



OnPrintShop™
Web-to-Print Storefront

Simplifying IT for Print Industry

OnPrintShop Solutions Recognized as

Most Easy to Streamline Print Operations to

Increase New & Repeat Sales

Reduce Cost

Unlimited Opportunities to Expand...

www.onprintshop.com

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Why Printers Must Consider Web-to-Print?

01

What are Your Strategies to Increase Client Loyalty & Repeat Sales?

Vistas of the world are already using Web-to-Print to make their processes cost-effective, analyze buying patterns & provide personalized services, which has resulted in increased repeat sales up to 60%.

02

How Do You Plan to Engage Fast Growing Online Buyers?

Online shopping in India has an impressive growth rate of 30% per year. Study by PwC reveals shopping habits of Indian buyers, majority of which are youth, are almost at par with global buyers. Moreover, by 2020 average Indian age will be 29 years.

Web-to-Print enables you to engage Young India which is internet savvy, looking for professional buying experience & services at competitive prices.

Rise in Indian eCommerce



Major Benefits of Web-to-Print

Ordering & Reordering 24/7

always open for business

Consistent & Personalized Experience

for your retail & corporate clients

Reduce Operation Costs

and provide consistent services

Increase Revenue

offer new products

Expand Your Business

throughout India & Globally

Web-to-Print is No More an Option but Survival & Growth Tool...

We Work as Your IT Partner to Understand, Consult & Deliver Solutions to Help You Achieve Your Growth Plans

OnPrintShop has invested over 8 years working with Print Service Providers (PSPs) to define critical success factors. We have designed SaaS & wide range of license solutions that has helped to maximize growth for startups to large PSPs, Trade printers, Photo album printing companies, Print brokers and In-plants.

Our Client is Empowered & Relaxed as all Solutions & Services are Designed Around his Needs

We understand that one of the most important success factors that affect every PSP is how easy it is to adapt or change to new Web-to-Print solution for internal team & customers. We constantly strive to simplify UI, provide interactive training & personalized support to make transition easy. We provide upgrades & real-time support to quickly resolve issues so that our clients enjoy online business & grow.

Why PSPs migrate to OnPrintShop?

- Complexity & time consuming to manage store
- Inadaptability by end clients
- No upgrades & real-time support a major concern
- No customization to meet changing needs

“



OnPrintShop team was thinking how to increase my business and not just to sell their solution. Everyone in the process was extremely helpful.

– Jigar Satra, India

”

What are Your Key Success Factors?

Some PSPs only focus on retail clients, for them online marketing tools & ordering process are critical to success; while PSPs dealing with corporate clients need custom designed B2B modules to deliver superior services. Trade printers want to offer online stores to their resellers & reseller management; whereas for print brokers to manage print outsourcing is one of the critical factors. PSPs looking at hybrid business model engaging multiple agencies need a complete custom made solution.



Increase your REVENUE

Redefine the way your brand interacts with your customers.
Drive Engagement to new heights with OnPrintShop's Web-to-Print.

Retail Storefront

Design the most impressive web store, all on your own. Options to design engaging product pages, banners, discount offers, taxation & all you need. Dedicated My Account for your users.

40% of Consumers research on mobile devices before purchasing



Branded B2B Store for Corporate Clients

2-Step process to configure B2B stores, to make them feel special & simplify ordering process. B2B admin to manage orders, reports, budget, department-wise approvals, multiple payment options & much more.



Coby Lonas, USA
VP of Sales

200% increase in Online Sales
from second year

75% faster Online print job processed
faster than traditionally
submitted jobs

"OnPrintShop is the best online ordering system"

Configure Your Print Order

Product Size: 2" x 3.5" (U.S. Standard)

Corners: Standard Corners

Turnaround: 4 Business Days

Shipping options: [Dropdown]

Print Cost \$12.00

Estimated Total \$12.00

Load or Create Design

Dynamic Price Calculator

Rule based options to showcase product-wise or quantity-wise additional options – paper, finishing, shipping time. Instant quote depending on the options, email quote and multiple pricing options.

21x Quoting print jobs within 5 mins vs. 30 mins – increases your chances of winning the job by 21x

Online Designer Studio

Intuitive template based print personalization tool, options to configure as per product strategy, integrated with the most stable PDF library to generate high resolution print ready files.



