

Overview

PrintManager™, a web procurement system offered to commercial printing industry, the operating system provides print management software for both printers and buyers in the printing and publishing industry. PrintManager™ was created through the development of applications designed to control information, manage workflow, and save time and money. Our print management solutions can be fully integrated into corporate workflow, creating the leading Internet-based offering to automate the entire printing process from creation through delivery.

Why PrintManager?

In the mid- to late-90s, the question “Why Go Online?” was much more prominent in the minds of Printing industry executives, as the Internet began to open up new possibilities in the Business-to-Business space. These days, most understand that there are considerable advantages to moving at least part of their print business online. These advantages include centralizing and automating the ordering process, streamlining production, providing a powerful sales and customer retention tool, and last but far from least, automating customer service and order tracking.

But which parts of your business should move online, and why?

We have long felt that the Variable Imprint space – in particular Corporate Identity printing – represents the best Return On Investment (ROI) for online ordering. This type of work is extremely idiosyncratic, error-prone and involves a high degree of manual labor, all for what are often considered commodity items by corporate Purchasing decision makers. Many printers simply pass on this work, due to the hassle involved, but miss out on other opportunities in the process.

Granted, there is considerable value in centralizing the ordering of other print related items falling under the same general umbrella, such as standardized forms, marketing collateral, and corporate store items including accessories, clothing and promotional items; but far and away, Business Card and Stationery products represent the biggest headaches for customers, manufacturers and distributors. By solving this problem *completely* for you and your customers, PrintManager system paves the way for adding other, less customized products to the existing storefront. Of course, our software handles these other items with ease, alone or with business cards and stationery.

Your Own Online Ordering System

Some manufacturers and distributors have developed – or are considering developing – their own ordering system for use by their customers. Upon learning about PrintManager, many of these organizations inquire: “Why should we pay for this service, when we can build a simple ordering system ourselves?”

The simple answer is that PrintManager team has worked continuously since 1999 to build a product with capabilities far out of reach of any ‘homemade’ system. These capabilities add up to saved time and money for you, as well as greater functionality and ease-of-use for your end users.

Following are a few such benefits:

- **Accurate Proofing** – Our variable imprint proofing system (VIPER) provides end-users with a 100% accurate proof of their items while ordering. We have invested hundreds of hours into this technology, which can handle almost any typography exception.
- **Self-Administration** – The Menu is PrintManager’s web-based suite of Administration tools, which together put the power of site creation and maintenance directly into your hands. Changes to almost any aspect of an online ordering site can be made through the Menu with no programming required, thereby streamlining site production and maintenance tasks such as adding a new item, making

changes to an address database, generating reports, or resending order emails. You can even provide access to specific Menu features to your end user customers, further diminishing your overhead for site maintenance.

- **Workflow Options** – PrintManager technology includes customizable workflow options, including a configurable Order Approval System, Multiple Vendor Support, as well as a Shipping Module providing door-to-door package tracking for your and your customers. These features would require considerable expense and database programming to implement even in their most simple manifestations.
- **Data Center** – Our powerful servers are hosted at an IBM data center and monitored 24/7, ensuring that your sites are always available for your customers. You can sleep peacefully at night knowing that even if your shop or ISP experiences a power outage, orders will continue to be processed.
- **Software Updates** – PrintManager software updates are available immediately to our customers. You will always have the latest version of our software. We are constantly improving our software based on feature requests from our Partners.
- **DatabaseIntegration Module** – We have performed integrations with corporate databases, allowing for precise database control over permitted imprint information.
- **Corporate Identity** –Corporate client will take advantage of having all PrintManager interfaces to carry its corporate identity attributes, promoting it to its clients, vendors, and employees.
- **Order Pooling** – PrintManager provides a number of means allowing multiple order pooling for imposition print, such as for business card orders.
- **Integrated PDF Generator**– is an outstanding software, which allows creating on-a-fly the PDF file for immediate print from variable user input, imposition. The PDF generator is a most popular PrintManager utility among many optional components.
- **Custom Integrations** – We can integrate our software into custom workflows both within corporations as well as on the shop floor. Artwork and delimited order information can be provided via FTP, allowing for import into legacy production and billing systems.
- **Core Competency** –We have been serving this space since 1996, and we are in this business for the long haul. All of our development is in-house, and we pride ourselves on prompt customer service to each of our developers.

Even More...

There are many software companies offering services including Online Ordering. How does one decide which firm to partner with? We feel that our strengths are:

- **Our Software** – We challenge you to find more powerful software at a better price!
- **Pricing** – We charge a simple, flat fee for each site which goes ‘live’. There is no charge for hosting Demonstration sites, or sites under construction.
- **No Contracts** – When you lose a customer, we lose a customer. Our contracts do not require a commitment for any time duration.
- **Stability** – WebStudios is a small but stable firm. We chose to fund ourselves, versus taking Venture Capital funding. We have no debt, and are making money.
- **No Hosted Software** – WebStudios software is yours to own, use, and host. Your business will not rely on WebStudios service availability. The recent collapse of Collabria serves as a case-in-point.
- **No Legacy System Upsell** – Unlike other firms in this space, PrintManager does not try to ensnare it’s customers into complicated and interwoven product offerings. When you become a PrintManager customer, you have access to our entire system.

What’s Next

In summary, we are confident in our software, and look forward to finding ways to help you grow and streamline your business. If you have any questions, contact WebStudios at (212) 786-6026.