



OnPrintShop™
Web-to-Print Storefront



Case Study - Trade Printer Solution

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Objective

Our client had a printing setup and was looking to expand through a business network. He was looking for a solution that suited his concept of expanding business through a network of web stores. His primary objectives were:

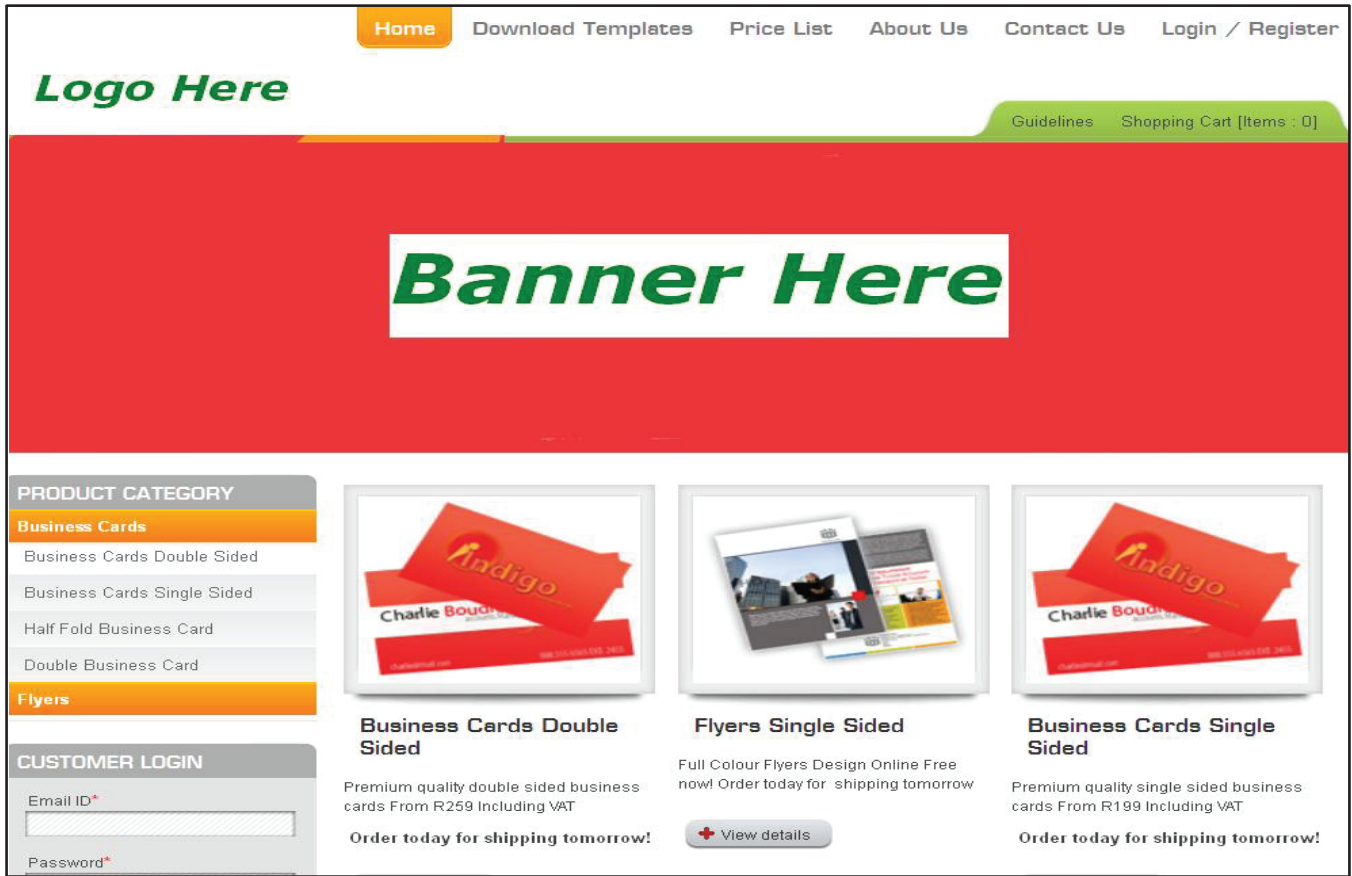
- Create a network of affiliate web stores
- Get print orders from these affiliate web stores
- Single platform to manage payment & shipping
- Affiliate web stores should have the ability to manage their web store

Key Challenge

Here our key challenge was to provide a solution that had a marketing website with several associated or affiliated web stores. These affiliate web stores should have integrated online design tool, shopping cart, and CMS. But the payment and shipping for all these web stores should have centralized management.