SEO & Social Media Tools

Advanced SEO tools to get high ranking & increase online traffic. Analytical tools to analyze website performance. Integrated with Social Media APIs to share client reviews & drive target audience.

58% of Indian customers discuss products on social media

Quote Management

Option to configure quote form as per the products, as book printing will have different details compared to brochure. Convert online quotes once order is approved.

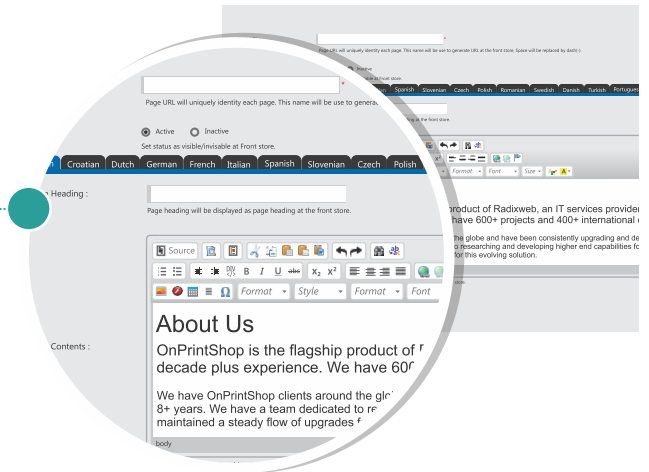
Reduce Costs

Complete Control, Streamline Operations & Enhance Productivity

Print industry worldwide is under pressure from small print runs, increased print cost, client turnaround & personalized services at competitive pricing.

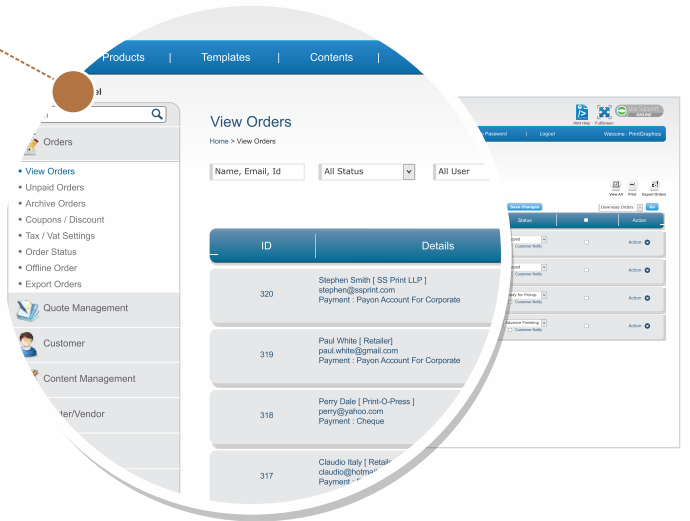
Content Management (CMS) & Full HTML Control

Complete control over your website content, edit/add at your will with option to choose from existing templates or customize on your own.



Automated Order Management

Auto generates order confirmation emails, invoice, job ticket, shipping labels & print ready files. Vendor module allows outsourcing print, track shipments & one-click reordering.



Highly Secured & Reliable

Your business security and stability is our responsibility. Authorized login & credit card transactions happen on payment gateway website.

Integration with Your Existing CRM, Accounting Systems

XML/CSV options to export order details to your existing Accounting or CRM or any other software. Option to integrate third party APIs.





