MULTIPRESS

business software for printing companies

White Papers

Web2Print

Good results begin with a flawless business organisation. This requires an efficient software program: **MultiPress from Dataline Solutions.** CRM, calculation, order management, planning, time recording, invoicing and financial follow-up … You simply select the module(s) you need in your digital printing company. Discover how this market leader in the Benelux graphic sector excels in competitive software that does exactly what it is supposed to do…

www.dataline.eu

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MULTIPRESS
business software for printing companies

MultiPress, the cockpit of any Web**2**Print printing business

Quickly integrated, affordable, complete and reliable!

DATALINE
the MultiPress & QuoJob company

MultiPress Business Software with Web2Print

Elementary for any graphic production company: MultiPress

MultiPress is the MIS/ERP software for dynamic printing and production businesses in various related industries. MultiPress integrates all administrative, commercial, financial and logistic business processes together with production and management into one powerful management system.

In a nutshell, the MultiPress Business Software helps to reduce the administrative tasks and improve your productivity thanks to numerous modules for your specific company. Customer management, calculation package, time registration, cost management or cost price calculation and invoicing are only a few of the many possibilities of MultiPress which help you save a lot of time and money.

Why opt for MultiPress Web2Print?

MultiPress W2P ensures that your customers can place orders more easily, less mistakes are made when tasks are sent, you have more control and you can track tasks in real time. MultiPress is the most versatile and flexible MIS system for your e-commerce!

MultiPress is the standard in Belgium, the Netherlands and Luxembourg

Throughout the years, Dataline Solutions has become the market leader in administrative software for printing businesses. Thanks to our graphically trained people, excellent programmers, fine project supervisors and experienced helpdesk employees MultiPress will become an essential link in your company.

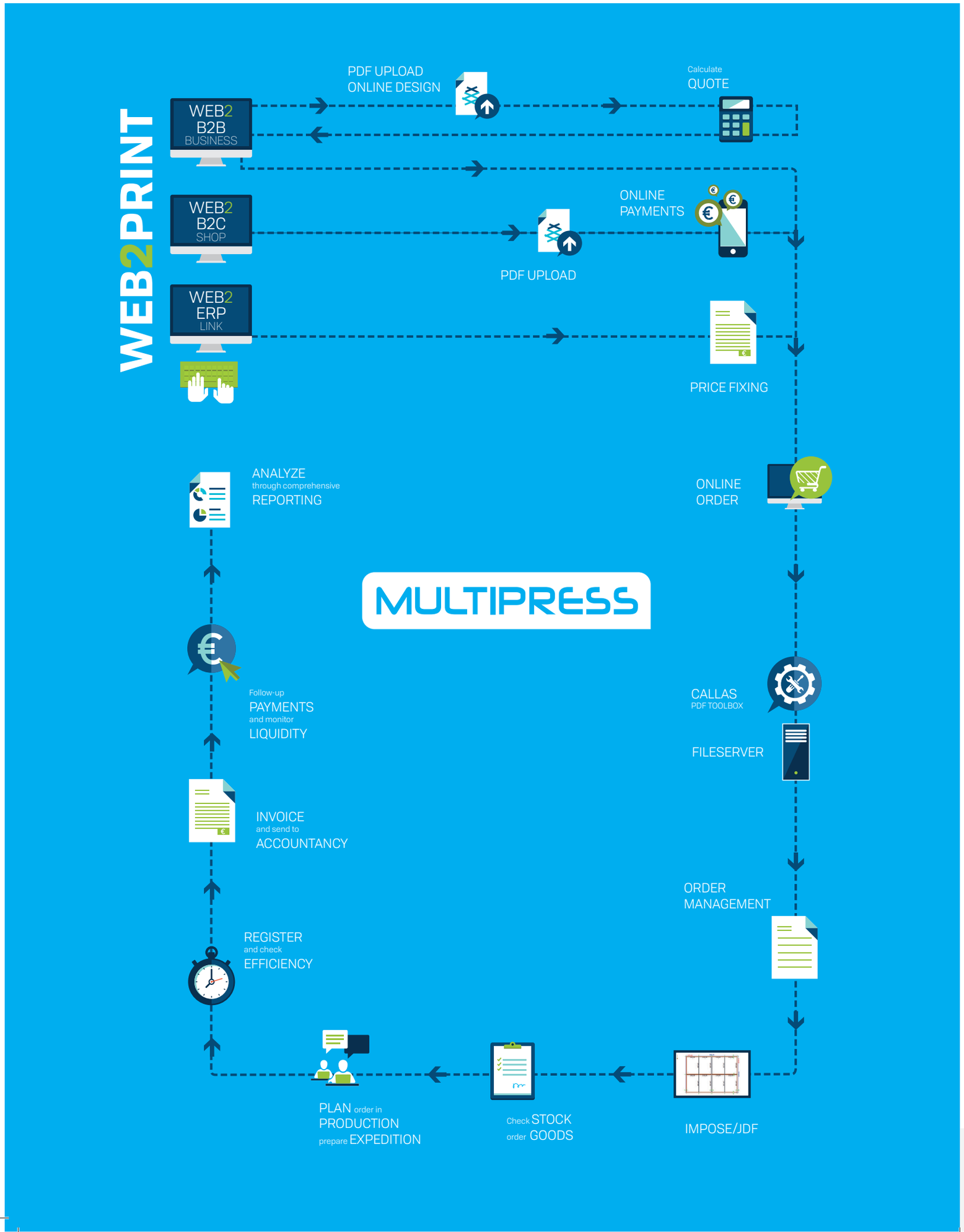
MultiPress, today and tomorrow

Every day we address the needs and take up the challenges of our clients. MultiPress is continuously evolving thanks to the reliable upgrades, which enable you to always keep one step ahead of the competition.

Discover the possibilities

Discover how you can save time and therefore money in your printing business thanks to MultiPress. Calculate the administrative costs of your printing business in 5 minutes via www.roibuust.biz

2. Why opt for Web2Print e-commerce?



MultiPress Business Software, made for and by the (online) graphic sector.

