

2016



Making A Future
with Color Management

THE INTERNATIONAL CONFERENCE

NPES-ICC COLOR MANAGEMENT | 2016

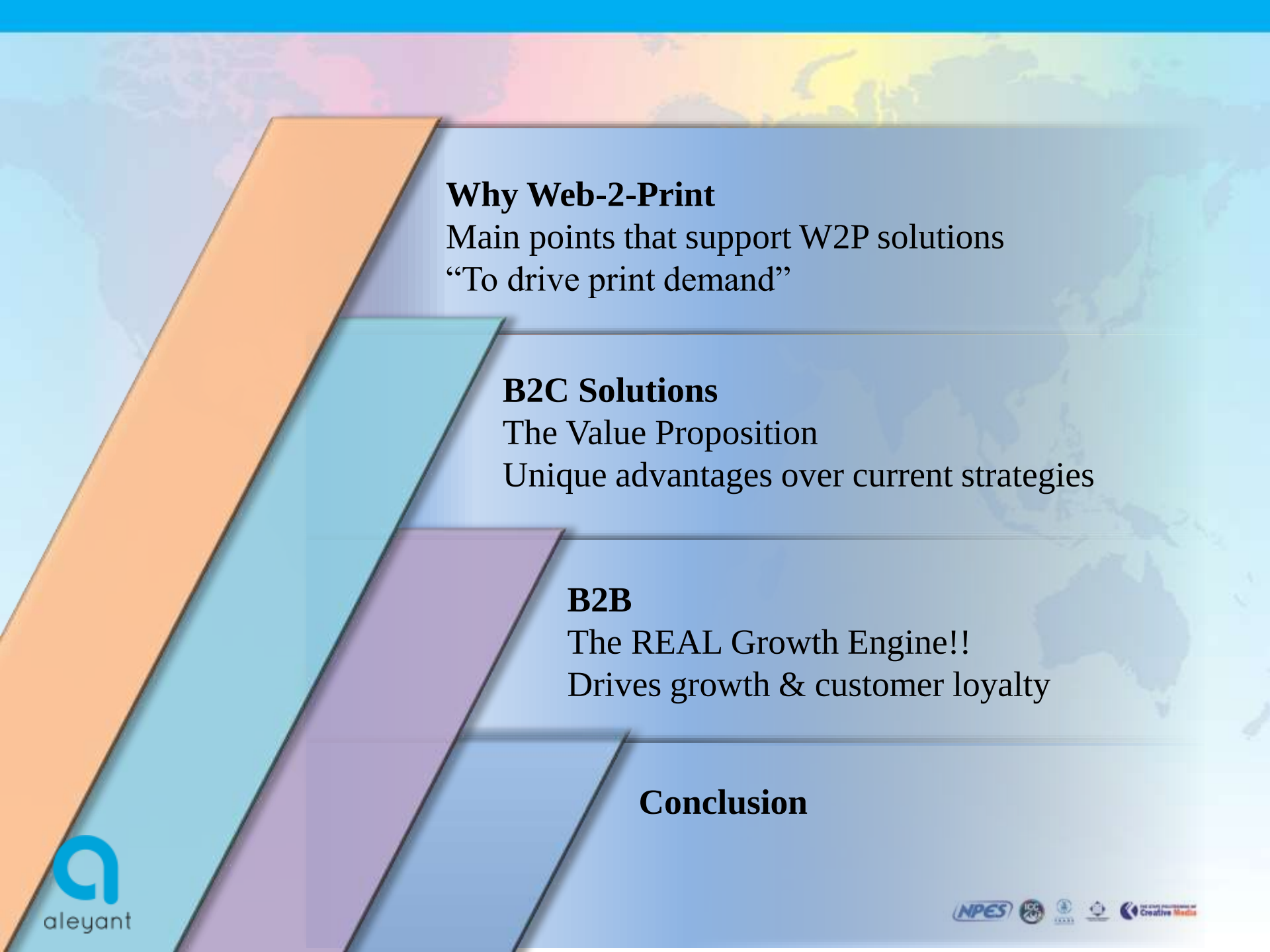
MARCH 17, 2016 • JAKARTA, INDONESIA • POLIMEDIA AUDITORIUM



Growing Business With Web-2-Print



Efficiency, Customer Convenience and
More...



Why Web-2-Print

Main points that support W2P solutions
“To drive print demand”

B2C Solutions

The Value Proposition

Unique advantages over current strategies

B2B

The REAL Growth Engine!!

