8 Steps to Choose Right Web2rint Solution Partner

Today we are going through tough times. SME Print Service Providers (PSP's) are facing challenges to cope up with stiff economic challenges, and Vistas of the print world are changing the way clients are buying print. PSP's worldwide are being forced to look into options to increase customer service and reduce operations cost at the same time.

Now the question arises how. How do you reduce your cost of operations and increase customer service? The answer is a combination of technology and creative thinking. This combination can help you to not only survive but also thrive. Web2Print technology is such combination.

Today web to print technology is no more an option for SME print segment. It's in fact a necessity to achieve your business goals and add to your top line by giving end customer a unique experience, reducing operation cost, and streamlining business processes. So how do you choose right web2print solution for your business? Below given is the checklist that SME printers can use to choose right w2p solution partner.

1 Define your Objectives
Why do you need to go online? What are your critical business objectives? Are you looking to increase market reach, streamline business processes & operations, offer multiple products, develop reseller network, or improve customer service and retention? Define your objective first.

2 Research or Hire Consultant
Online business is equal to setting up your physical business. There are two critical aspects to understand to develop successful online business:
1. Technology
2. Online marketing strategies to engage your customers

So option is research yourself or hire a consultant who can help you at every step to define and set up online business strategy.

3 Demo
Once you have defined your web2print objectives go through the demos of different solution providers. Before taking the demo, keep your questions and checklist ready. Ask questions and note down the answers for later evaluation.

4 Define Key Criteria for Choosing W2P Partner
Define your selection criteria for a w2p provider. Few of criteria's to be considered - solution features, customizations to fit your unique business strategies, customer centric approach, support, new development pipeline, company background, experience, own developments and intermediaries, financial stability, etc.

5 Self Explore the Solution for User-friendliness & Features
Try to spend time exploring the solution features from your end customer's and admin's perspective. This will

give you better understanding and confidence about the solution. For example on front store explore online designing process, reorder facility, order flow, etc. On admin side explore product and template creation, banner and website settings, order management, status notifications, third party tool integrations, reports etc.

6   Customizations & New Developments

Online business is very dynamic where user preferences are continuously changing. Even your online business strategies will change as you start to use the solution. It's very important and critical that solution you choose should be flexible and customizable to meet your changing needs.

7   Support & Training

Training and support are other very critical factors to help you optimize your solution and achieve your online business objectives. You as a print service provider want to focus on your core business. Here you need a business partner who takes up technology support for you.

Support is usually offered through email, telephone, online and at your doorstep service, self-help documentations, and training videos. Make sure your solution provider offers the support that you need. Companies usually give only "how to do" support which is not much helpful if you are not IT savvy. Look for a company that helps you in setting up your online store and makes you functional in a short time.

8   Investment

Finally, biggest challenge for SME PSP's is costing, as so many web to print solutions and varied pricing. One very important aspect of technology is that it keeps on changing, so choose a partner who gives you flexibility to choose what you need today and gives flexibility to add features later as your needs grow.

Today there are various models available to start online – subscription (rental model), license (one-time payment model), and sharing (you don't pay upfront but share as you earn). If you are a new startup, life becomes easy if initial cost is low. Here we recommend subscription model. But if you have very unique business needs and are looking for customizations, you should go for license.

Also make sure you have flexibility to change plans or move from subscription to license model. The sharing model can work for people who want to partner and share their future revenues which can be more than subscription cost. This way you can avoid initial risk if you fail.

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