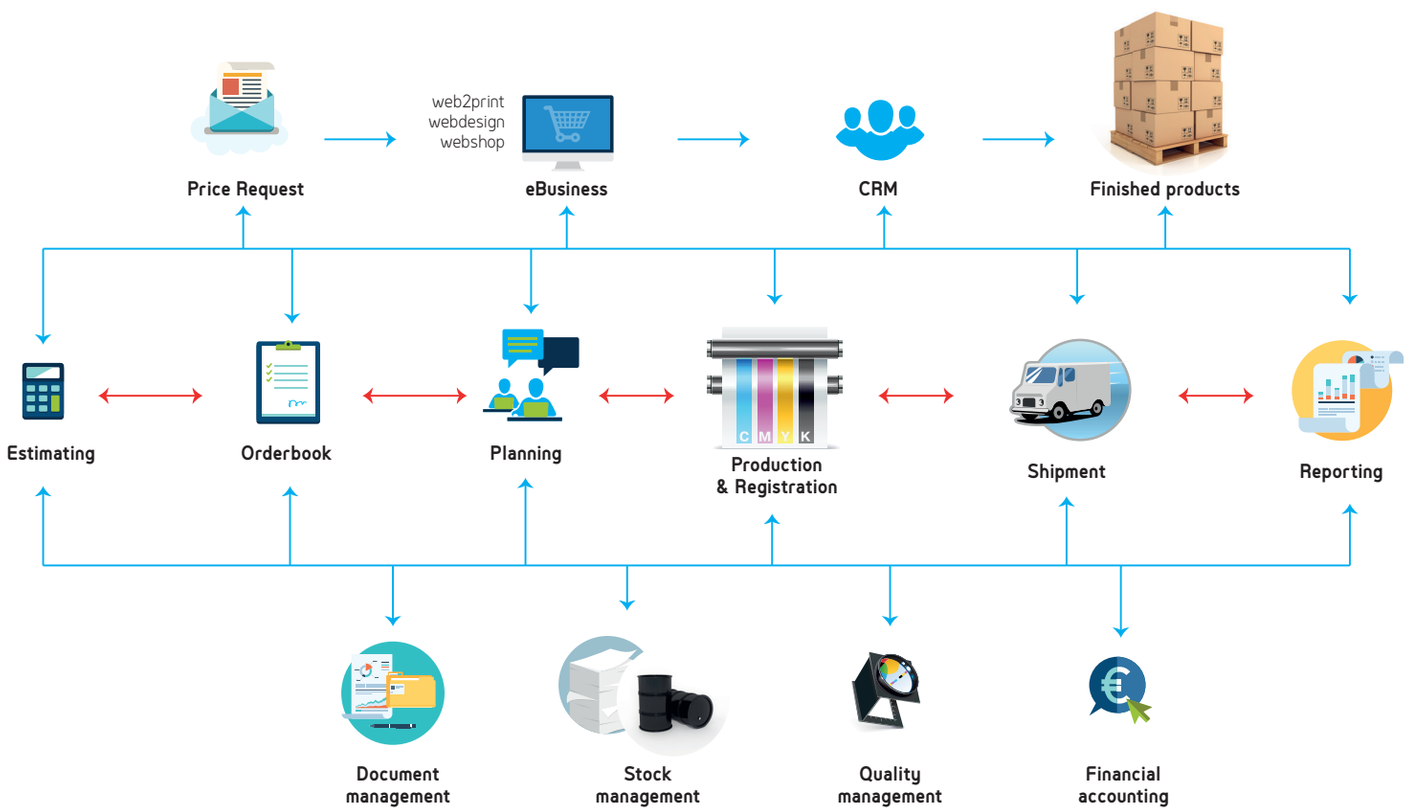
Customised online modules. Without any expensive and time-consuming customised work.

To provide our customers with more added value, shorter lead times and more transparency in the processes, we constantly search for sustainable solutions. The market is under pressure, so that additional margin is now created more on the cost side than on the sales side. The solution can often be found online.

So many printing businesses ask themselves with good reason how they should address an online project and what use this investment has anyway. Web2Print provides a way to address this problem. And MultiPress offers different solutions to use Web2Print in a targeted and cost-conscious way. In this case, jobs arrive directly in MultiPress through the website and are handled administratively. Payment can also be completed right away thanks to the link with existing payment systems.

With Web2Print, the inflow becomes much simpler so that the administrative cost of a file is lower and files also come in more easily.

Whatever your plans may be, MultiPress is the most versatile and flexible MIS system, and the online modules of MultiPress establish the bi-directionally integrated link to your web shop. This is not a hype but guaranteed business!



3. The possibilities within Web2Print

3.1. Web2B2B/Web2QuoJob – business

Context:
The B2B market is changing rapidly. A growing number of companies extend their sales channels with Web B2B to provide **existing customers** with additional tools to optimise the cooperation. Jobs arrive directly in MultiPress and are handled administratively. Thanks to the PDF maker, you can offer personalised templates to each customer, use them during ordering and send them directly to prepress.

Target group:
Existing customers, new companies and customers who wish to track their printed matter online.

Objective:
Create a customer zone to retain customers and provide them with additional services: a platform for **price inquiries, order processing, stock control, price agreements, production and administrative follow-up by the customer**.

Remark:
Look & feel can easily be adjusted through MultiPress so that you can create a personalised platform quickly.

References:
- Captains of Printing
- Buroform
- Nevelland
- Grafisch Buro Maes

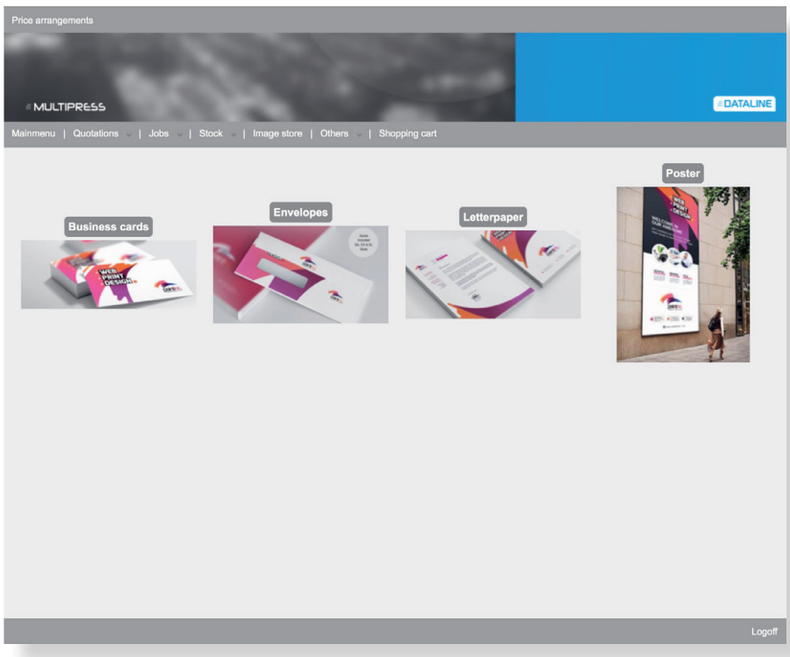
Alternative solutions:
- Customised work by external company
- XMPIE
- Vit2Print
- Apogee Storefront

Note:
Always make sure your customised work can be linked to MultiPress.

Web2QuoJob:
QuoJob, the standard business software for advertising agencies, can always be linked to the MultiPress Web2B2B module.

Advantages

- Simple inflow
- Low cost
- Direct creation of jobs
- Unique login at customer level
- Personalised interface per customer
- You keep one step ahead of the competition
- Higher customer service



3.2. Web2B2C - shop

Context:
A wide range of web shops are offered for sale on the market, some more user-friendly than others. Opt for a web **shop with a high degree of user-friendliness and a solid framework**. It is important to link this web shop to an MIS system such as MultiPress. As customer service, Dataline Solutions now also has developed its own web shop with highly advanced possibilities and attractive pricing.

Target group:
Private persons, self-employed without employees, associations ...

Objective:
Enable the customer to choose from predefined articles with strong conditions and an attractive interface.

Remark:
Dataline provides the framework and the background technology. The look & feel are determined entirely by you. If desired, Dataline Solutions can refer you to good designers who have experience with user-friendly web shop interfaces.

References:
- Creafor
- De Marne
- Drukkerij Dirix

Alternatives that can be linked to MultiPress:
- XMPIE
- DSF

Advantages

- Manage users
- Upload files and send them to MultiPress
- Use price scales
- Several payment methods (VISA, Mastercard, iDEAL)
- Determine whether it is a product or advance order
- Link to the MultiPress customer database
- Adjust the look & feel of the web shop to your own desires

3.3. Web2ERP

Context:
Larger (In-Plant) companies, usually with several branches such as school groups, banks, multinationals and hospitals, require a lot of printed matter. Not just large quantities, but also at a competitive price and super quick. These organisations usually have some sort of ERP system **(SAP, Dynamics, internal customised development, Exact, Oracle,...)** which can send their orders + files directly to MultiPress Web2ERP.