Drives growth & customer loyalty

Conclusion

Why Web-2-Print?



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Efficiency, Customer Convenience and
More...

Why Web-2-Print?

- Extends customer REACH
 - Opens new opportunities
 - New Market segments
 - Makes you VISIBLE
- Print supply “Decision makers” invariably use the internet to base decisions on the Print Supplier



Why Web-2-Print?

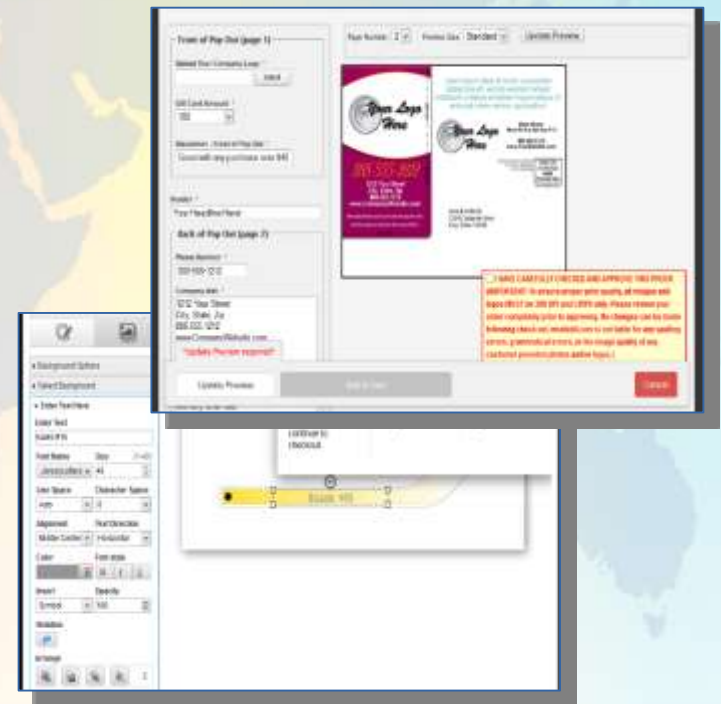


- Test new ideas with ease – critically obtain Real-Time Site Analytics to measure results
- Products are INTERACTIVE – now useable by thousands of potential clients
- Product Flexibility makes the product more appealing driving sales

Advanced VDP Capabilities

A powerful, cloud-based document personalization, online designer, and variable data publishing system.

- Easily customise, proof, and approve documents on-line from any device (Text, Images & Data Files)
- Online Variable Data Publishing system
- Social Media integration - Facebook, Instagram, Fotolia
- Receive an imposed, press-ready, optimized PDF (or PPML) file immediately after the order is placed



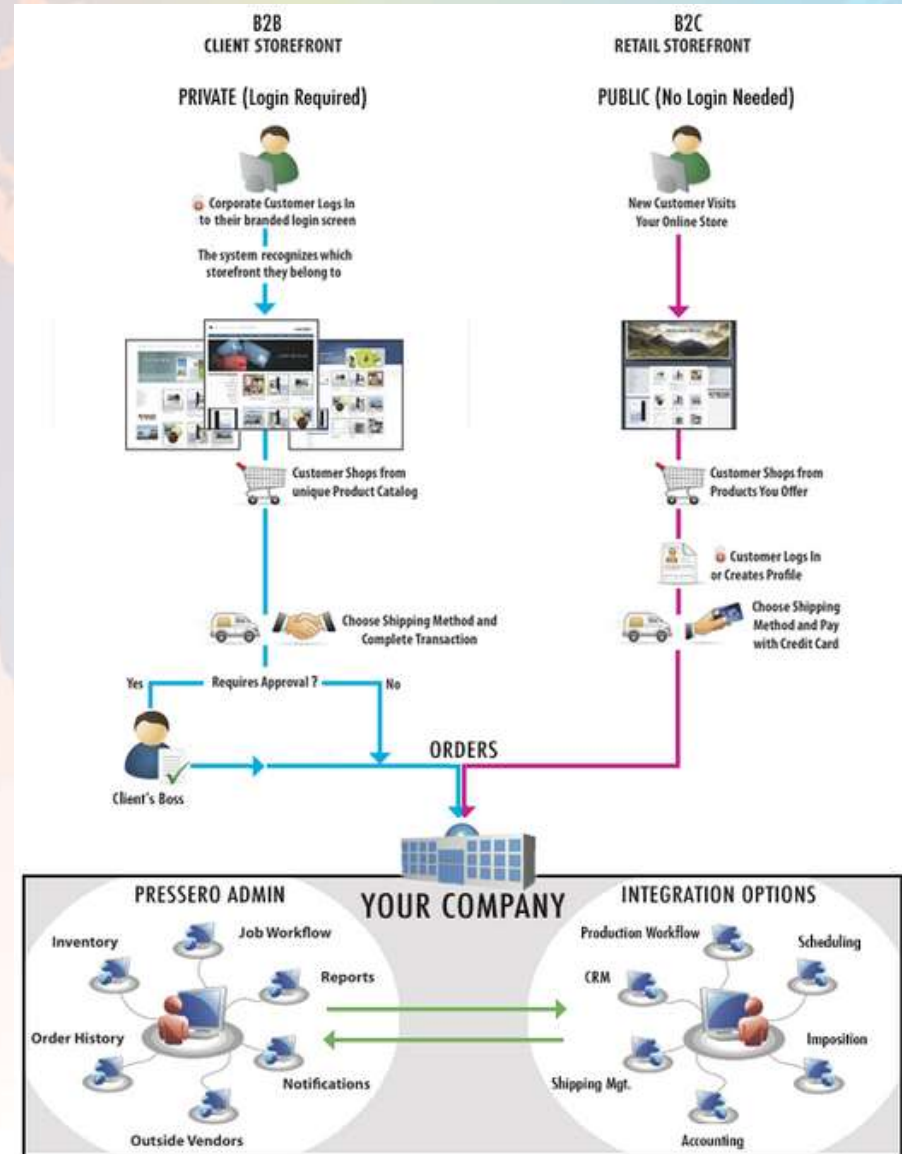
Why Web-2-Print?

