



print **ACTION**
online

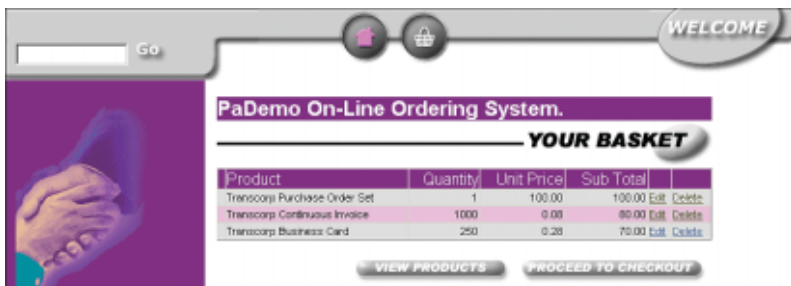


**HARNESSING THE POWER OF THE INTERNET
TO HELP YOUR BUSINESS**

HARNESSING THE POWER OF THE INTERNET TO HELP YOUR BUSINESS...

- attract new customers
- increase orders from existing clients
- prevent the need for costly catalogues and brochures
- break down the barriers of location and timescale
- reduce prohibitive artwork costs
- become more cost effective in a competitive marketplace
- grow and increase profits

THINK IT CAN'T BE DONE?
'THINK AGAIN' WITH printACTION



The screenshot shows a web-based ordering system interface. At the top, there is a search bar with a 'Go' button, a home icon, a shopping cart icon, and a 'WELCOME' button. Below this is a purple header with the text 'PaDemo On-Line Ordering System.' and 'YOUR BASKET'. The main content area features a table with the following data:

Product	Quantity	Unit Price	Sub Total	Edit	Delete
Transcorp Purchase Order Set	1	100.00	100.00	Edit	Delete
Transcorp Continuous Invoice	1000	0.00	00.00	Edit	Delete
Transcorp Business Card	250	0.28	70.00	Edit	Delete

Below the table are two buttons: 'VIEW PRODUCTS' and 'PROCEED TO CHECKOUT'. On the left side of the interface, there is a purple vertical bar with an image of two hands shaking.

WHY E-COMMERCE?

“The internet is all about games, chat rooms, and users at home buying the odd book or video!”

Think again.

The world of business to business e-commerce is growing fast and is set to explode over the next few years, with companies sourcing anything from insurance to IT equipment, and financial services to food and drink over the web.

Many thousands of businesses already sell their products on-line, and enjoy all the benefits of reduced costs, improved efficiency, and an end to the restrictions of location and office opening hours – all helping to grow sales and increase profits.

So if your business is building for the future, you want – you need – to harness the power of the internet.

But in a competitive, time sensitive marketplace you need a solution that’s simple, cost-effective and reliable – and one that you can operate without any internet expertise.



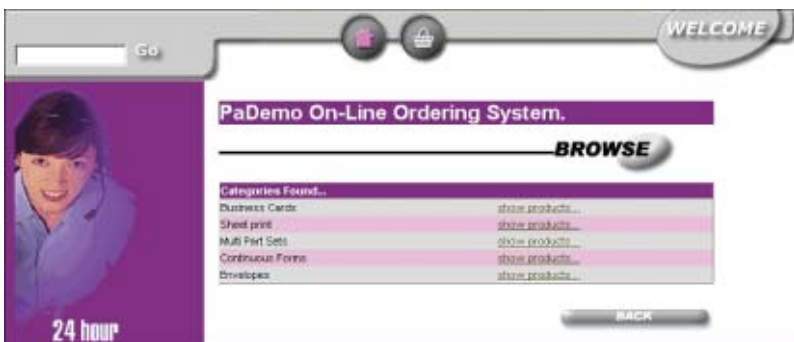
WHY printACTION?

“E-commerce is fine if I want to order a box of pens from the stationers, or a freezer full of food for the staff canteen. But it can’t possibly help in the print and design field where almost every job is different.”

Think again.

Offering the option either to order stock items off the shelf, or create individual print jobs such as business cards and letterheads using variable templates, printACTION offers a single solution to the most popular business printing needs.

