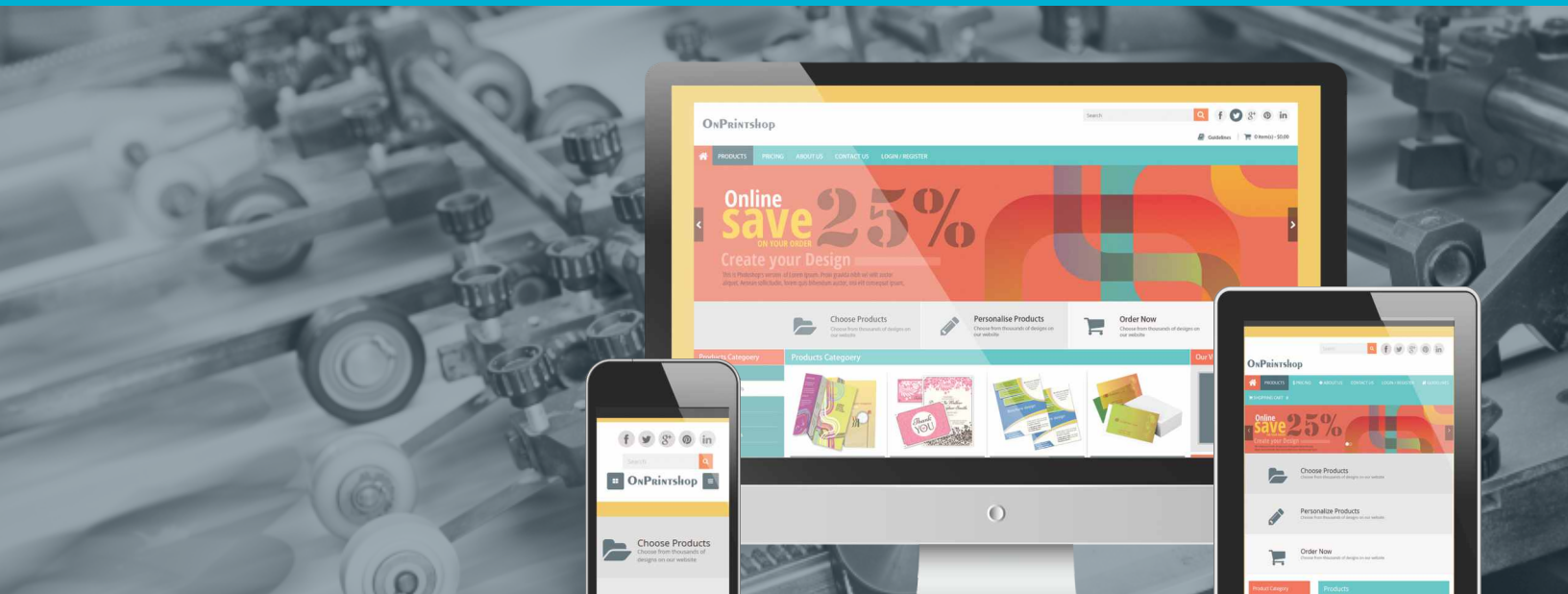


CASE STUDY

Custom Made Trade Printer Solution (TPS) to offer high end reseller branded store front



OBJECTIVE

The Organization had a printing setup and was looking to expand through a reseller network. He had unique ideas to engage resellers and was looking for solution and team that could give him flexibility to achieve his ongoing and new needs.

Primary objectives were

- Wanted to offer multiple reseller plans
- Expand offering resellers high end branded w2p stores
- Reseller web stores should have the ability to manage their web store
- Get print orders from affiliate web stores
- Single platform to manage payment and shipping

CHALLENGES

Solution Need : In 2010, when client decided to go online, they were new to online business and w2p solutions were evolving facing challenges. They identified every print business will require an online presence, marketing tools and the resources to grow their business. They were conceptually clear of what they wanted to achieve but major challenge was to decide the right approach and strategy to implement and go live.

Dedicated IT Team : Needed an IT development and support team providing w2p solution to outsource technology for their business.

