



OnPrintShop™
Web-to-Print Storefront



Case Study – B2B Portal Solution with
DirectSmile

Objective

Our client was looking for an online solution to serve his retail and corporate customers separately. Our client had a huge traditional printing business but in his local language. His primary objectives were:

- The solution should be simple to use for his end users.
- He wanted the solution in his local language for himself and his end users.
- The solution should have separate stores for his retail customers and corporate customers.
- He wanted to migrate online without disturbing his existing business.
- He wanted detailed solution training since he was new to technology.

Key Challenge

Here our key challenge was to develop a fully integrated solution with separate stores and capabilities for retail customers and corporate customers. Both these stores would have separate products, prices, and even designs. These stores should be managed from a central location.

Key Solution Highlights

B2B & B2C Domains: We have provided B2B and B2C domains to the client. He is offering separate web stores to all his corporate clients through corporate sub-domains. These corporate stores begin with login for authorized users.

Different Prices: The client is offering different prices for the same product to retail and corporate customers. He can also offer different offers and discounts to different customers.

DirectSmile Integration: End users can use special fonts and special effects from DirectSmile when they are creating their own designs online.

Powered by



Single Admin Panel: We have provided single admin panel to manage B2C and multiple B2B stores. Our client can manage orders, products, pricing, payment and shipping for all the stores from same control panel.

Local Language in Admin Panel: We went out of our way to integrate local language in the admin panel. This made it easy for our client to manage his online business.

Key Solution Benefits

Personalized Customer Experience: Our client is able to give personalized customer experience to his corporate end users. The corporate customers can view only their products, designs, and prices in their store.

Fast Reorder: End users are able to quickly reorder previous products and designs from their accounts.

Easy to Update Designs: The corporate end users can easily update design and content of their marketing collateral. They don't have to create the whole design again.

Service Options: Retail end users get to choose between different product attributes like lamination style, paper type, etc.

Print Ready Output: The printer directly gets print-ready PDF artwork that is proofread by the end user.

Business Growth: The client is now targeting customers and markets beyond his geographic location.

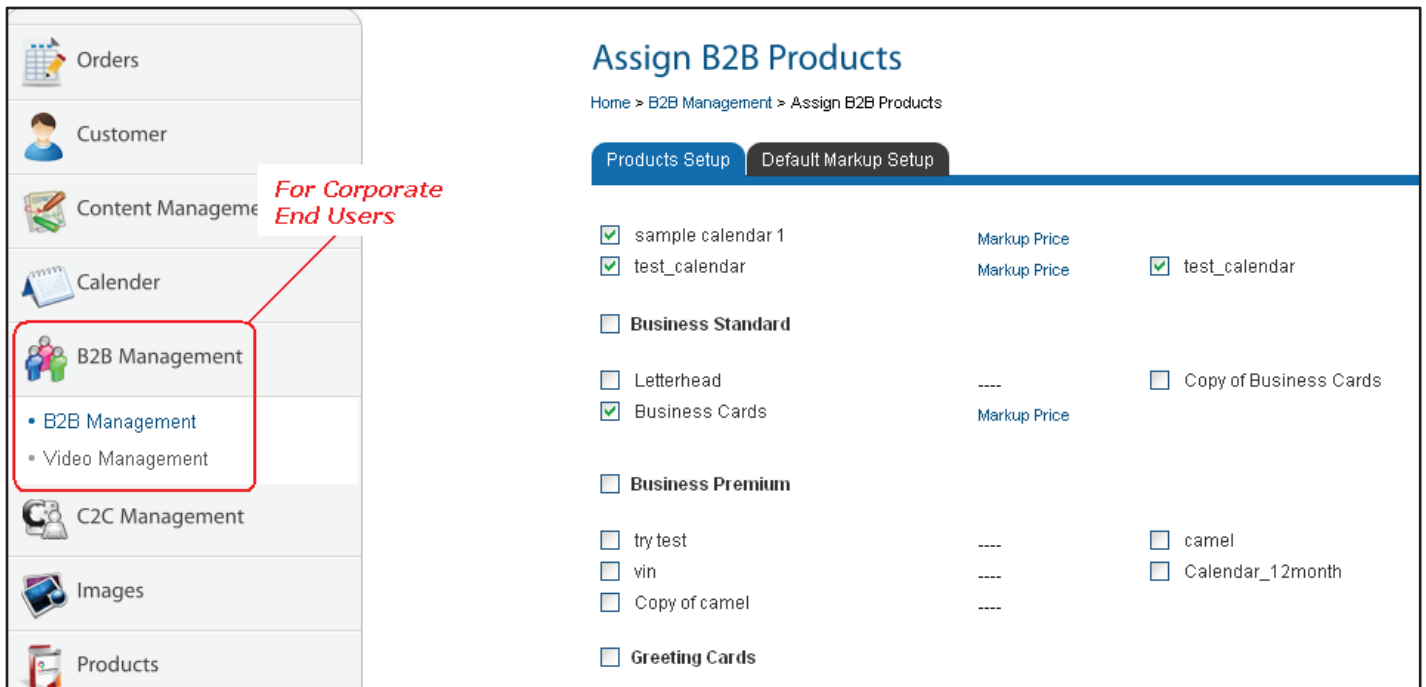
New Corporate Customers: The client has added new corporate customers to his business due to private B2B web stores and personalized service.

