ELANDERS ONLINE ORDERING SOLUTION

Elanders offers a fully customizable, client branded, online ordering solution (OOS) that meets Microsoft's highest technical bar as a Windows Server Certified Application. The site supports multiple levels of user access, allowing both anonymous and logged in users. Products available on the site can include static on-demand printed items (in multiple formats), customized on-demand print items, digital download items, warehoused items, subscription items, or other non-print items.

EOOS Site Features

General

- Branding with your colors, logo, images, etc.
- One site for all users (internal, external)
- User registration – anonymous, self-registration, administrator approved, single-sign-on
- Mobile responsiveness – dynamically adjust to proper screen resolution
- Localization – display in translated languages, and preferred currency

Product Catalog

- Customize field labels – use industry or company terminology
- Media formats – print, CD, DVD, flash drive, digital download
- Customized metadata fields –further product definition and sub-categorization
- Multiple categories/multiple stores, including different product pricing levels, can be setup on the site
- Pricing groups allow different prices to display on the site based on user profile
- Cost centers associate users to shared billing or shipping information
- Subject access defines what products users are allowed to view
- Product builder – users can create custom CD or binder
- Personalized media – designated products can be personalized with custom input

Search

- Quick search and/or filter search
- Keyword search
- Predictive search
- Order history – date, order number, tracking number
- Search result can display thumbnail, print preview, associated metadata, and cost

Checkout

- Address book – pick list, manual entry, address book
- Real-time shipping rates (integration)
- Bill direct to the end-user or the corporate owner, facility or department
- Payment via purchase order, credit card, or PayPal
- Tax calculation at product level, shipping, and exempt users (integration)
- Denied party order screening
- Order confirmation email
- Shipping notification email
- Denied Party Order Screening

Hosting

- System operation & database licensing
- Firewall protection & IPS for servers
- Antivirus & malware protection
- 24x7 remote monitoring
- Daily backups locally and remotely
- Apply patches & firmware updates

Additional Information

- User administration (create, inactivate, approve, edit)
- Edit instructional text (user tips and FAQs)
- Apply notifications or messages such as events or announcements
- Set minimum and/or maximum quantities
- Apply default billing address
- Setup templates and approval procedure for personalized products
- View all reports and export data for additional reporting
- Specify carriers and associated ship methods
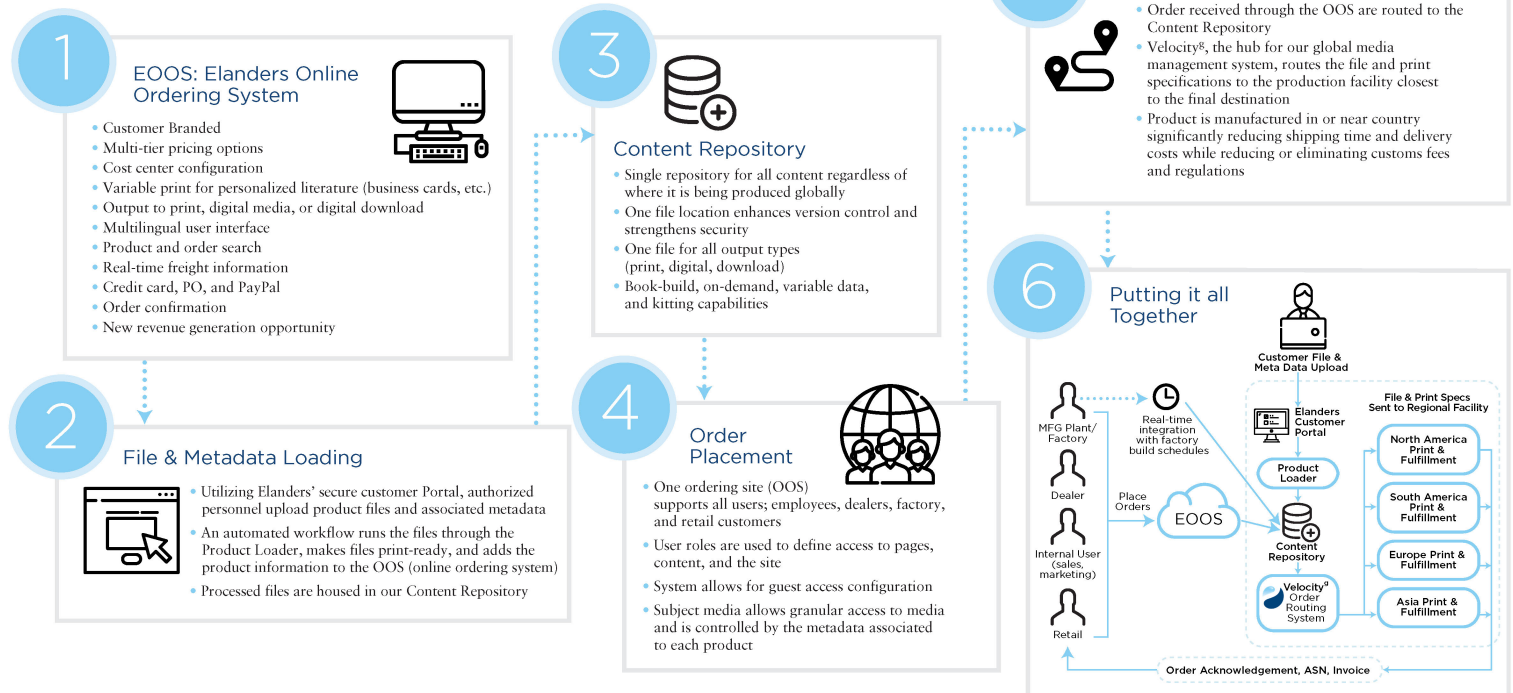
Elanders' Global System