Target group:
Larger companies such as school groups, banks, multinationals, hospitals ...

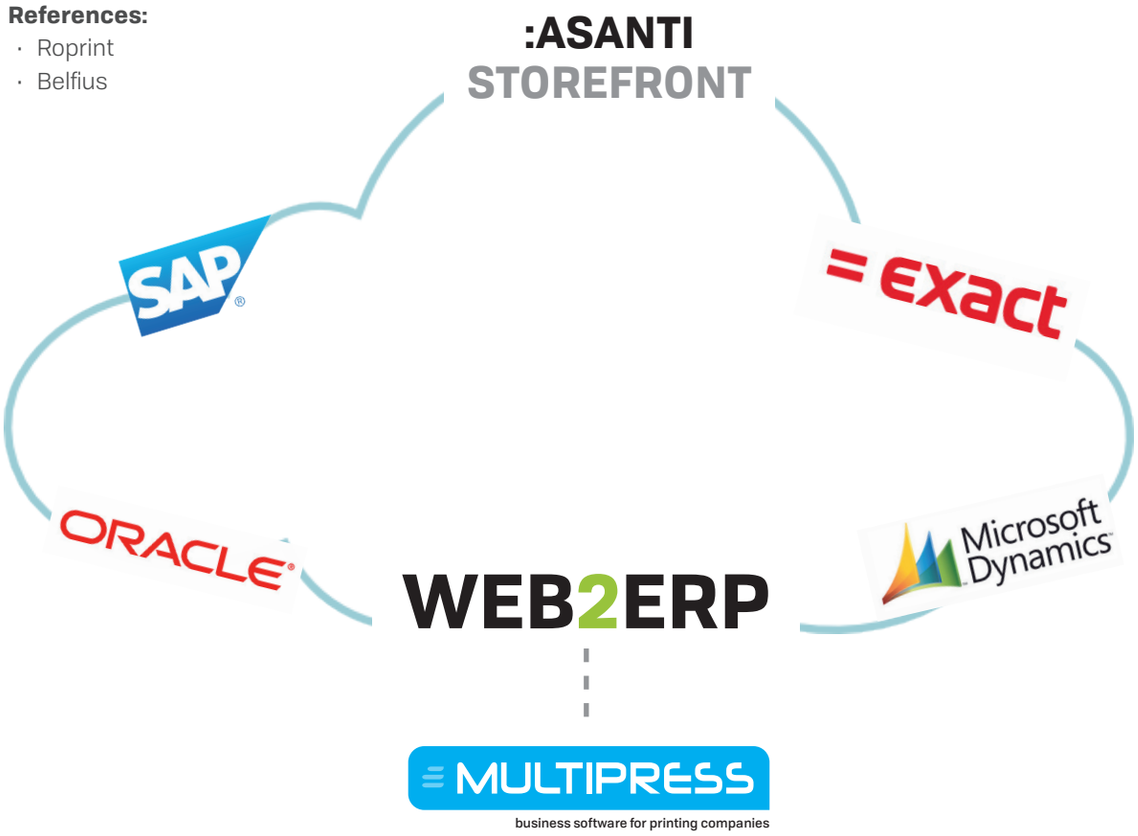
Objective:
Customer retention by optimising collaboration with large organisations when they order printed matter.

Remark:
Specialists from Dataline Solutions always perform a functional analysis for every customised solution.

References:
- Roprint
- Belfius

Advantages

- The customer's ordering method remains unchanged
- Orders are automatically read directly into MultiPress (possibly via XML structure)
- No manual order processing
- A link to standard calculation is possible, so that the job can be done in a fully automatic way



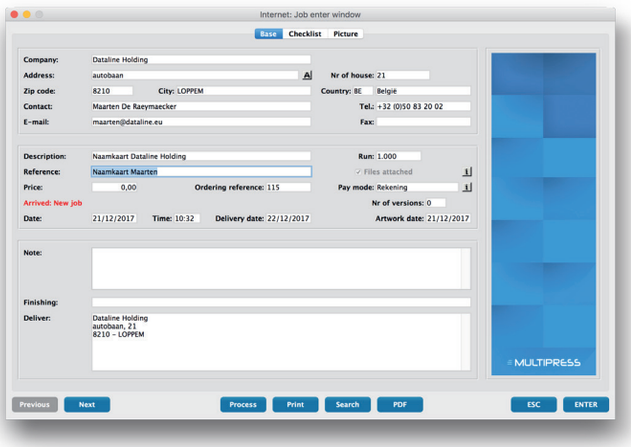
4. Delivery of files

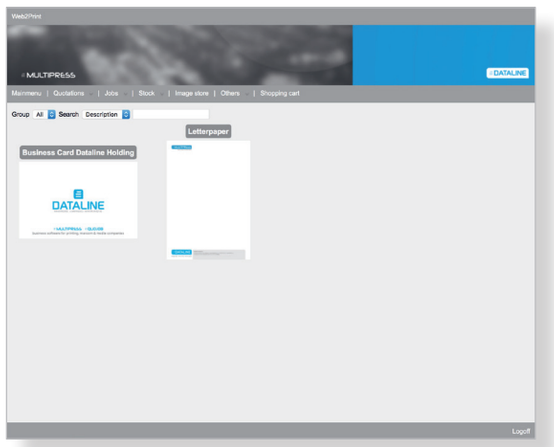
4.1. PDF Upload

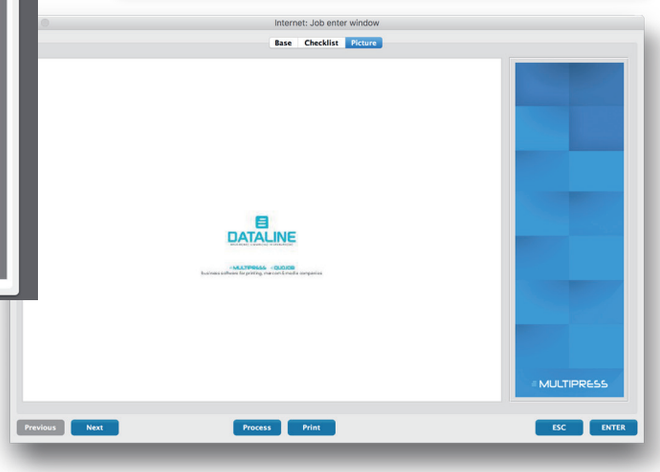
MultiPress offers a direct link to the file server to bring PDF files via one channel into the order flow. The customer can also directly access this file server through a secured link sent automatically from MultiPress.

4.2. Online design

MultiPress Web2Print provides the possibility to create pages by means of templates or freely design them.