Juan Batista, USA

80% reduction in Mistakes while Ordering due to Online Proofing and Approval

70% reduction in File Preparation Time due to Press-Ready File

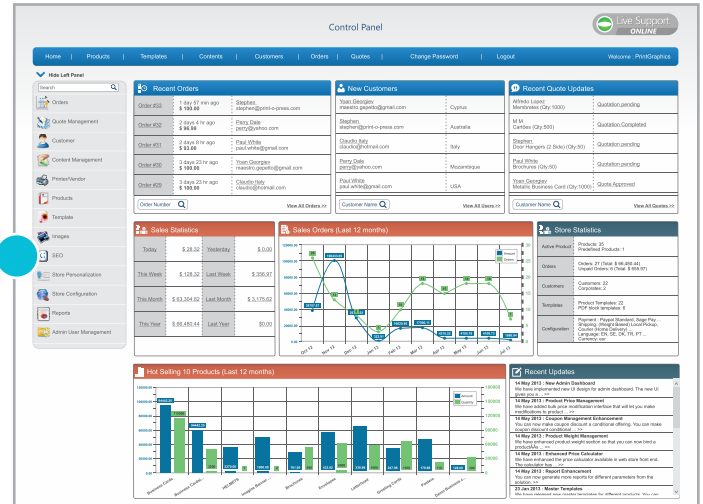
"OnPrintShop provides a great tool with great pricing"

Easy to Use Solution for your Team & Customers is critical for W2P success



Dashboard & Advanced Reporting

Dashboard with live business performance data to take critical business decision. Built-in report module to generate report as per your unique needs - facility to export in CSV or PDF.



Real-Time Support & Consistent Upgrades

To help focus on your core business, we provide 24/5 dedicated & personalized support. No need for IT team as we install and upgrade solution for you.

Workflow Automation & Third Party Integrations

Completely automate from order to printing. Using XML/CSV standard, transfer new orders directly to desired hot folder of existing workflow.

70% of PSPs indicate automation to streamline workflow as a major benefit of Web-to-Print solution



Live Support
ONLINE

Settings

Home > Export Orders > Settings

Export Options Hot Folder Settings

Export Options

Export Style :

Single file for all orders

With single file for all order, you can download all the orders in one csv/xml file. With separate files per order, you can download zip file with separate csv/xml file.

Export File Name Format :

orders_(export_date)_(export_time)

Variables : {orders_id}, {user_id}, {order_date}, {order_time}, {order_status}, {rand}. For single file mode, suggested file name is : orders_(export_date)_(export_time). For separate file mode, suggested file name is : orders_{orders_id}_{order_date}_{order_time}. {rand} variable will be replaced with random numeric string.

Export Format :

XML

Capture Order Information

Select sections/fields which should be exported. Enter the description for the field in the textbox against the field. Sort fields using arrow keys within the section of fields. Sort the sections by entering the sort order in the text

Order Details 1

☐ Order Id

☐ Order Number

☐ Order Id

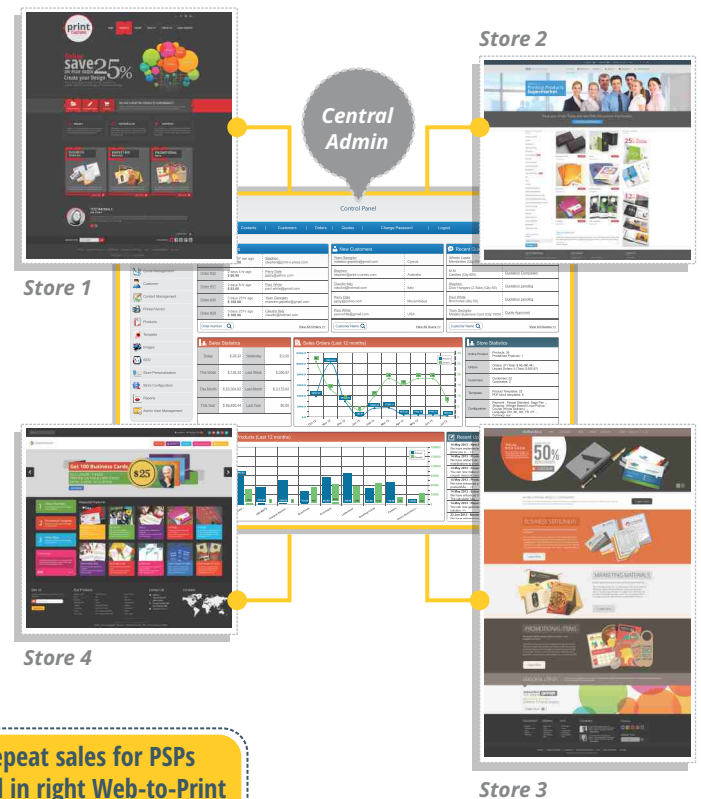
Order 1

EXPAND your Print Business

Multi-Store Web-to-Print with Central Admin

Multiple online stores for Indian & global clients, with different products, pricing & branding. Managed through single administration.

