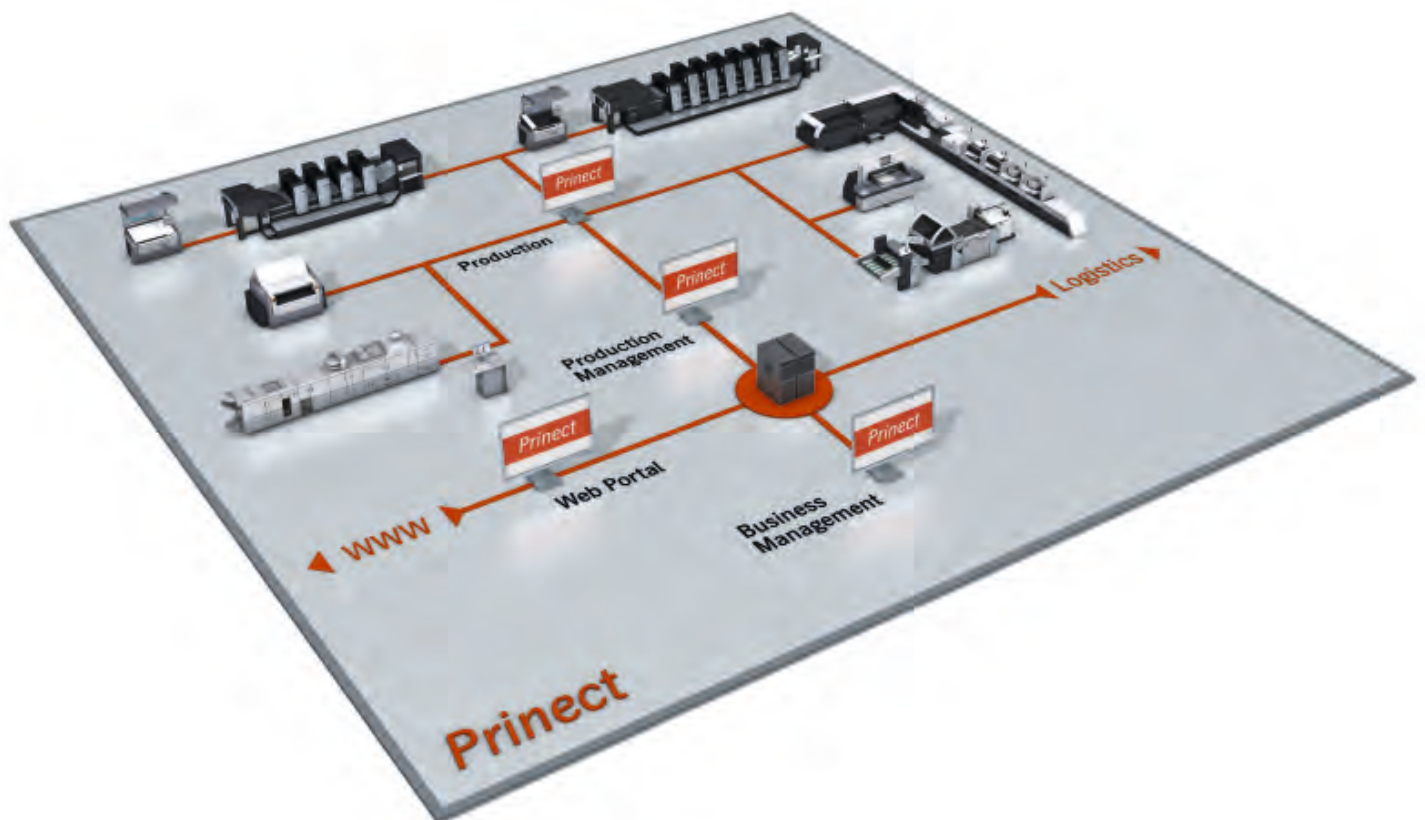


Prinect Web-to-Print Manager

HEIDELBERG



The printing industry is currently in the midst of a major structural upheaval, but the market will still be sizable in the future. The Internet and the possibilities of digital communication are opening up a whole host of new opportunities for print shops. Web-to-print is one of the most important growth segments in the print media industry.