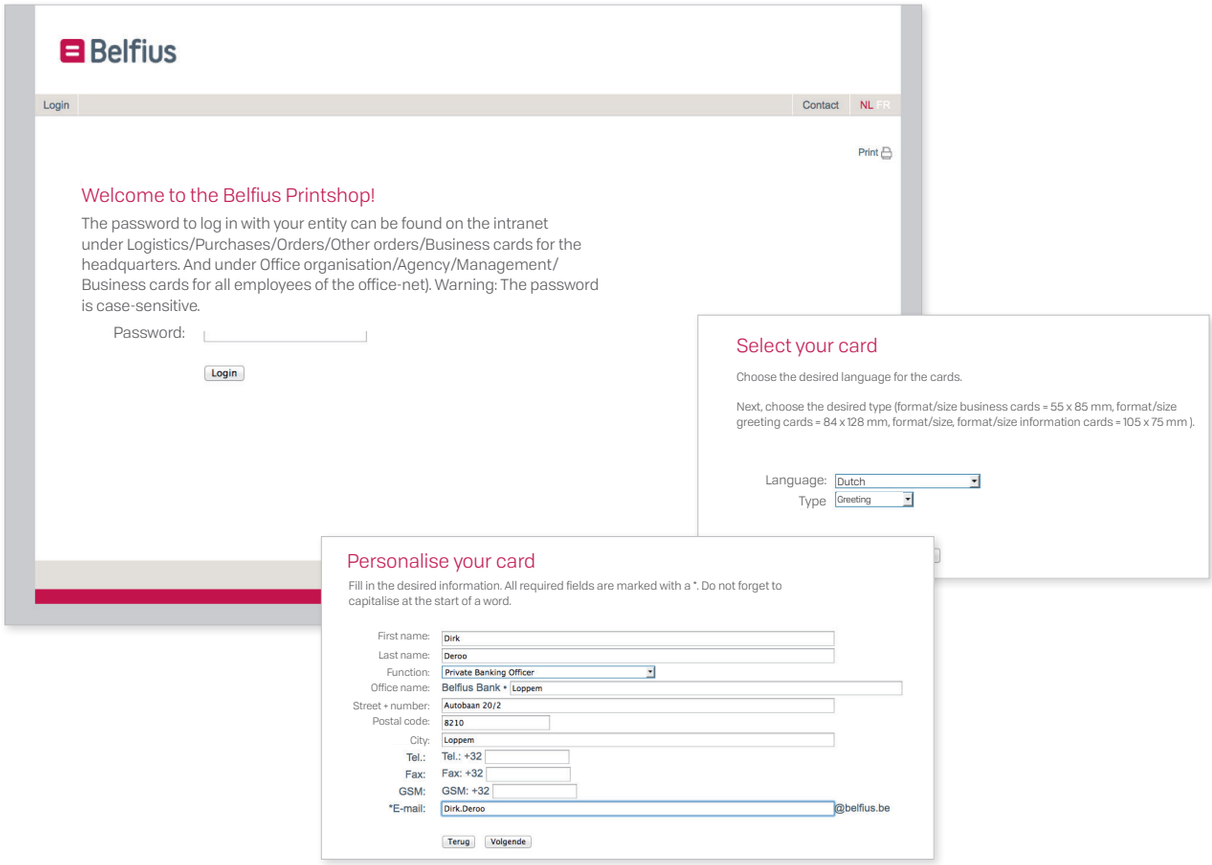






4.2.1. Template driven

On the basis of a basic PDF file, we use PDFLib to add variable zones which are then used by the customer for personalisation. Since we work with standard templates, we can also link standards and agreed prices.



4.2.2. Free design & autofill

We start from a blank digital document and determine the specifications ourselves. Text and images are added, and once they have been forwarded to MultiPress, we also use the document's specifications to fill the job.

5. Online payment options

One of the success factors of a web shop is the range of payment options that meet the specific needs of potential customers. Consumers will be more likely to proceed to an online purchase if the desired payment method is offered. This way, providing a range of payment options will have a positive effect on web shop sales. The most popular payment methods include:

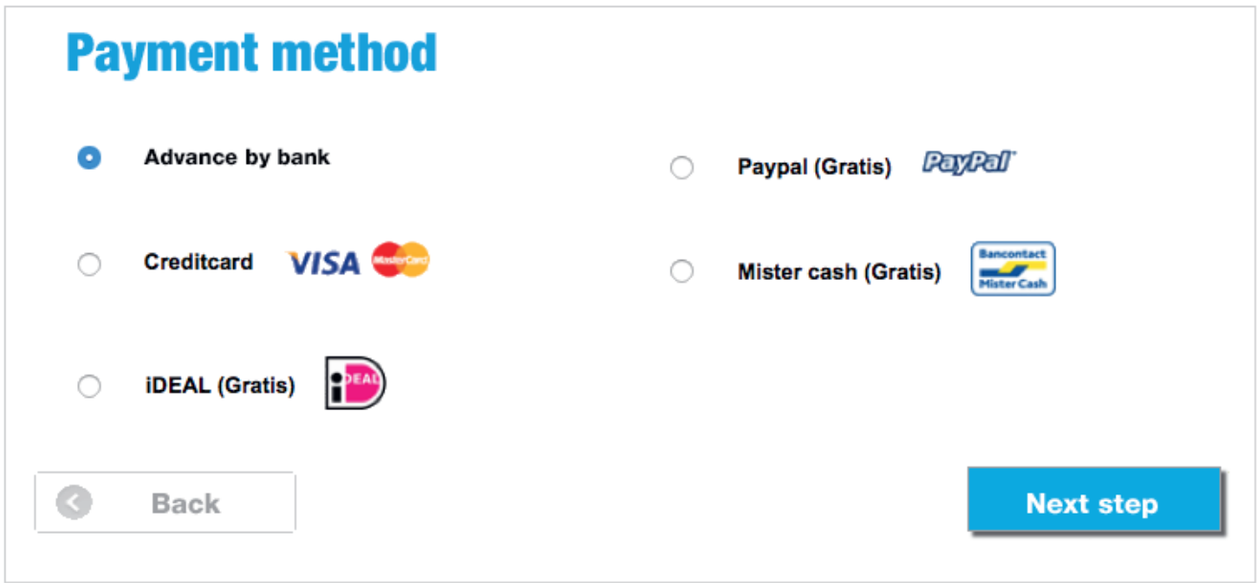
5.1. Ingenico (formerly Ogone)