- **Centralized management of orders & payment of all stores**
- **Offer unlimited template designs for your product offerings**
- **Easily duplicate common products, templates, etc. across all stores**
- **Generate store-wise reports & track operations of each store**



UP TO
60%

increase in repeat sales for PSPs who invested in right Web-to-Print technologies



Trade Printer Solution

Offer branded W2P stores to resellers with centralized order & payment management. Complete Online Reseller Management solution to deliver consistent services & reduce operation cost.



Designer Studio Integration

Integrate with your existing e-commerce website to give customers a better print personalization experience. Offering unlimited template designs for your product offerings.

Online Photobook Solution

Path-Breaking Technology that's Advanced,
Affordable & Easy to use.

- **Order from anywhere anytime, no download required**
- **Complete solution with e-Commerce store & store management**
- **Flexibility to design unlimited themes, products & design assets**
- **No transaction cost**

Consumer Photobook market
has a growth potential of

\$1.6 billion



Photobook



Greeting Card



Poster



Add-on Modules

Our range of Add-on Modules includes Workflow Automation, Book Module, Custom Development, Graphic Design Services & Third party API integration- Mailing Solutions iContact, DirectSmile.



Custom Made Solutions

OnPrintShop has all the systems, tools & experience to deliver even the most complex solutions. Our objective is to deliver solutions that give your team what they need to optimize online business & for the same we deploy our senior team members during requirement analysis.

4 STEPS

to Create Successful Online Business



01 Requirement Analysis

Our clients are successful and happy as we discuss every requirement, document it and thereafter verify. We focus on identifying – why need for Web-to-Print, key services & clients, online strategy. We define the right solution that matches your requirements. In case of customization, our process includes detailed documentation, feasibility study & client approval.



02 Personalized Demo

Solution expert will provide personalized demo to give you & your team real-time experience to evaluate the solution. Also, provide demo links for your team to further evaluate till you feel satisfied. Post demo, we will provide detailed proposal for custom license solution.



03 Solution Delivery

SaaS Solution – Step - 1 Submit form with preferred theme, logo, payment & shipping gateway. **Step - 2** Personalized store ready in 3 to 5 working days.

Custom License Solution - Post order confirmation begins our very well defined solution delivery process which includes project allocation, weekly progress report, group email, milestone based delivery, QA, demo and installation.



04 Training & Personalized Support

To create a success story for our clients, internal team needs to adapt the new solution easily, for that training and personalized support are the most critical. Post training, our support team provides real-time support to help you maximize ROI. We provide store setup & migration assistance to easily launch the store.

Success Story

Improve customer experience with niche online stores for National Process Pvt. Ltd.
– Leading Indian manufacturer of Metal Labels and Stickers, with 46 years of print experience.

The CHALLENGE

- Off-the-shelf solution didn't allow online print personalization
- Complicated to adapt by team and customers
- Difficult to customize & lack of technical support was a major concern

The SOLUTION

- OnPrintShop customized multi-store with central admin solution
- Separate stores for Indian & Global Clients for personalized experience
- Assistance to migrate, store setup & training - No IT team required
- Easy to manage 1000+ products with self-explanatory admin panel
- Advanced SEO Tools to increase their online business

The RESULT

- Online Traffic **Increased 1000%** within 3 months of going online with OnPrintShop
- Online Print Job Processed - **200% Faster** with Centralized Admin for all Stores
- Staff Required to Handle Orders now only 1 instead of 3 - **67% Reduction**
- Order Turnaround Efficiency **Increased by 90%** with complete streamlined process

About Us

Simplifying IT for Print Industry

OnPrintShop is a flagship product of Radixweb, an ISO 9001:2008 certified IT services provider with 14+ years of experience in delivering enterprise-class solutions for diverse industry verticals.

