



ECOMMERCE STOREFRONT

Elanders' Start-up Online Ordering System



WHO

- ▶ Small to medium size business, agency, association, or division of a larger company
- ▶ No longer wants to manage orders for print material, handling orders is a manual process
- ▶ Established dealers, agents, reseller network, members, consumers who require printed materials
- ▶ Fewer than 300 print files
- ▶ Standard print templates – no special sizes, bindings, papers, etc.
- ▶ Sales are mainly domestic

WHY

- ▶ Are you tired of managing marketing literature?
- ▶ Are you ordering more materials than you need?
- ▶ Are you looking to maximize your marketing budget?
- ▶ Do you want to provide your sales teams, dealer, reseller and customers easier access to printed materials?
- ▶ Do you want the flexibility to change literature whenever necessary?
- ▶ Is your current system cumbersome and complicated?
- ▶ Do you want tighter control on branding and quality?

BENEFITS

- ▶ Corporate branded site
 - Easy order management
 - Automated order process
 - Users place their own order
- ▶ System can apply limits and access
- ▶ 24/7 – order from anywhere at anytime
- ▶ Eliminate inventory – move to a POD model
- ▶ Maintain control of materials – no one is creating or printing their own non-comforming documents
- ▶ Easily update/revise materials
- ▶ User-friendly interface
- ▶ Lower marketing spend overall – budget-friendly pricing for this system
- ▶ The system is automated, reportable, and up-to-the-minute accurate

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