5.2. Paypal

5.3. Ideal

5.4. Visa

5.5. Mastercard



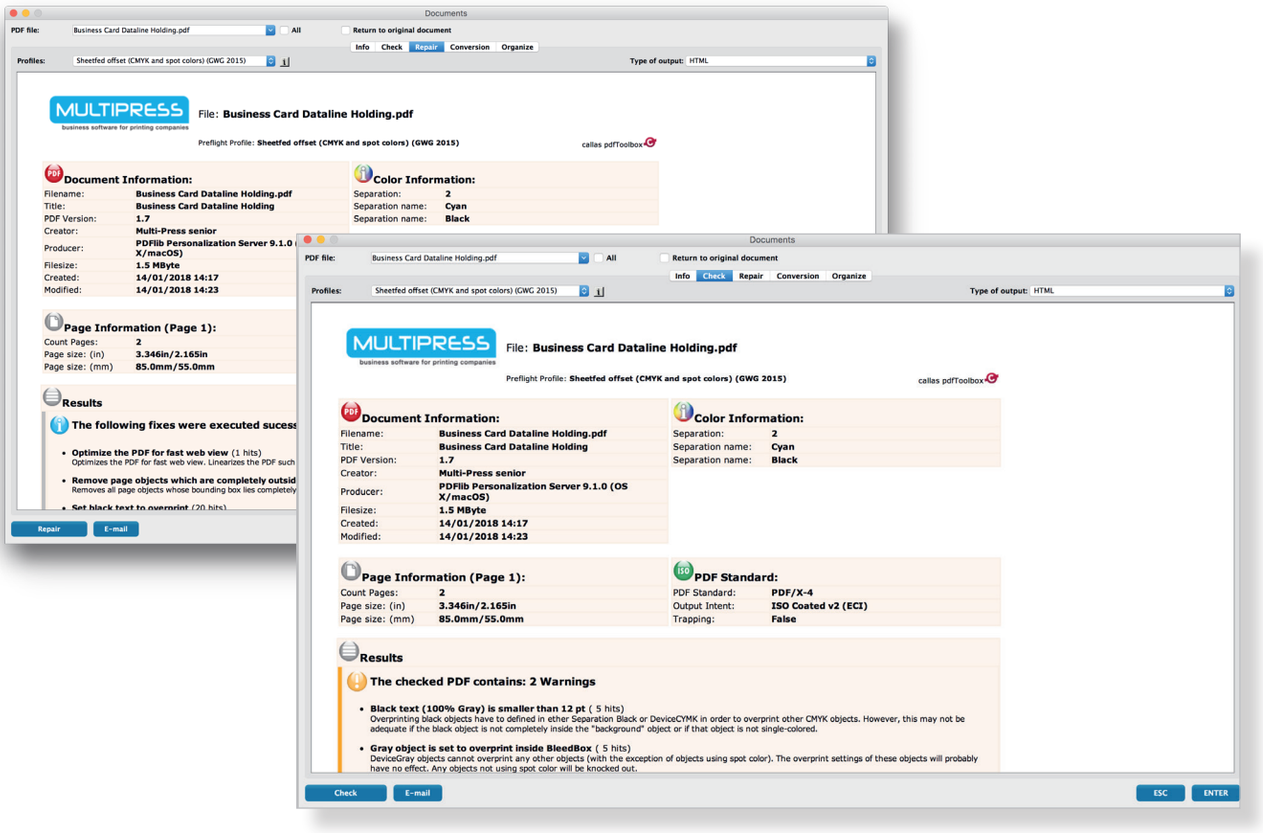
6. Control and management of files

6.1. MultiPress Callas PDF Toolbox

A correct and printable PDF file is an important building block for efficient production and consequently a happy customer. Error detection is therefore an important aspect which MultiPress integrates into your workflow. To do so, Dataline Solutions makes use of the Callas PDF Toolbox technology. This software provides everything from a **quick visual inspection and repairs to unattended processing of thousands of files.** Examples include quality control, advanced problem solving, colour management, imposition, conversion to and from PDF format ... This way, you avoid unnecessary costs as well as endless discussions on deadlines.

Advantages

- Important information as to the supplied PDF file is immediately apparent
- Files arrive directly in the order and are checked immediately
- Errors and warnings report is automatically emailed to the customer
- Minor errors are repaired automatically
- PDF files can be converted to a workable format

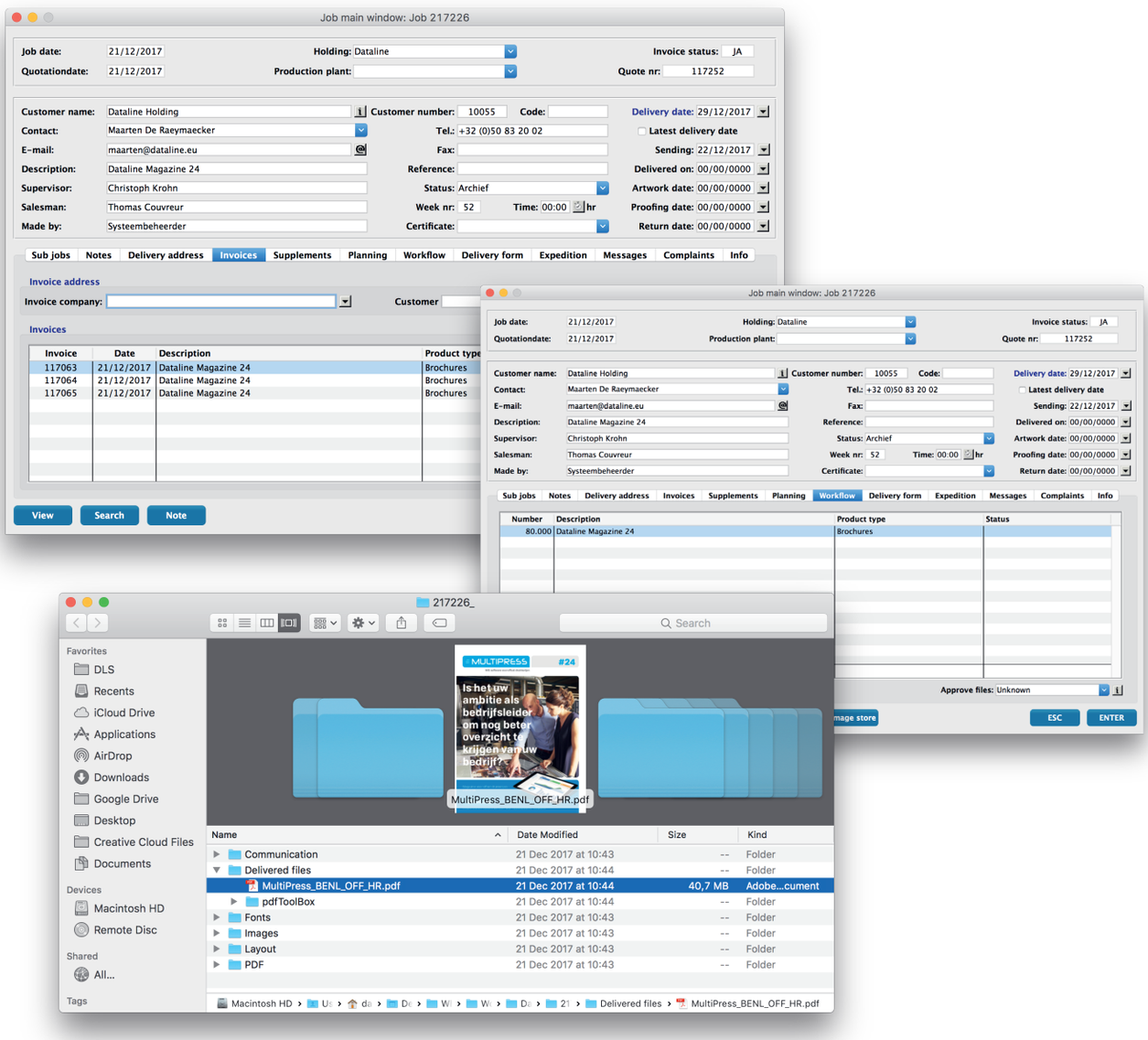


6.2. Folder structure on file server

The folder structure is a kind of 'digital container' where all digital files from an order are stored. Of course the PDF files of the order are the most important. The PDF files can be linked to the order in various ways and remain present in case the order is archived.