- Drives Efficiency, removes mistakes
- Access to real-time critical information
- Sales Teams are “linked” to their clients in real-time... drives new business



Flexibility

- Extensive range of connectivity to your critical environments:
 - Brokers
 - Vendors
 - Payment Gateways
 - Courier Services
 - Pre-Press & Equipment
 - Accounting, MIS, ERP
 - etc



What Our Customers Say

“Because of our Web-2-Print portals, clients are now giving us most of their print work and asking us to provide promotional products and other non-printed items as well.”

Randy Beck, SCP Group, U.S.A.

B2C

Better to “C” you



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A “B2C” Site is a Storefront that
sells Printing (& Other) Services to
Anyone on the Internet



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- A well designed site allows you to be FOUND
- Significantly increases sales potential
- Harness the Sales & Marketing potential of the Web





- Technology advances have changed how people think and behave
- Print Buyers use the web to short-list suppliers and base decisions





- Highly customisable Marketing Tool
- Real-time Site Analytics provides critical user behaviour feedback – understand what works and what not





**“I’ve gone from total
obscurity to number 5
on Page 1 of Google
Search in a matter of
weeks”**

Darryn Ramsay-Boyd, Staystuck,
SA

B2B

“Built to Better” your
experience



A “B2B” Site is a Storefront that **Sells & Manages Printing Services to Clients....**
Client Specific!





- A Client **DEDICATED** Portal – Their Brands, their logo's, etc
- Order Management; Budget & Approval workflows; Tracking; Inventory; Reorder etc
- Provide Client **CONFIDENCE**



Click, Pick, and Order. It's That Easy.



- Unique to suit the client - gives a sense “you value their business”
- Maintains Corporate Branding standards
- Reduces approval cycles, mistakes, tracking issues etc



Click, Pick, and Order. It's That Easy.

Sort by Default



Brochures & Sell Sheets
Something to remember us by..



Business Cards, Letterhead,
Envelopes



Copies, Copies, Copies,
Copies



Mugs and Keychains



Parking Permit Hang Tags



Postcards. Get them here!

- Client has Real-Time Critical Information
 - Orders/Approvals/Rejections
 - Status
 - Personalised Reporting
 - Remaining Budgets
 - Finished Goods Inventory etc

“Our ability to provide online access for the specification and purchase of printed and non-printed items through Web-2-Print branded storefronts is a huge selling point for us, especially when clients have multiple locations.”

Craig Shuler, DigiCopy, U.S.A.



Growing Business With Web-2-Print



CONCLUSIONS



- Enhances visibility
- Extends your customer reach
- Promotes your services
- Provides critical information
- Explore new segments/markets

- Provides the critical link
- Real-time information
- Vastly reduces mistakes
- Automation = efficiency
- Sales focus new growth





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