No challenge too great. The Prinect Web-to-Print Manager from Heidelberg makes you an integral part of the web's future by adding online shop systems to the Prinect print shop workflow. It enables you to make the Internet part and parcel of your business processes by creating or selling print products and services online. This is the perfect way to see benefits fast and remain competitive over the long term.

The all-in-one solution. The Prinect Web-to-Print Manager is completely customizable, which makes it suitable for all kinds of tasks. You can simplify workflows between customers and your print shop with a business-to-business portal or approach new customers with a business-to-customer portal as required. Additional applications include franchise networks and corporate brand management services. Consequently, integrating the Prinect Web-to-Print Manager is a small step for you – but a big step for your print shop.

An impressive portfolio. The Prinect Web-to-Print Manager is a convenient, user-friendly shop system that creates a new interface between you and your customers and gives you a new, attractive string to your bow. It integrates the entire process directly into your print shop workflow – from job acceptance through the online shop and the generation of templates via web-to-print all the way through to highly automated print production.

Closer to your customers. When it comes to customer contact, web shops are increasingly assuming many different tasks – from simply making products available for sale, to providing a channel for ordering individual print products, and creating publications online. The Prinect Web-to-Print Manager enables you to operate one or more online shops and customize them to suit your specific needs. In addition to your own portals for processing print jobs, you can thus create an open shop to attract new customers – naturally with all the typical shop functions such as a shopping cart, (repeat) order processing with approval process, and user administration.

Flexible, intelligent, and customized. A further benefit is that online shops are open 24/7. This new approach keeps existing customers coming back and wins over new ones. Creating print products online is child's play and the design remains the same irrespective of time or location.



The user interface: Logging in with a password brings up the homepage with the product catalog, navigation menu, shopping cart, and integrated search function.



User profile and library: This is where users can enter details to customize orders. The library contains data or documents uploaded by the customer.

Lower outlay, higher return. The Prinect Web-to-Print Manager enables you to streamline many of your work and business processes and structure them more effectively, thereby generating immense potential for optimization. Automated functions and the fact that your customers complete tasks such as ordering, proofing, and approvals themselves simplify coordination during layout, typesetting, and correction processes. This saves you both time and money – another reason why investing in the Prinect Web-to-Print Manager represents an investment in the future that pays off right now by cutting costs and significantly boosting flexibility.

A vital competitive edge with the Prinect Web-to-Print Manager. As a simpler, faster, and more cost-efficient solution, web-to-print is the model for the future. The numerous benefits of the Prinect Web-to-Print Manager mean you are ideally equipped to face any challenge and can impress both existing and new customers with your exceptional flexibility.

Simple and convenient operation - open a shop with a click of the mouse. The Prinect Web-to-Print Manager from Heidelberg makes creating online shops incredibly straightforward. It is based on a standard software package that can be operated intuitively without any programming skills whatsoever. This makes it easy to set up and administer a new portal. You can set up access to a new shop with just a few clicks of the mouse and immediately fill it with products.

A single software package with virtually unlimited possibilities. The customer portal can be used to create and process variable data and edit documents online (WYSIWYG). The Prinect Web-to-Print Manager thus provides your customers with intuitive tools to create, publish, and manage data simply and flexibly and adapt the contents if necessary, for example in the case of greetings cards.



Customization: To order a document, the customer clicks on the relevant product in the catalog. If the document can be modified, a screen with the various options appears.



Printing and postpress: The customer selects the quantities required and specifies the postpress details for the job. Quantities can be pre-defined.

Quality is the only fixed parameter. The front end – the user interface for your customers – can be customized. In addition to enabling all project parameters to be entered in the system, the Prinect Web-to-Print Manager also allows users to integrate corporate design specifications into the relevant template when creating a product. This defines rules for the customer's entries and ensures a uniform brand identity, even with challenging designs. Consistently high quality is thus ensured, even in the case of print products with customized data.