Advantages

- A folder is created automatically for each order
- All files are centralised at 1 location
- Clear overview and transparency
- Customers have direct access to the files on the file server via login



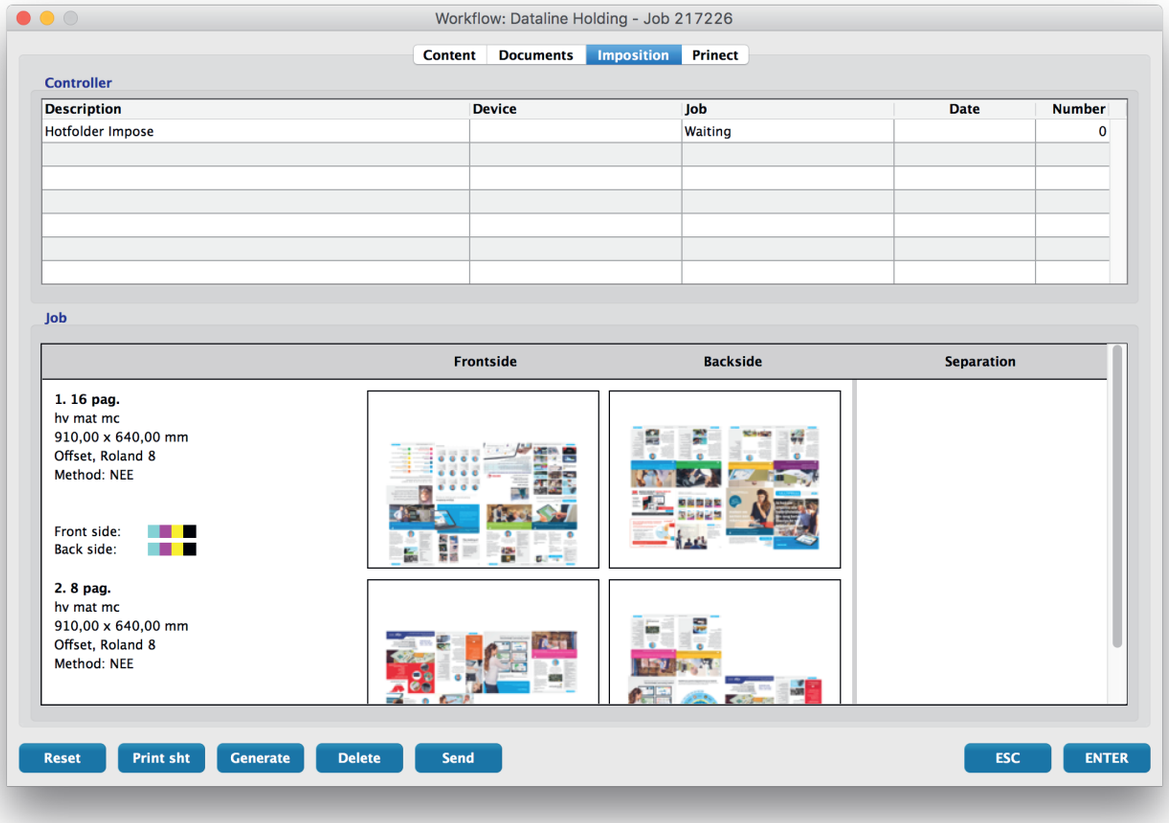
7. Optimisation and efficiency

7.1. Impose

Everything has to be done better and faster. MultiPress makes this possible through the automation of your production process. For instance, lighting a plate directly from MultiPress on the basis of the predetermined imposition schedule does not pose any problem. This way, you avoid unnecessary communication and save time. Just what you're after, right? The Impose module **imposes the PDF files according to the provided calculations and links them without any problems to printing orders.** All you have to do is select the desired finish and print run. MultiPress takes care of the rest. This way you save a lot of time. Errors and double input will be things of the past. And printing at your company will go like clockwork.

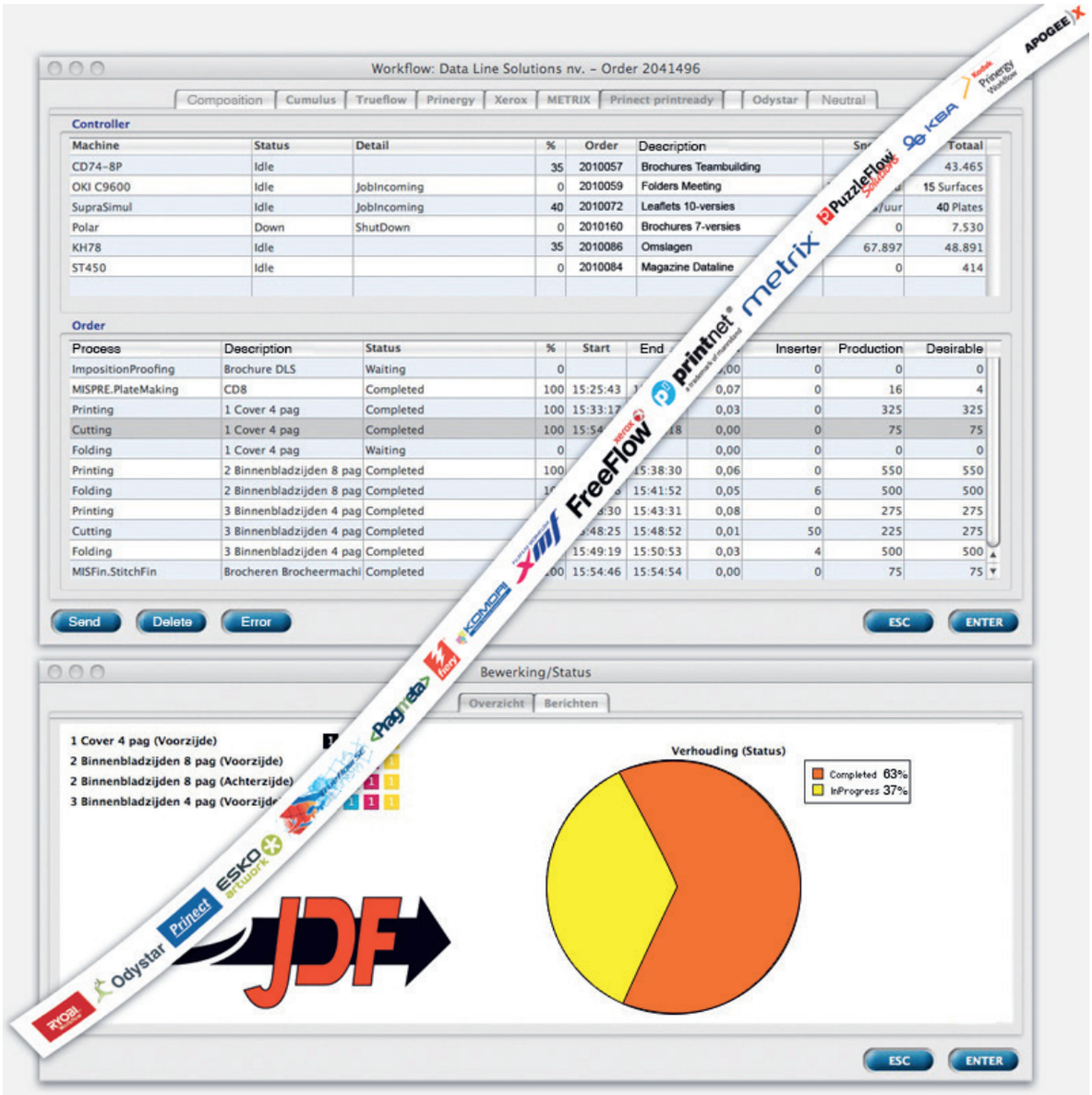
Advantages

- The PDF files are imposed according to the provided calculations
- The PDF files and order data are directly queued
- Plug & play start-up principle
- No more double input at the printer
- The printer is directly controlled by MultiPress
- Lower error rate
- High Return On Investment

