



SHARING SUCCESS THROUGH COREPRINT

*THE PLATFORM FOR
PERFORMANCE*

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VPRESS

WHO WE ARE & WHAT WE DO

We are the global leader in the provision of Web-based Marketing/ Print solutions to the print, marketing, and creative sectors.

Our intuitive technology has been proven over the last 18 years (pre-Web to Print) and is used to support thousands of leading brands, globally and in multiple languages.

Vpress has offered innovation within the print and publishing sectors and continues to do so with the launch of new technology – Dynamic Editors / WooCommerce Integration / RFQ / Elements /

Corvolo B2B Procurement as well as bi-direction integration into proprietary solutions both MIS and ERP/CRM.

We remain innovators in the provision of SaaS (Software as a Service) solutions that we develop, support and distribute globally.

We believe in the provision of affordable, intuitive and functional Web to Print solutions to all. We have seen that this directly impacts production workflows, with savings of up to 30-40% on costs and administration.

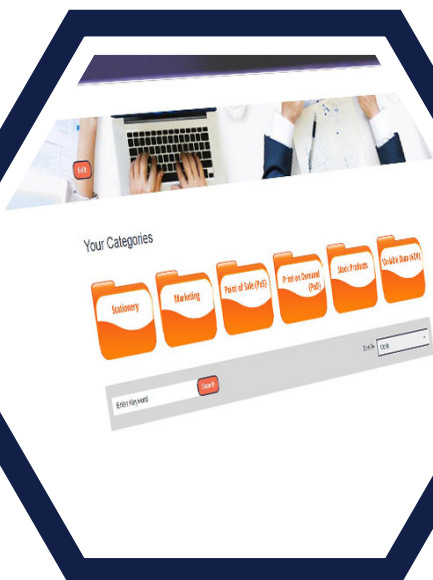


With over 5,000 clients globally and a proven business model, we continue to lead the way.

At Vpress, we believe in the power of long-lasting partnerships and understand that greater success can be achieved when working together.

COREPRINT

THE PLATFORM FOR PERFORMANCE



Coreprint is a Web to Print online print management platform.

Suppliers can create an online 'store-front' that allows their customer to review and submit artwork securely, ready for direct production. The

platform is available 24/7 with production-ready files making their way straight into any workflow. This makes the platform ideal for global companies.

Coreprint is a cloud-based, Vpress owned platform, hosted in the UK and governed by UK laws.

This means that Coreprint can be rapidly deployed, with a low entry cost.

However, print is only the start! Coreprint can also be used by businesses as a one-stop-shop platform that also enables customers to order other supplies such as health and safety items, furniture, uniform and much more.

For this reason, Coreprint is the platform for performance, making procurement simple across both small and large companies across the globe.

WHAT'S IN IT FOR THEM?

PROVIDING A SERVICE THAT WILL WORK FOR YOUR CUSTOMER

TIME SAVING

With a dedicated platform, customers no longer need to send emails back and forth to colleagues/printers asking for orders. They are able to go directly to the portal and order as needed. As the portal available to use 24/7, your client can order items at their convenience, not just within standard working hours.

COST SAVING

Of course, with time savings naturally come cost savings, whether this reflected in the pricing you provide on the portal or it is within your client's processes.

THE FREEDOM PERSPECTIVE

The portal provides the users with the perspective that they have control of their own marketing and ordering process, but in reality, your client's management or marketing department have control. Whether its from the number of items able to be ordered, through to amending artwork on a flyer, every aspect of this is overseen.

AVOID MAVERICK SPENDING:

Control over the order and approval process means that users can be limited as to what they order and how often. This eliminates wasteful spending, making the customer more profitable.

CONSISTENT BRANDING:

The customer's marketing department have full control over the branding and outgoing collateral. By uploading templates with certain editable features, both small and large companies can maintain a consistent and professional brand appearance.

"ONE-STOP SHOP"

The portal is designed to host all print and non-print related business and marketing collateral. It means the user only needs one portal to procure all their items, meaning there is no need to go elsewhere!

REAL TIME PREVIEWS

The client has the ability to see the edits they make to a product immediately on screen and without delay. No more waiting for changes to be made by the studio, no more emailing back and forth – any changes made, be that colours, images, text, can all be seen on screen immediately for quick turnaround or re-edits.