Customized Solution : Needed a solution that allow them to offer online w2p store with online tools to set up branded print ordering store for their clients. They wanted reseller web stores to have all solutions integrated with payment and shipping for all these web stores should be centrally managed.

APPROACH

Project had wide scope and needed new features with integrations. Both teams discussed project requirements in detail to identify customizations and development efforts. Top management team was involved in the solution discussions. Everything was documented with established project development and delivery milestones.

A dedicated technical and graphics team was allocated for the project. Weekly updates were sent, his suggestions, change requests all were discussed and logged systematically. Continuous technical and live support was allocated. The client was provided a bug-free development environment. Project was developed on time within client's budget.

Key Solution Highlights

- **Marketing Website:** With affiliate models and personalized website layout it showcased offerings, benefits, features and other details. Customizations were offered to the client to further offer marketing website to their end customers at every level.
- **Admin Panel:** To manage affiliates, businesses with full access along with reports.
- **Affiliate Web Store:** Integrated web store with online designer studio, product, template and content management with personalized branding.
- **B2B Customer Portal:** With personalized experience to corporate end users. Corporate specific products, templates and prices.
- **Request Quote:** End users of the affiliate can request quote for their special orders.
- **Role Based Management Control:** Solution with full control on marketing and affiliate network websites. Delegation on which products to offer, template creation, content management was incorporated.

Key Solution Benefits

**Streamlined Ordering Web-to-print Interface
Content Management System**

**Print Ready Output Centralized Management
Optimized Operations**

**Diversity in Business & Additional Revenue
Channels**

Increase in Orders & in Business Reach

Project & Business Outcome

Client has 5 years of continuous business and support relationship with OnPrintShop

And he is successfully offering two plans of Trade Printer Solutions with latest features

PLAN 1 : Start-up Solution to go online

Offering personalized branded online shop where customers can add their own pricing, manage product settings, send choice of orders, facebook integration, dynamic CMS, manage corporate clients and manage all upgrades

- Monthly subscription includes hosting, E-commerce facility, fully integrated ordering system, merchant services, timely fund distribution and reporting
- Email configuration and Tax invoice set-up

PLAN 2 : End-to-End w2p solution with editors

- Offering features along with advanced editors, design template stores
- Promotions, Storefront customization and setup
- Fotolia, facebook, picassa and flickr integration

The client's solution ranges from monthly subscription of \$125 to \$450 including hosting

Offering online w2p reseller stores, creating unique identity & reaching out to target audiences

New revenue stream by charging resellers per month for services & w2p storefronts

Client is offering unbeatable service and state of the art w2p technology

Is continuously expanding reseller network and managing them to match their reseller strategy

SUCCESS STORIES: What Our Trade Printer Clients Say?



The Web2printit solution offers a very powerful Admin panel that will cover all of your business needs. The software lets the owner see QUICK stats from a HOME menu saving time, and giving owners a full and complete story of the activities of the storefront. The software is modular and updates easily, and efficiently changes are made to the storefront. Great value is added by a strong support team as well.

- Marc, Canada

We have been partnering with Radix for over 3 years and highly recommend their services, they are truly industry leaders. They have a fantastic team that is well balanced in all areas helping continue our web development for us and our customers. I had done plenty of research world wide before choosing Radix as a web partner and they have not let me down in any area to date.

We look forward to continuing our partnership with Radix for many years to come, thank you to Dharmesh, Naresh and the all our team.

- Scott Siganto, Australia

Our partnership with OnPrintShop began after an extensive look at the web to print market at Drupa 2012. After considering many of the product offerings from Drupa, we decided to go with OnPrintShop from Radix. This is when things became exciting. Through discussions with Radix we were able to develop a customised trade print solution at a price that could be afforded in the South African market.

In dealing with the team at Radix, I have found them to be both very professional and also willing to go the extra mile in terms of development and ongoing learning and training on the OnPrintShop solution. Our trade print solution is amongst the first for the South African fledgling web to print market, and I am looking forward to developing the solution further in conjunction with Radix as the market develops and matures.

- Stephen Bardwell, South Africa

We are satisfied with your rapid response and action. We believe our relationship will be firm. Thank you.

- Soyoung Lee, South Korea