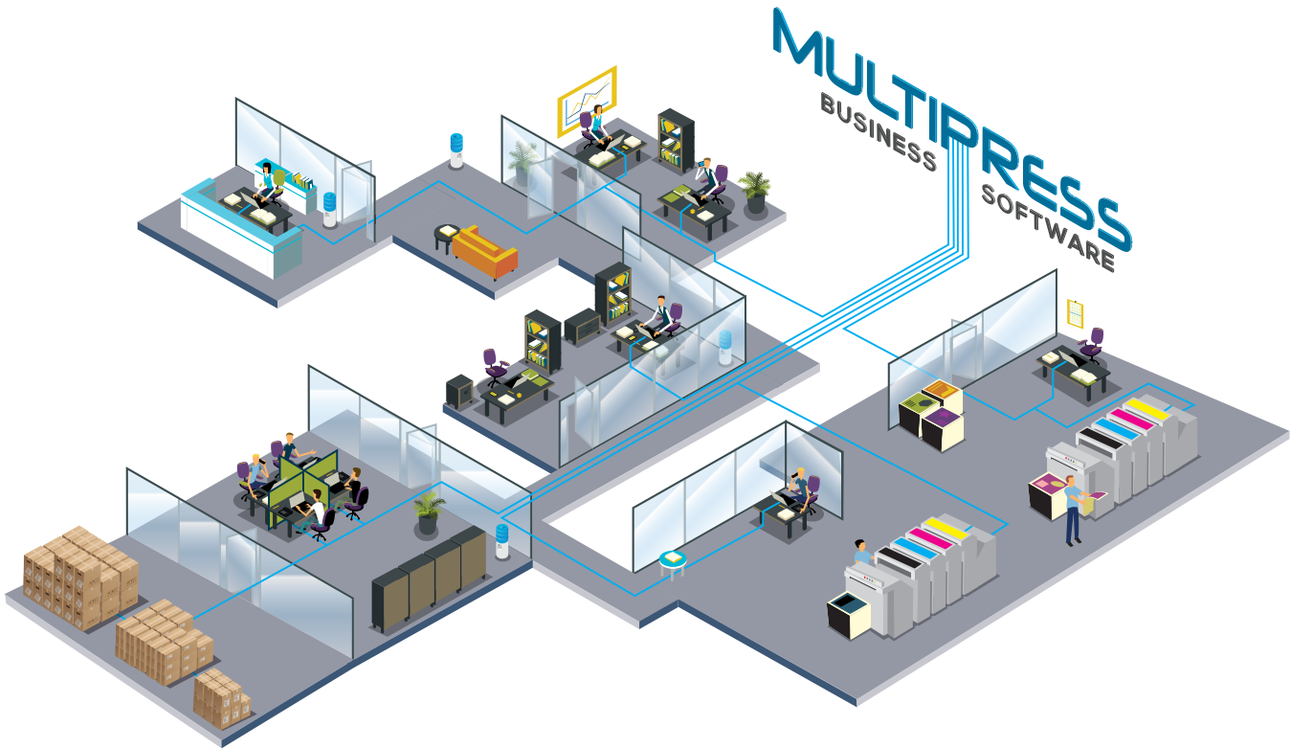


7.2. JDF/JMF

Limiting the error rate and avoiding double work generates a considerable return if administration and prepress are interconnected. For many companies, JDF remains a great challenge as far as structure and clean-cut procedures are concerned. The state-of- the-art MultiPress JDF Workflow module **communicates detailed order data to your workflow system.** This system in turn feeds back to MultiPress during the production steps. Experience shows that surprisingly good results are achieved this way. MultiPress can feed any workflow system (JDF) and also receives full feedback (JMF) from most workflow systems. This way, time and material registration no longer need to be performed by means of bar codes.



8. Production & follow-up



Stocks and ordering of goods

Customer-related goods are automatically entered via MultiPress Web2Print. Are they entered online? Then customers can order goods themselves in their web-based stock with just a few mouse clicks or take care of their printing-on-demand there.

Production planning of prepress & subcontractors

An order is automatically integrated into planning. This provides a clear overview of all internal and external actions planned in a job. This way, you immediately see the link between these two and you can intervene if production is delayed. You also avoid suppliers having to wait for their goods without prior notice.

Production monitoring

A handy cockpit ensures that a lot of kilometres are saved and that the production stage of a job is visible. By means of time registration and a status list that can be set per project, you get a perfect order tracking system (Track & Trace) and you can also provide the customer immediately with correct information. This status can also be consulted online by the customer.

Expedition & handling of delivery

Expedition planning provides a clear overview of all expedition lines. The transport officer can enter the delivery lines in a list, arrange them per shipping method and export them so that the courier software can use them for further dispatch.

Registration & post-calculation

With MultiPress the hours performed and the materials used are no longer recorded manually but registered in a simple manner. Every staff member, operation and order receives a bar code which is read in on the production floor, and the registered times are compared by competent MultiPress operators to the originally planned hours. You will get a clear idea of productivity, you can intervene whenever necessary, gain insight in the efficiency of your employees and learn to better evaluate orders. In short: the numbers tell the tale!

9. Management & reporting

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business software for printing companies

The numbers tell the tale. Reports provide knowledge. All data are collected here and can be found in a well-organised, transparent and real-time dashboard. How many new calculations have been generated? How many new orders have been received? Are you interested in the evolution of the Web2Print turnover figures of certain customers or customer groups? The quick, clear and reliable reports enable you to create concrete and well-supported forecasts. As a result, they enable you to keep one step ahead of the competition and to satisfy more customers. Just what you're after, right?

10. How do I get started with Web2Print in 5 steps?

The search for more added value, shorter lead times and transparency in the processes for customers increasingly revolves around web-to-print. Many printing businesses ask themselves with good reason how they should address this project and what use this investment has anyway. But first of all, how do you get started?

The first thing you have to map is the need experienced by you or your customers. Listen carefully to your customers and other stakeholders. Interview your customers, inquire about their experiences and visit them. The resulting insights will undoubtedly give you a wide range of ideas. Subsequently draw up a list of solutions. Take into account your corporate culture and operation as these may delay your transformation.

1 Obtain advice from an external consultant

Do you see a lot of obstacles? If this is the case, seek the assistance of an external consultant who can help you with this. The MultiPress project managers have been trained to guide you. Their years of experience in the graphic industry will no doubt provide you with the new insights you are looking for. Take into account that the prior knowledge you have may work against you, since it makes you less creative or results in tunnel vision. For this reason, the professional advice of an external person is crucial to the success of your project.

2 Create customer profiles

To support you in mapping the needs experienced by your customers, you can create 'buyer personas' or customer profiles. A customer profile is generated for an average customer. It tells you who the customer is and what their interests are. It also links them to the solutions you have developed. Such a profile is a fictional person with their demographic information (job, position, age, gender ...), their objectives and challenges and any relevant characteristics. The number of profiles you need depends on your situation. Begin by outlining the principal ones. At a later stage, you can always create new profiles. The personas enable you to detect how, where and when your customer can be reached. It will also help you to map out the route your customer follows to proceed to a purchase. And that's crucial, isn't it?

3 Provide added value & convenience to users

By informing a customer well, you avoid errors and hitches in your purchase process. And this makes the experience more enjoyable for the user. For instance, you can provide templates which can be used to bring the design in line with your guidelines. The MultiPress Web B2B and Web B2C also allow you to offer templates which can be personalised by your customer by means of an online editor. In a B2B environment, it may be interesting to provide training for users.