Faster and more efficient processes. The front end is where your customers place their orders and manage their images, archives, and databases. This makes for straightforward, optimized job acceptance, costing, and prepress workflows – something that benefits your customers and, above all, your print shop. Customers now deal directly with processes that previously required lengthy, error-prone consultation. They set up their own jobs, including all variable data. A self-explanatory system guides them through all the processes, while pre-defined approval cycles with rights management prevent errors.

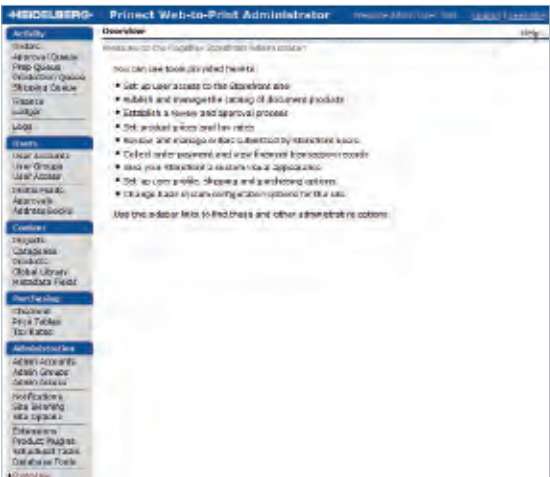
Less work, lower costs. Jobs thus arrive at your print shop print-ready. This largely automated process makes your production operations significantly more productive, with far less administrative work.

Improved customer loyalty. The optimized and customized ordering options in a dedicated web portal that offers quick and easy access have a positive impact on business relations. Your customers develop close long-term links with your company.

Modular and fully customizable. The Prinect Web-to-Print Manager grows along with the tasks it needs to complete. You can expand the system to suit your specific requirements and have the flexibility necessary to add numerous interfaces, for example to suppliers' payment/shipment systems or analysis tools. It is therefore suitable for web-to-print beginners and for more complex tasks.



Shopping cart: Having created a document, the customer adds it to the shopping cart. The Prinect Web-to-Print Manager handles all subsequent steps through to the final order.



Back end: This is where the administration and management of your entire shop take place – from job processing and product care to user administration.

Precise details and explanations of all steps are available online at:
http://www.heidelberg.com/en/Prinect_Web-to-Print_Manager

Complete integration of the production process with Prinect. Prinect from Heidelberg is the only print shop workflow that really does integrate and control the entire print production process and thus ensures highly efficient operation. The Prinect Web-to-Print Manager is part of this workflow. With its combination of hardware and software modules, Prinect can be flexibly adapted to your specific requirements. Irrespective of the level at which you start using it, you can add components at any time and gradually work your way toward an end-to-end JDF-based workflow.

Standalone or fully integrated solution. The Prinect Web-to-Print Manager can be used as a standalone solution or as part of the Prinect workflow. This makes it the only web-to-print solution that enables full online connection of your print shop to your entire workflow.

Benefits of the Prinect Web-to-Print Manager from Heidelberg:

- **Creation and management of multiple web shop systems**, including all modules (such as the shopping cart function or order processing)
- **Customizable user interface** for the customer (front end)
- **Comprehensive user administration** with order processes, including approvals and data entry for shipping and payment
- **Freely definable workflows** enable customized processes
- **Customers modify documents**
- **Broader portfolio**, for example through editable print templates for business cards or stationery and products such as pens, mugs, t-shirts etc.
- **Supports various business models** (B2B, B2C, franchise networks, corporate brand management)
- **Intuitive operation** – no programming skills required
- **Variable document management** (including for digital printing) for online editing
- **Flexible expansion** thanks to modular design
- **Complete integration of the entire workflow possible** with Prinect
- **Interfaces to third-party suppliers** of payment systems, shipping services, digital asset management etc.
- **Opening up new customer segments** with no restrictions on time or place
- **Cost and time savings** thanks to automation of production processes and reduced administrative workload
- **Improved customer loyalty** through optimization of business processes

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Heidelberger Druckmaschinen AG

Kurfuersten-Anlage 52-60
69115 Heidelberg
Germany
Phone +49 6221 92-00
Fax +49 6221 92-6999
www.heidelberg.com