The system offers the best of both worlds. Designed specifically for companies like yours in the print industry, it recognises the challenges you face in making the web work. But because it’s an ‘off the shelf’ package, costs and implementation times are kept to a minimum.



Best of all, with printACTION you work at your own pace. Start with a single customer and once you’ve seen what the system can achieve, you can introduce it to new clients. Our flexible pricing structure can be tailored to grow as your business develops.

HOW IT WORKS

“A system that allows users to create their own print jobs is going to be very complicated – both for me and my customers!”

Think again.



printACTION's easy to use Windows interface means that with only minimal training and basic computer skills, you can quickly and easily create customer specific catalogues, and then transfer them to the World Wide Web. An unlimited number of products can be catered for, and you can set up cost centres, users and price lists for each client.



You can also add print templates created using many of the standard studio packages, so there's no need to spend time creating new artwork for existing products.

Your customers don't need any special software. Instead they simply use an internet browser and any connection to log on to their personal catalogue, browse the product range, and order the items they require – all through one incredibly simple user interface.

THE printACTION PROCESS

printACTION streamlines the ordering and production process, and puts you in complete control – bringing an end to lost orders, and allowing for quick and easy tracking.

STEP ONE: Customers access printACTION and log in to their personal catalogue. They then choose either to order stock items, or use the variable templates for personalised products – or a combination of the two.

The screenshot shows a web browser window with a search bar and a 'Go' button at the top left. In the top right corner, there is a 'WELCOME' button. The main content area is titled 'PaDemo On-Line Ordering System.' and 'YOUR PROFILE'. Below this, it says 'Hello Visitor' and 'Your current profile details are:'. To the right of this text is an 'EDIT PROFILE' button. The profile details are listed as: Name: Visitor, E-Mail: brian@printaction.net. To the right of the profile details is a section for Adobe Acrobat Reader, with a 'Download' button. Below the profile details, there are instructions: 'If you wish to change these details, or change your username or password, click on the button on the right.', 'Use the "Search-Box" at the top left of the screen to search for Products or Categories. Simply enter the keywords then click on "Go"', 'Browse through all the available Product Categories by clicking on "View Products"', and 'If you have a query or problem please click on the "Contact Us" button at the bottom of this page.' At the bottom of the page, there are two buttons: 'VIEW PRODUCTS' and 'CONTACT US'. On the left side of the page, there is a purple sidebar with a truck image and the text 'Next Day delivery No Problem Just Ask'.

STEP TWO: Proofs of artwork created using variable templates are displayed on screen within seconds for approval.



STEP THREE:

The order, complete with any product specifications and print ready artwork, is forwarded to you and your manufacturer, where appropriate, in standard format.

Print Order From Steve Communications			
Order Number: 40			
Printable Order Number: 1294			
Print Order			
Client Name:	PaDemo		
Name:	GuestPrinter		
E-Mail Address:	brian@prosector000.com		
Delivery Address			
PerpActia Online			
Ordnw Hoopie			
High Street			
MooTeeceer			
Gedder Moolcheder			
United Kingdom			
Comments			
Thursday 7:45			
Code	Name	Quantity	Price
TCRIV	Theracorp Corporate Invoice	2000 Board	120.00
Query/Verify			

THE BENEFITS FOR YOU

- **Cost Savings:** With the customer creating the item from a template and approving an electronic proof, there are no expensive artwork costs - particularly useful on low volume items.
- **Brochures:** On-line catalogues mean further savings, as there's no need for costly printed brochures.

The screenshot shows a web interface for 'QuickPopulate'. On the left, there is a purple sidebar with a photo of a woman and the text '24 hour Customer Support Line 0123 456789'. The main content area features a 'Go' search bar, a 'WELCOME' button, and a 'QuickPopulate: Choose a template' dropdown menu. Below this is a product preview window showing a '250 in plastic boxes' with a 'Printed two colours on 350gsm Index Board'. To the right of the preview is a price list table:

Quantity	250	500	1000	2000	5000	10000
Cost	70.00	100.00	180.00	300.00	500.00	800.00

Below the price list is a contact form with the following fields:

- Enter your Name:
- Enter your Job Title:
- Mobile phone No.:
- Mobile:
- Email address (system will add @trincorp.com):
- Email:

- **Ease of use:** Only minimal training is needed, and the system can be hosted on any standard web space, or on our servers. Support staff are always on hand, and can even set up your system if you wish.
- **Quotations:** The price list is also on-line, saving time producing quotations.