4 Automation = time gain

Fast service is essential. By automating your ordering process as much as possible, you are able to meet a rising demand without jeopardising fast delivery. We have already indicated that correct delivery of data is important in this respect. Once an order has been received, you can check it in MultiPress and, if required, repair it thanks to the integration of the Callas PDF Toolbox. The synergy between MultiPress and your web shop ensures that the communication between the customer, a possible third party and the production company will always remain centralised.

5 Keep an eye on your costs

Your web-to-print project may be an investment, but preferably a calculated one. So take into account your cost structure for the delivery of your orders. Not only technical elements such as the format, the medium or the finish are important. Especially the hourly cost, the working time and the lead time impact the success of your e-business. This way, MultiPress takes into consideration the total cost of the product you make.

11. Testimonials about Web2Print

Jesse Marynen, Manager of Buroform

"The extensive online applications are one of the assets of MultiPress. These include the personalisation of documents and the fact that customers can manage the order status as well as their own customer file online. This is a huge added value for them, especially if they communicate frequently with us and regularly come back. They can consult their order and check the status as well as the place of delivery at any moment."

Interested? **MultiPress.biz/v7ssyl**

GROEP NEVELLAND

Pol Friant, Plant Manager of Nevelland

"Web2Print from MultiPress has given fresh impetus to our customers. They can place orders, make price inquiries, follow up orders, check statuses, make reprints and upload files online. It is particularly handy that customers complete their own checklist and thus do not forget to transmit any parameter."

Discover more at **MultiPress.biz/7hpzdq**

DE VROEDE ENVELOPPEN

Valentin Vos, IT Manager at De Vroede Enveloppen

"We noticed that many customers felt the need to monitor what happened to their orders on a daily basis. MultiPress Web2Print is the perfect medium for this. Customers can see their own job status, plan stock management and organise advance orders. This way, they even use the standards to create their own jobs which are entered directly into MultiPress without intervention of the calculator."

Watch the movie at **MultiPress.biz/puma2q**

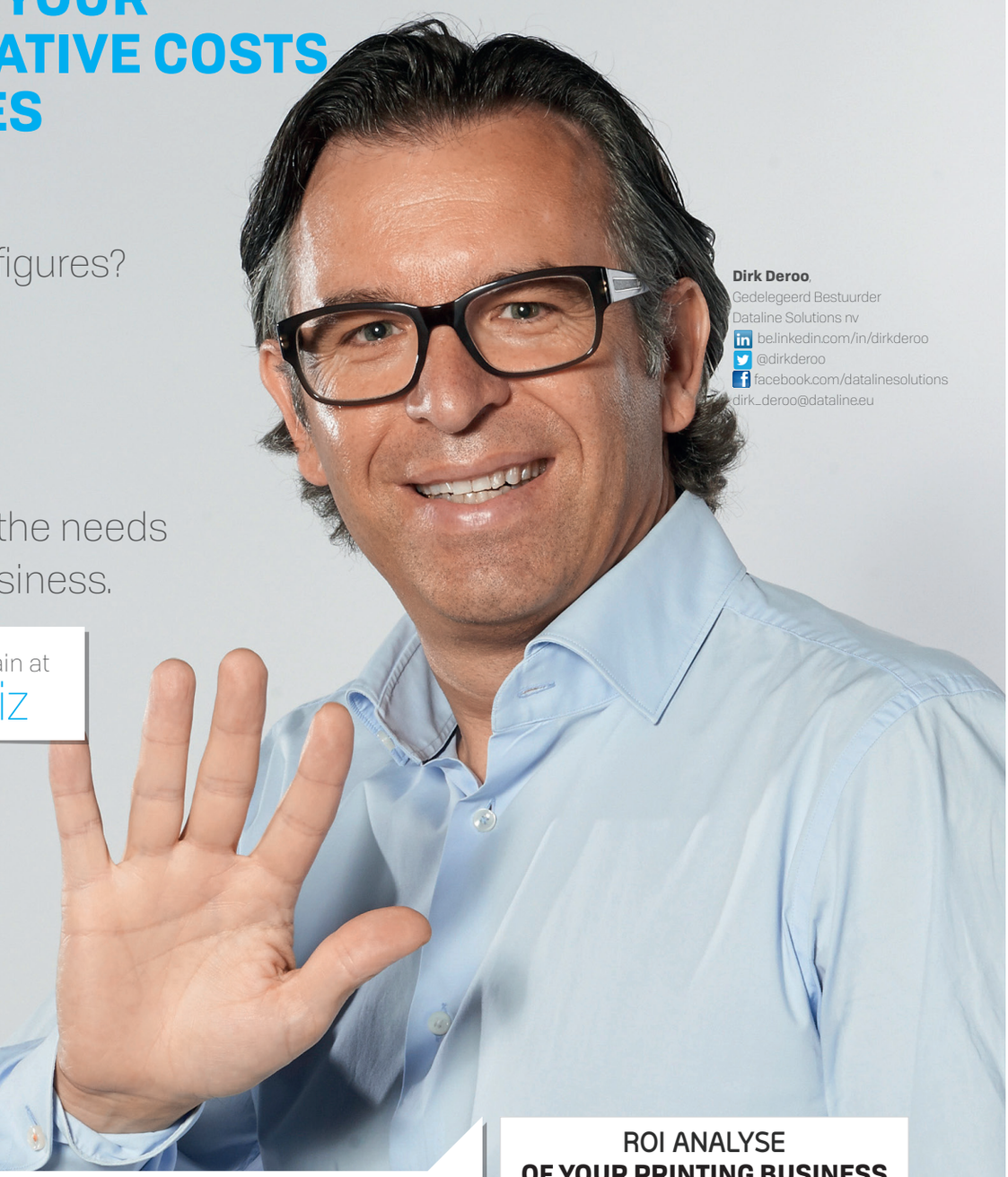
CALCULATE YOUR ADMINISTRATIVE COSTS IN 5 MINUTES

We did the maths.

Care to check the figures?

5 minutes.
5 questions.
5 answers.
1 report tailored to the needs of your printing business.

Check out your personal time gain at
www.roibuust.biz



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MULTIPRESS
dataline business software

No business decision is made without a thorough examination of the Return On Investment (ROI). Especially in the graphic sector, where tight deadlines and slim margins are the rule rather than the exception.

Dataline Solutions gives you a helping hand in this specific decision making process. Our robust[1] ROI calculator[2] is based on the **surprising results** and **important benchmarks** of **a study of the graphic industry** conducted by independent consultancy agency **WES** research & strategy with information provided by **Febelgra and Grafoc**. This brand-new application – developed in collaboration with Marc Mombaerts – clearly shows what savings and/or extra revenues you can expect after the implementation of MultiPress.

So calculate yourself h**ow much time and money you can save every month** thanks to our efficient MultiPress Business Software adapted to the graphic sector instead of by using different isolated solutions. The question **'Why business software?'** is probably not relevant anymore. The question should be 'When business software?'

[1] Robust: Powerful, vigorous, sturdy, stoutly built, strong, reliable, solid ...
[2] ROI: Return On Investment

ROI ANALYSE OF YOUR PRINTING BUSINESS

75% Maximale tijdsbesparing

63% Reductie administratieve projectdoorlooptijd

13,46% Mogelijke omzetstijging/jaar

51€ Administratieve kostverlaging per order

45% Meer orders via automatisering

24% Verlaging van foutenlast door automatische doorstroming gegevens

Verlaging van niet gefactureerde aankopen, diensten, producties **83%**

93,88% Administratieve capaciteitsbezetting met huidige werkwijze

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