Elanders' content management system is the hub for our on-demand print files. It is flexible, secure, centralized, and built on web technologies allowing for maximum flexibility when supporting our clients. The content management system is a single repository, providing version control, and making one file available for re-purposing across platforms, outputting on a variety of media, and distributing to the nearest production facility via our proprietary Velocity^g solution.

Elanders' proprietary media management program, Velocity^g, streamlines production across our global fulfillment centers. Our global network, strategically placed on four continents, ensures that materials are produced nearest the final destination to avoid delays and unnecessary fees.

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AMERICAS

GLOBAL MEDIA MANAGEMENT

Efficient file management • Global branding • Simplified ordering
Automated routing • Global production

1 EOOS: Elanders Online Ordering System

- Customer Branded
- Multi-tier pricing options
- Cost center configuration
- Variable print for personalized literature (business cards, etc.)
- Output to print, digital media, or digital download
- Multilingual user interface
- Product and order search
- Real-time freight information
- Credit card, PO, and PayPal
- Order confirmation
- New revenue generation opportunity

2 File & Metadata Loading

- Utilizing Elanders' secure customer Portal, authorized personnel upload product files and associated metadata
- An automated workflow runs the files through the Product Loader, makes files print-ready, and adds the product information to the OOS (online ordering system)
- Processed files are housed in our Content Repository

3 Content Repository

- Single repository for all content regardless of where it is being produced globally
- One file location enhances version control and strengthens security
- One file for all output types (print, digital, download)
- Book-build, on-demand, variable data, and kitting capabilities

4 Order Placement

- One ordering site (OOS) supports all users; employees, dealers, factory, and retail customers
- User roles are used to define access to pages, content, and the site
- System allows for guest access configuration
- Subject media allows granular access to media and is controlled by the metadata associated to each product

5 Order Routing & Fulfillment

- Order received through the OOS are routed to the Content Repository
- Velocity^g, the hub for our global media management system, routes the file and print specifications to the production facility closest to the final destination
- Product is manufactured in or near country significantly reducing shipping time and delivery costs while reducing or eliminating customs fees and regulations

6 Putting it all Together

Customer File & Meta Data Upload

File & Print Specs Sent to Regional Facility

MFG Plant/ Factory
Dealer
Internal User (sales, marketing)
Retail

Real-time integration with factory build schedules

Place Orders

EOOS

Elanders Customer Portal
Product Loader
Content Repository
Velocity^g Order Routing System

North America Print & Fulfillment
South America Print & Fulfillment
Europe Print & Fulfillment
Asia Print & Fulfillment

Order Acknowledgement, ASN, Invoice

Contact Elanders Americas for more information
or to schedule a demo
www.elandersamericas.com
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