ANY BROWSER, ANY SCREEN

Whether using Safari on an iPhone or Google Chrome on your PC, Coreprint can be used on any browser and will dynamically adapt to the size of screen you are using. This gives the freedom to use and order anytime, anywhere.

DIGITAL ASSET MANAGER

Within Coreprint is the ability for your customer to store and manage all of their digital assets. They are accessible 24/7, 365 days a year.



WHAT'S IN IT FOR YOU?

HOW SHARING COREPRINT CAN BOOST YOUR BUSINESS

IMPROVED CUSTOMER RETENTION:

The one-stop platform will mean your customers will be less easily swayed by competitors pricing strategies, leading to better customer retention and loyalty.

DIRECT REACH TO YOUR CUSTOMER BASE:

With a secure mobile responsive interface and intuitive design allowing any user to procure print and non-print items as required, wherever they may be.

TIME SAVINGS:

Your customers will now have their own platform through to you, meaning no more need for emailing back and forth with job requests. Immediate proofing and artwork provided through exactly how you require to print from. This in turn, will make you more efficient and profitable.

COST SAVINGS:

Less account management and studio time used to process orders means increased productivity.

WORKFLOW OF ORDERS:

Coreprint has the ability to provide dashboards for production to work from, along with FTP artwork file transfer as standard to speed up processing. We can even take this ability to the next level with integration into your existing MIS / workflow if you prefer.

PAYMENT INTEGRATIONS:

Out of the box, you can have sites setup with Cost Centre and PO fields to help with invoicing the client. Coreprint can also be setup with your online payment gateway, which means you can receive payment on order.

CAPTIVE MARKETING:

By adding new products and services to the portal, you are able to advertise new products and services directly to your customer.

MORE EFFECTIVE PRODUCTION AND DELIVERIES:

Being aware of the specifications and orders on the system from a particular customer, gives you the ability to be better stocked and prepared to fulfil orders. It also allows more efficient shipping schedules.

EASY APPROVAL MANAGEMENT:

The approval management system means that you will only receive the order for processing once it has gone through all set customer approvals. This means no chasing or time wasted.

GOING THE LONG ROUTE

THE TRADITIONAL PROCESS



KEEPING IT SIMPLE

THE COREPRINT WAY

1 **CREATE TEMPLATED DESIGN**

The client easily edits their templated design on the Coreprint front-end, maintaining their company branding.



2 **PROOF & SUBMIT ORDER**

The client's proof is automatically produced and delivered. This is then approved through the site and sign-off is given to proceed with the order.



3 **ORDER CAPTURED BY THE PRINTER**

On approval, the order details are sent to the assigned print partner to enter the workflow process.



4 **FILE SENT TO THE PRINTER**

The file is sent to print, ready to be delivered speedily to the customer!





TO GIVE OR TO SELL? *WHICH MAKES SENSE?*

GIVING THE PLATFORM:

We believe that there is a lot of benefit in giving the platform to customers. This is because it does not only serve them, but also serves you as a business.

When used by both parties, the Coreprint platform frees up time away from existing customers, allowing you to chase new opportunities and gain more customers.

The platform also boosts customer retention and loyalty, offering strengthened long-term business partnerships.

SELLING THE PLATFORM:

We would suggest selling/charging your customers for the Coreprint platform in cases where a more bespoke system is needed or for example if selling to large tenders.

In this situation, you may consider charging a monthly fee or an upfront cost, depending on which best suits the customer and the project.

WHO TO APPROACH *CUSTOMERS WHO MAY BENEFIT*

EXISTING CUSTOMERS:

When you are receiving several orders a month from an existing customer, it would make sense to suggest they use the Coreprint platform. In this case, you would arrange a call or a meeting and outline the benefits of the system to them, demonstrating the advantages the platform could offer to your well-established business partnership.

This would save both parties time and aid the ordering process. In most cases, this is also an easy-win as the trust is already built.