Approach

Once OnPrintShop Consultant had full understanding of client's specific requirements, the technical team acquired further details of his business model and objective. We discussed integrations, language support, and multiple domains of our solution in detail. Based on these discussions we prepared a scope document for modules and timeline. We started development after getting client's approval. We sent weekly updates and reports to the client for the entire project. We divided the project in several development phases and monitored each phase closely to ensure timely delivery.

Solution Screenshots

B2B Management Portal



The screenshot displays the B2B Management Portal interface. On the left is a sidebar menu with the following items: Orders, Customer, Content Management, Calender, B2B Management (highlighted with a red box and a red arrow pointing to it with the text "For Corporate End Users"), C2C Management, Images, and Products. Under the B2B Management item, there are sub-items: B2B Management and Video Management. The main content area is titled "Assign B2B Products" and shows a breadcrumb trail: Home > B2B Management > Assign B2B Products. Below the title are two tabs: "Products Setup" (active) and "Default Markup Setup". The "Products Setup" tab contains a list of products with checkboxes and their corresponding markup prices. The products are organized into sections: Business Standard, Business Premium, and Greeting Cards. The Business Standard section includes "sample calendar 1", "test_calendar", and "Business Standard". The Business Premium section includes "Letterhead", "Business Cards", "try test", "vin", "Copy of camel", and "Greeting Cards". The Greeting Cards section includes "Copy of Business Cards", "camel", and "Calendar_12month".

Product	Markup Price
☒ sample calendar 1	Markup Price
☒ test_calendar	Markup Price
☐ Business Standard	
☐ Letterhead	----
☒ Business Cards	Markup Price
☐ Business Premium	
☐ try test	----
☐ vin	----
☐ Copy of camel	----
☐ Greeting Cards	
☒ test_calendar	Markup Price
☐ Copy of Business Cards	
☐ camel	
☐ Calendar_12month	

Language Selection for Admin Panel

Administrator Login

User Name :

Password :

Admin Language :

English(Default)
English(Default)
Portuguese

[Forgot your password?](#)



DirectSmile Integration in Designer Studio

Logos / Mailing Labels

Edição de texto



Change text on image



Contact Info



Microsoft® Partner
Gold Software Development
Gold Web Development



SOLUTION PARTNER

Radixweb , Ekyarth, B/H Nirma University,
Chharodi, Ahmedabad - 382481, India

USA voip : +1-718-715-1551

Call Us : +91-7935200685

Email : sales@onprintshop.com

www.onprintshop.com

Powered by