- 8+ years experience in delivering SaaS to custom W2P for startups to large PSPs and Fortune 500 companies
- Clients respect us for simplifying print operations & 24/5 personalized support which helped them generate high ROI
- Dedicated team for PSPs for ongoing technical support
- Specialized team successfully supporting Trade Printers' changing needs for 5+ yrs
- One-stop IT solution provider with 300+ experienced team members
- Value based approach & structured processes make us Zero debt company
- Continuous client feedback, market research & R&D to proactively update solutions

Our Resellers

RICOH

*For Ricoh Canada & Mexicana customer only

xerox 

*Xerox (EurAsia) for Russian Federation

DEEP MIND



Little Green Orange Aps



The Label Leader
Bakul Pandya, India
Managing Director

“

Easy to understand, customization and great features for any online print stores are top reasons to choose OnPrintShop. Not only that they gave excellent training for the stores, but make them more powerful.”

PLATINUM WEB-to-PRINT

Available As
Subscription & License



Mobile Responsive B2C Website

Quickly start with our Ready
Store Theme library or option
for Custom Theme



Advanced & Form-Based Designer Studio

Allow your customers to design
from scratch or from ready-to-
use 5000+ complimentary
templates



B2B & Vendor Management

Unlimited Private Stores to
offer personalized services to
your Corporate Clients &
outsource to Print Vendors



Advanced SEO & Online Marketing

Leverage Built-in Marketing,
SEO & Google Analytics Tools to
increase reach & track
performance



Easy to Manage Admin Panel

Self-explanatory & simple store
admin panel with live
dashboard & reports



Social Media APIs

Built-in Add Shoppers & Yotpo
APIs to leverage Social Media -
rewards, analytics, referrals,
ratings and more



Mail Chimp & Amazon Cloud Integrated

Online email marketing
solution & Upload large file
using Amazon Cloud Storage
Plugin



All Benefits of Platinum Web-to-Print
(Available As License)

MULTI-STORE - CENTRAL ADMIN



Multiple Online Stores

Target customers in niche
markets - brand, location,
pricing, products & services



Centralized Administration

Each storefront is independent
but is managed by a single,
centrally accessed admin
panel



Store-wise Settings

Option to add store-wise
customers, content, offers,
products, customers,
templates & more



Store-wise Look and Feel

Option to have separate store
theme, brand-specific look &
feel for the stores

ONLINE PHOTOBOOK



Web-Based Designer Studio

No download required. Select,
personalize & order from
anywhere, anytime



Online Photo Editing Tools

Customers can choose from
a range of backgrounds,
stickers, borders and masks.
Real-time photo resolution
check



Autofill in Layout

Autofill allows your
customers to create
personalized album in
minutes



Photo Products Supported

Flexible to create wide
range of photo products -
Photobook, Greeting Cards,
Posters

TRADE PRINTER



Online Reseller Management

Manage your reseller network
by offering W2P Stores &
centralized communication



Control Over Sales & Payment

Secured as all payment,
orders & print ready file
comes only to trade printer



Centralized Trade Printer Admin

Centralized order
management, store settings,
auto email notifications to end
clients with reseller branding



Reseller W2P Store with Admin

CMS storefront & reseller
admin panel to control
business, markup cost &
commission setup



Integrate with
your existing
e-Commerce
website

DESIGNER STUDIO INTEGRATION



Online Designer Studio

Offer online personalization to
your end clients without
changing website



High Resolution Print Ready File

Generates industry standard
vector & layered PDF file with
fonts embedded



Designer Studio Admin Panel

Create unlimited templates,
upload images for your end
clients



Web Service Based & Magento Plugin

Ready to use integration with
60+ hours of technical
assistance

ADD-ONS

Workflow Automation | Book Module | Custom Development
Graphic Design Services | Third Party API Integration

CUSTOM MADE SOLUTION

Drive Efficiency with Features That Matters to Your Business



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Web-to-Print Storefront

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sales@onprintshop.com

www.onprintshop.com

Book Personalized Demo

www.onprintshop.com/bookdemo

PRINTPACK INDIA '15

Hall No. 7 | Stall D-8/33

Source of research data: Comscore, Statista.com, IndiaStat, InternetLiveStats, trak.in, IMAI & GSMA Intelligence, MIT Sales Study, entrepreneur.com futuresource-consulting.com. Savings, earning & other benefits highlighted in this brochure (including the success stories) are unique to each company and should not be relied upon for benefits you may achieve. All logos & trademarks are the property of their respective owners.