POTENTIAL CUSTOMERS:

There are many types of customer who could benefit from a dedicated print partner and Coreprint platform. Below are some examples of industries we regularly see partnerships between:

- › Corporates
- › Franchisees
- › Network Marketing Organisations
- › Charities
- › Buying Groups
- › Real Estate
- › Restaurants, Pubs, Bars
- › Government & Education
- › Automotive
- › POS & Signage

PITCHING LEVELS

CONNECTING WITH CUSTOMERS

We all know that the language we use in business is important and helps us to effectively communicate and connect with customers.

When discussing Coreprint with existing and potential customers, it is important to 'speak their language' and appreciate their position within the company.

You should think about their potential pain-points and their own requirements and advantages for the platform. By doing this, you will be

able to best communicate the features and benefits of the Coreprint platform that will most appeal to their position and daily needs

We usually deal with two roles when speaking to customers, financial personnel or marketing personnel.

Each have very different job roles and focusses and it is important to be able to explain the benefits of Coreprint for each of them to get them on board.

THE APPROACH

FINANCIAL FOCUSED PERSONNEL

CALL IT > E-Procurement System

DESCRIBE IT > Coreprint provides the perfect procurement platform, allowing monitoring and control of spending across the company, be it a single office or a global company.

RELATE IT > Greater control over account financial reports.
Easier invoicing.
Greater control over staff spending.

THE APPROACH

MARKETING FOCUSED PERSONNEL

CALL IT > Online Brand Management Tool

DESCRIBE IT > Coreprint is the best way to control your company's brand. With hosting of images, files, print and marketing collateral, brand management has never been easier.

RELATE IT > Control templates for branding consistency.
Saved time, as others can edit/order items.
Easy roll-out/implementation of new designs.

FREQUENTLY ASKED QUESTIONS

ANSWERS TO THE USUAL QUESTIONS...



WHERE IS THE SYSTEM HOSTED?

Hosted in the UK, and contracted to remain always in the UK so UK Data Laws apply.

WHO HOSTS THE SYSTEM?

Claranet, who are accredited for ISO9001, ISO27001 and ISO22301 and operate an advanced integrated management system to manage these standards. Additionally all Claranet Data Centres are accredited for PCI-DDS, physical security.

IS OUR DATA BACKED UP?

All data is backed up every 24hrs, both in terms of system components, templates, related artwork and the database. There is no requirement for the saving of extensively sized "printready" files as they are always written on the fly (key element of Coreprint).

CAN WE USE OUR CORPORATE COLOURS AND FONTS ON TEMPLATES?

Yes templates can be setup with CMYK or spot colours, along with open true type fonts.

CAN WE REPORT ON WHAT'S BEING ORDERED?

Front end user can run a report of their own order, with front end admin users able to run the report across all users' orders.



CAN COREPRINT INTEGRATE WITH OTHER SYSTEMS?

Coreprint has the ability to integrate with end users ERP and CRM systems, payment gateways, DAM's, MIS systems all in order to remove as many touch points for both the users and administrators.

CAN OLD TEMPLATES BE SWITCHED ACROSS TO THE NEW DYNAMIC EDITOR?

No. In order to use the functionality of the dynamic editor the templates need to be rebuilt.

CAN USERS TEMPLATES BE PRE-POPULATED WITH THEIR INFORMATION?

Template fields can be linked to "user data" allowing them to have templates personalised dynamically.

WHAT HAPPENS IF A CUSTOMER WANTS A PRODUCT THAT ISN'T ON THE SITE?

Using the RFQ (Request For Quote) module the customer can select and upload their requirements for the product and receive a detailed quote back in minutes.

IS THERE A LIMIT TO HOW MANY CATALOGUES/PRODUCTS/USERS I CAN HAVE ON THE SITE?

Coreprint is built to support unlimited catalogues, unlimited products and unlimited users.



SUPPORTING YOUR SUCCESS *ONGOING ADVICE & GUIDANCE*

We want you to succeed, that's why we are on-hand and available to support you, should you need us.

Our team at Vpress are available by arrangement to support your customer meetings when discussing Coreprint. We can help to answer some of the trickier questions that customers can throw out there and make sure your meeting goes well, giving you the best chance to get your customers on board with the Coreprint platform.

If you would like our support prior to a meeting, this is also something that we can help with to give you the confidence to push forward.

Please get in touch with our sales team, who have a wealth of knowledge and will be able to fully support you when approaching your customers about Coreprint.



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