- **Administration:** printACTION saves further time by calculating the price, shipping costs and taxation according to geography, and exporting the information to your accounts system.
- **Internet Search Engine Friendly:** Helping new customers to find out about your company.
- **Customer Development:** Links and promotional messages can be used to encourage existing customers to order new items.
- **Payment:** All the most popular currencies and on-line payment gateways are supported.

Cost Centre	Code	Product Code	Product Name	Order Date	Unit Price	Quantity	Value
01		SC02	McVitie Business Card	18/07/2002 10:33:19	0.20	250	50.00
01		SC02	McVitie Business Card	18/07/2002 10:33:19	0.20	250	50.00
01		LH01	Carba Letterhead	18/07/2002 10:33:19	0.06	1000	60.00
01		SC02	McVitie Business Card	20/07/2002 14:41:56	0.20	250	50.00
01		SC02	McVitie Business Card	20/07/2002 14:41:56	0.20	250	50.00
01		SC02	McVitie Business Card	20/07/2002 14:41:56	0.20	250	50.00
01		SC02	McVitie Business Card	22/07/2002 17:33:56	0.20	250	50.00
01		LH01	Carba Letterhead	22/07/2002 17:33:56	0.07	2000	140.00
01		SC02	McVitie Business Card	22/07/2002 17:33:56	0.20	250	50.00
01		SC02	McVitie Business Card	24/07/2002 17:42:58	0.20	250	50.00
01		SC02	McVitie Business Card	24/07/2002 17:42:58	0.20	250	50.00
01		SC02	McVitie Business Card	24/07/2002 17:42:58	0.20	250	50.00
01		SC02	McVitie Business Card	25/07/2002 19:53:00	0.28	250	70.00
Total:							740.00

- **Reports:** Get immediate management information about your clients orders. Standard reports produced in HTML or CSV for flowing in to other software packages

THE BENEFITS FOR YOUR CUSTOMERS

- **Speed:** Quick and easy on-line ordering. Artwork proofs are displayed on screen within seconds for approval – helping to eliminate errors and ensure fast delivery of the finished item.

Go

WELCOME

PaDemo On-Line Ordering System.

BROWSE

Transcorp Continuous Invoice

Code
TCINV

Unit of Issue
1000 Boxes

It is 12 prints in two colours on CD60 White and CFS Pink

Quantity	500	1000	2000	5000	10000	20000
Cost	50.00	80.00	130.00	250.00	400.00	700.00

Quantity Required
1000 (note the quantity will be rounded down to make it exactly divisible by the unit of issue)

BACK ADD TO ORDER

Prices are listed in GBP

- **Cost Control:** The price list ensures the user knows exactly what they're spending, and cost centres make internal budgeting easy. The system can be configured to send orders for authorisation before processing, if required.
- **Images:** The catalogue provides a picture of each product, so users can be sure what they're ordering.
- **Search:** An advanced facility makes it easy for users to quickly find the product they want.

GO

WELCOME

PaDemo On-Line Ordering System.

Your basket contains the following items

CODE	NAME	QUANTITY	REQUIRES AUTHORIZATION	PRICE
TCPO	Transcorp Purchase Order Set	1	False	100.00
TCINV	Transcorp Continuous Invoice	2000	False	130.00
BC01	Transcorp Business Card	250	False	70.00
TOTAL (excluding tax)				300.00
TAX @ 17.50%				52.50
TOTAL (including tax)				352.50

Selected Delivery Address:

Building	FrontAction Online
Street	Online House
Town	High Street
City	Manchester
County/State	Greater Manchester
Country	United Kingdom
Postal Code / Zip Code	M30 0RJ

Additional Information

Purchase Order Number:

Contact us for the best in Creative Graphic Design

- **24/7 - Anywhere:** The catalogue is available all the time, from anywhere in the world – and even in a variety of languages
- **Re-ordering:** Items created from variable templates can be saved for quick and easy re-ordering.
- **Corporate Guidelines:** Templates ensure corporate design guidelines are always followed.

print**ACTION** online

printACTION is marketed throughout the World by:

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