Blue Star
[print solutions]

Your Print Portal Info Pack

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Blue Star Print Solutions

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Your
Print Portal
Info Pack

Your Print Management Partner

1 - Introduction

Thanks for downloading our Print Portal Info Pack. We'll take you through the benefits and features of using a Web2Print platform in your business. In most examples we'll be talking about our very own Web2Print portal that we offer to our customers. If you'd like to know more, just drop us an email at info@bluestarprintsolutions.co.uk and we can arrange a demo.

Business printing these days is becoming ever challenging. Roles are getting more diverse and we've found buying print is usually given to someone as a tertiary role. With the strain on resources growing in business, we have to move with the times. Businesses need things faster and faster, keeping with the same service levels whilst keeping an eye on the budget.

How do you achieve this?

The answer for most businesses procuring a large amount of print, is Web2Print.

Web2Print is an area that opens up HUGE opportunities to save on costs, resources and keep everything your business needs in one place.

2 - What is Web2Print

Web2Print isn't a new phrase. It's been around for a while now, yet, it's only rarely been used outside of large corporate businesses. Whatever you call it.. store-front, Marketing Portal, W2P, Web to Print, they're all (in essence) very similar.

Web2Print allows your business to hold all it's print assets and more in one area for your staff and offices to order/edit/call-off or amend 24/7.

Suited well to business that either have a lot of printed material, buy a lot of print, or have multiple offices/sites.

Web2Print will allow your staff to login to a central area, choose the required item, edit it (if needed), view a proof of the item and place the order.

"Web2What?"

In most systems you'll also be able to put into place an approval system for orders that you'd like to have approved before being printed.

3 - What can Web2Print do for my Business?

A LOT! Seriously, when used to it's fullest your Web2Print Portal will give you so much back to your business. Imagine not having to remember where you purchased those brochures last, how many you ordered, how much you paid and where the artwork is, ever again!

You can leave someone in charge of ordering without the worry about what they'll order, how much they'll pay and what it will end up looking like. And don't worry about putting extra work onto someone. Ordering through a Print Portal should be as easy as buying on a certain speedy ecommerce site.

Worried about staff ordering 'off-brand' material? Don't be. With a Print Portal, you'll be able to lock down templates and be sure your marketing is always 'on-brand'.

Worried about staff over spending? Don't be. Your Print Portal also controls budgets and allows charging via cost centres. Allowing you to track and control spending in your business.

4 - What can Web2Print do for my business cont.

Convenience - 24/7 access to your portal rather than having to wait until the next business day.

Improved Visability - You're able to track spending per user, per item, per department or by cost centre.

Improved Control - want to lockdown templates to control your brand? You can. Want to control spending by putting spending caps on? You can. Would you like to control what department or person sees what items? You can. What about an approval process for all orders to go through? Sure. With Web2Print portals you can personalise to your businesses needs.

Blue
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user name

password

LOGIN

5 – Is there anything Else?

Yes! A whole heap. Print Buying is a difficult area – there are many things that could go wrong if not properly managed. But having a print portal makes the processes easier and more consistent. It also cuts out the chance of making the more common mistakes.

Brand Management – Our Print Portals allow you to lock down your important brand elements within templates so they can't be changed or edited. You can allow things to be entered into the system – but they're locked down to your colours, your fonts, no chance of chance.

Version Control - This is easy to get wrong. You've updated the artwork – but which was the last copy.. what were those last changes, where's the new artwork? Using a Print Portal means you always have the up-to-date version of your artwork uploaded, ready to print. You know where it is.

6 – What can go into my Portal?

The answer is pretty much anything. We have not only items that we print, but we hold items for our customers to allow them to distribute them to staff.

Here's a little list of things we have currently on our customer portals:
- Printed Marketing Materials (Brochures, Folders, Leaflets, Flyers, Letterheads and Continuation sheets).
- Printed Promotional Items (Pens, Bags, Notebooks, Mugs, Bottles, Flip Flops)
- Workwear (Jackets, Polo Shirts, TShirts, Coats, Shirts, Tabards)
- Digital Assets (PDFs, Web Logos, Social Media Logos)

As you can see, our Print Portals are quite flexible in what they can do to support your business.

7 – Who Can Access My Portal?

You're in control of this. You can limit by categories, departments, offices, the choice is yours. If you want to control who can order what, you can put an approval process in place which requires all orders to flow to a single approver. Or you can place spend limits on departments or users.

You have full visibility on orders too – simply click the order report screen and you're presented with all orders so you can track and control your spending.

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8 — Artwork Amends

This one is one of the biggest savings.

How long does it normally take you to get a phone number change on a business card? A few days? With a portal in place, your business card change will take place immediately.

You'll save time and money for just this feature alone. This feature can be transferred to any artwork we hold in the system. It's also linked to automatic fields, which means most of the typing you don't have to do — they're pre-filled when you signed in.

9 – But My Prices!?

A lot of customers are worried about pricing when asking us about our Print Portals. It's a good question. How can you be sure you're getting the best prices when you're not able to spend hours on the phone checking for quotes?

This is easy, pre-approved costs will have already been negotiated and an audit completed prior to us getting the portal in place. This will mean you're already completely happy with pricing, quality, delivery speed and options. Part of the audit process also uncovers savings or adjustments to your current print – so you may find you're paying even less than you did before.

Our Print Portals allow customers to save time and money and even make more money in their business by releasing staff from having to manage every step of the print process. They are there to improve your experience with print buying and let you get on with your business.

10 – Hidden Savings

Hidden costs are the biggest reason to utilise the skills and experience of a print management company. None more-so than the hidden costs of buying print.

Here's an example for a second, of the savings made by implementing a Print Portal into your business.

Lets say you have 2 marketing staff in your business, they each spend about an hour a day looking for print files. As marketing staff often have varying salaries we'll break this down a few ways and the cost to your business. Based on 1715 hours a year.

Staffing	Cost to Your Business
2 x Marketing Assistants (£18k)	£9,446
2 x Marketing Executives (£20k)	£10,496
1 x Mkting Mngr (30k), 1 Mkting Asst (18k)	£12,595

This 'forgotten' task would end up costing your business more than you would expect.

11 - What Can I Do Next?

Easy:

Step One - Contact us to let us know you're interested.

Step Two - We arrange for a quick call to discuss your business and your print requirements. We'll then be able to assess the suitability of the Print Portal for you and arrange for a Print Economy Audit.

The Audit gives us a complete picture of your printing, how you're currently buying it and then we can offer improvements and alternatives.

Step Three - When the Audit is agreed we set up your portal, upload all artwork and pricing and you're ready to go. We'll take you through the system and offer any training needed to your staff.

That's all, sit back and let the portal help you and your business.

12 – About Us

We're a family run print management company based in Northamptonshire, looking after print communications for a wide range of customers. We use our knowledge and experience of the print industry to save you time and money without sacrificing quality, leaving you to focus on your business.

Quite simply, we provide high quality print, managed by experts to help you save on costs while growing your business.

Blue Star Print Solutions was founded in 2011 by Richard Markie with the sole aim to provide superior printing and distribution services that enable clients to easily and cost-effectively communicate with their customers.

We've worked, not only with local start-ups, but multinational and internationally recognised brands to improve their purchasing and procurement of print and bring control of their brand back to the business.

To stop making mistakes on your print, and to experience a little print freedom for yourself, get in touch with us now on 01933 698 123 or email info@bluestarprintsolutions.co.uk

It's Your Print, Our Passion