocks

- Make it more expensive for customers to stray from your "standard offerings"

- Can a job be printed in CMYK? Can extended gamut provide better coverage without PMS colours?

YOUR **PRICING** MATRIX IS TOO COMPLEX

ng and estimating is often extremely complex and factors in many
conditions, equipment and processes. Web-to-Print pricing HAS to be
it becomes complex, it creates an administrative overhead and burden,
difficult for your team to make changes or add new products easily. It
over complicate the ordering process if there are too many configurable
or your products.

iderations:

icing and estimating is complex, but Web-to-Print pricing has to
ble

ng complex pricing creates an overhead and makes updating and editing
ts difficult

or solutions that streamline pricing and make it easy to configure and
e large numbers of products

Tip!

- Build standard products – and ensure pricing is
  as simple as possible

- Use parent pricing and derivative pricing vs fixed
  pricing options where available. This enables you
  to make bulk changes to products that are based
  on other products

NO ONE CAN **FIND** YOU

u build it, customers don't just come. Unfortunately on the web – you
t them know you built it. If you're looking to drive business through your
customers need to be able to find your business. Furthermore when they
ur business it needs to stand out from the many other businesses they
to find. Make sure you've listed your business with all the services you
clearly outlined what differentiates you from the competition.

iderations:

ur business with as many online services as possible, in addition to the
rd ones like Google® and Facebook®

sites help to rank your page and make it easier for customers to locate
especially your Google® listing

e offering services to the public (and trying to win business with
ners that you do not yet have a relationship with) SEO (Search engine
sation) is critical – you may have to consider hiring a specialist or an
ation to assist

Tip!

- Start by doing a search on your own business,
  and audit yourself from there. There are external
  companies who can help with this

- Check your reviews regularly – most customers
  use reviews and ratings to determine who they
  are going to do business with – an unhappy
  customer can do a lot of damage

- If you relocate or change phone numbers,
  ensure someone updates the listings quickly

- If nothing on this topic makes any sense – you
  need to get some outside help

YOU DON'T EVEN USE IT **YOURSELF**

what you preach is always a good idea in business. If you're asking
to trust you with online ordering, why aren't you doing it yourself?
way to start with a Web-to-Print solution is set yourself up as your first
– after all no-one will be as forgiving as you are on yourself! Learning
system for your own business has great advantages, in addition
ning, it socialises the solution with your team, they will get a better
nding of how the technology works, and will be in a better position to sell
ort it with your customers.

iderations:

irst starting out – setup your own business acting as your own first
customer

ur staff used to using/talking about the technology by making it a
ment that they use it

that anyone can give a basic demo of the software using a tablet
p

💡 **Tip!**

- Require your own staff (especially sales) to use the Web-to-Print solution to order and procure their own marketing materials and business cards

- Host internal learning and education programs for the solution

- Create incentives for participation

YOUR **CUSTOMERS** DON'T KNOW ABOUT YOUR CAPABILITIES

our customers know how you can help solve their problems is extremely
. If they don't know what you do, how can you help them? A great way
ducate your customers is with an OPEN HOUSE. At an open house event,
e your customers to learn more about your solutions. You are showcasing
bilities and educating them on how you can help solve their issues.

iderations:

your platform with an open house event for your clients

customers aren't in close geographical proximity – use a webinar

ur larger customers, you may want to host a personalised meeting, where
e one-on-one with them

pilot project with a trusted customer who will be more forgiving as you
p, and have them speak at the open house

er successful customers to tell your story - hearing it from a peer is
more convincing

Tip!

- Pick a time that is convenient for the majority of customers. It's difficult to get people away from the office in the middle of the day

- If you're asking them to come in early, serve them some refreshments and offer an incentive for them to come and learn more

- MOST IMPORTANTLY: Make the content educational, focus on how you can help your customers and resolve their problems. Don't just focus on showing features or selling the portal to them

YOU DON'T **UPDATE** YOUR SOFTWARE OR **RETRAIN** YOUR STAFF

changes fast , really fast. As security issues arise, operating systems and
need to be updated constantly in order to remain compatible. Each time
vice such as a smart phone or tablet is released, software needs to be
ensure compatibility. If you don't keep up to date with the latest versions
olution then your customers are likely to experience problems using your
this is EXTREMELY bad for web based eCommerce solutions. Likewise, if
aren't given access to training on the latest platforms, they can't maintain
m and problems will go unresolved.

iderations:

o-to-date with the latest software – ensure your maintenance plan
s updates and upgrades

ash/Silverlight plugins are becoming increasingly difficult to support –
t for solutions that require these plugins as they are often being blocked
urity reasons or do not work at all on mobile platforms

ur staff attend as much training as possible. It doesn't have to require
and most of it can be attended remotely via online training programs

Tip!

- Mobile is key! Remember just like you, your customers are doing more and more on their mobile devices – make sure your solution works with all of the most popular mobile platforms

- Attend the vendor updates/training and webinars

- Attending user conferences is an excellent way to stay on top of product updates, engage directly with the product owners and share your feedback and experience

ansformation isn't easy

ow making a decision to transform your business is not easy. At
e've helped thousands of customers select the right technology
w, transform and automate their business practices.

gration built together under one roof

solutions and productivity software deliver exclusive end-to-end
kflows designed to function across your business

intelligent automation capabilities guarantee higher
iencies, improved throughput and sustainable process and
t improvement. You'll see an immediate increase not only in
roductivity of your personnel but also in the productivity of
r print devices and equipment

EFI Midmarket Productivity Suite

owers you to:

mise print production and time-to-market

e efficiency through integration and automation

rove customer service

erate new business streams

w bottom line revenue

"We have not received a single
query from any of the ordering
staff since the changeover."

HENRICH MERCKEL
OBERFINANZDIREKTION KOBLENZ
GERMANY

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