

We are looking for information regarding online storefront platforms. This would involve our clients having interest in placing orders via an online storefront for print items in our inventory, with the possibility for entering changes or specific text for customizable items like business cards. Once the program is in place it would most likely be used for various clients.

With so many options in the market we would like to know more about successes or lessons learned from members who have implemented a similar platform.

We use <http://www.marketingideasforprinters.com/websites/>

I'm only offering this as an option. It's worked for us but may not be the best for you. We like the storefronts. The variable data portion is not the strongest feature

SystemaxSolutions.com has a great web portal with print-on-demand. Our rep is Sean Moser, smoser@systemaxsolutions.com .

We have our own software developers in house to write the website ourselves because none of the store bought software works correctly for us.

We are in the process of implementing a new MIS for our shop.

We decided to go with PrintNet/CopyNet store front platform as it is more of a subscription service vs. a purchased product.

We are looking to streamline our business card process with this product plus the clients order history and a library of their PDF file documents can be accessed. We'll have to let you know in six months how it goes.

I am sorry I have nothing to add to this but I am interested to hear what others have to say.

We have been doing web-to-print portals for our clients since 1999 and are on our fourth generation of software.

We currently use and recommend Pressero by Aleyant headquartered here right in Chicagoland. There are many other solid platforms. Start small but with a company that has a strong, long history of success.

We recommend renting the software – or Software As A Service as that way the software company has an ongoing revenue stream in good times and bad. We say this after investing in PageFlex and owning the software and no improvements were ongoing over time through the Great Recession.

You will need to invest significant time and money in learning the new software but the payback is a much larger relationship with your clients. You stop selling price and start offering convenience, time saved, brand control, cost control and more.

To see a demo site visit www.beautifulbathsmarketing.com –

Login: PeterThePrinter

Password: BathTubs

Try setting up a two-sided business card for fun.

We are members of GLGA and also a web-to-print & online storefront provider for printers. This member asks some great questions and I've got some unbiased answers.

1. Find a provider who has been doing this for a long time. There are many different workflows possible amongst all customers. It will be tricky for a brand new company to accommodate all of those.
2. Get a very healthy list of references & testimonials from the provider.
3. If you don't have a "product champion" at your shop, then team up with a provider who does the work & template setups on your behalf, and then teaches you how to do the routine maintenance. This greatly softens the learning curve.

Plug: We created MyOrderDesk in 2000 (16 years ago). We have been adapting, tweaking, and tuning our software to fit a seemingly endless amount of possible workflows. We are a vendor that services our own product on your behalf while teaching along the way. A great analogy is that we build the car and then teach you how to maintainance it. Check out www.PagePath.com to see a list of over 30 testimonials and reviews.

Adam Witek

www.PagePath.com

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