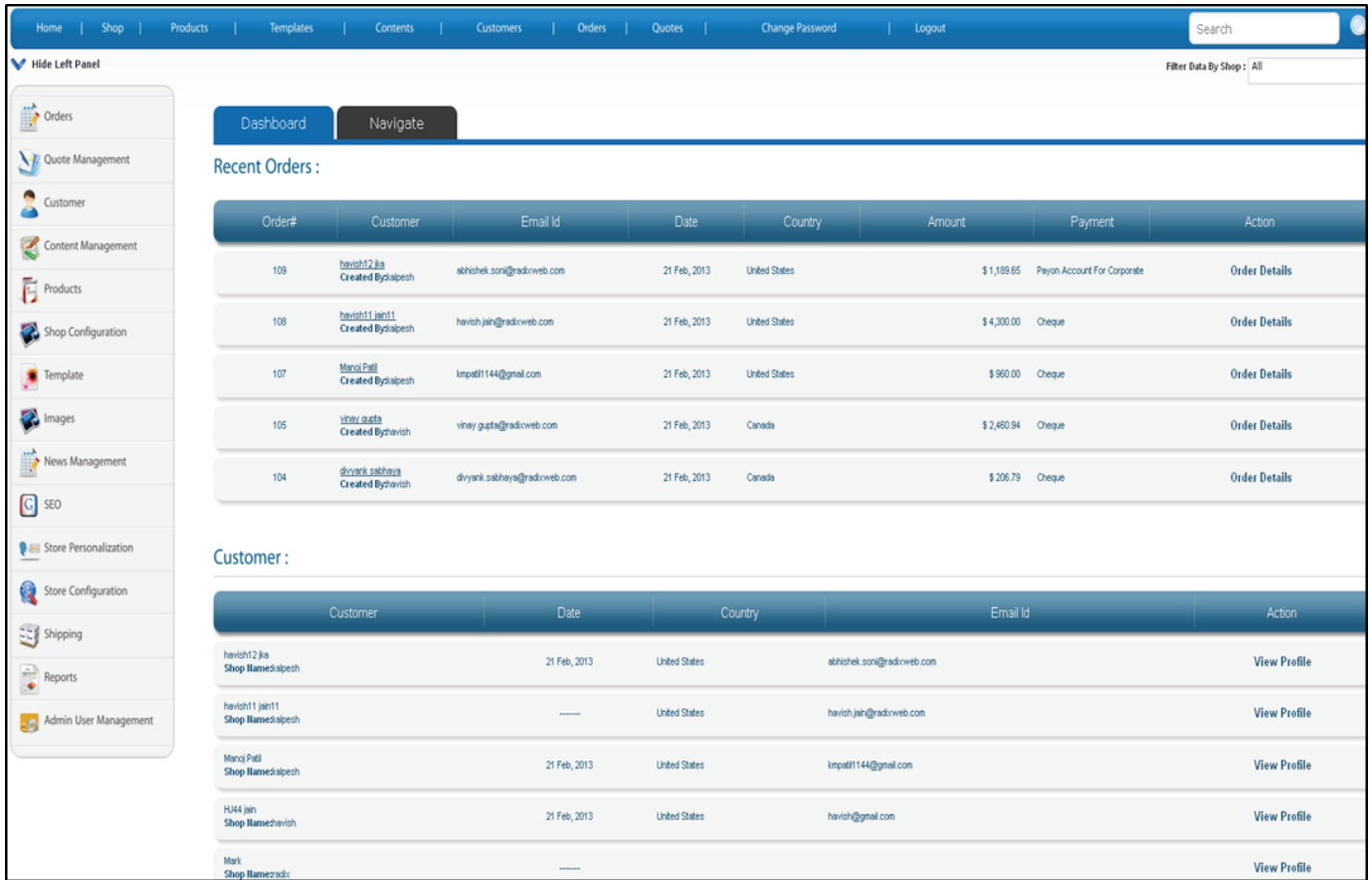
Key Solution Highlights

Marketing Website: The client is using marketing website to offer various affiliate models and manage them. He is able to generate reports of different affiliates for business. This marketing website has personalized layout for our client. We can provide more customizations here to meet unique business needs.



The screenshot displays the OnPrintShop website storefront. At the top, a navigation bar includes links for Home, Download Templates, Price List, About Us, Contact Us, and Login / Register. Below the navigation bar, there is a placeholder for a logo and a large red banner area with the text "Banner Here". To the left of the main content area, there is a "PRODUCT CATEGORY" sidebar with sections for Business Cards and Flyers. The Business Cards section lists options like Business Cards Double Sided, Business Cards Single Sided, Half Fold Business Card, and Double Business Card. The Flyers section is also visible. Below the product categories, there is a "CUSTOMER LOGIN" section with fields for Email ID and Password. The main content area features three product tiles: Business Cards Double Sided, Flyers Single Sided, and Business Cards Single Sided. Each tile includes a product image, a title, a description, and a "View details" button. The Business Cards Double Sided tile mentions a price of R259 including VAT. The Flyers Single Sided tile mentions a price of R199 including VAT. The Business Cards Single Sided tile also mentions a price of R199 including VAT. A shopping cart icon is visible in the top right corner, showing 0 items.

Trade Printer Admin Panel: He gets an easy to use admin panel to manage his affiliates and business. He acts as a super admin of the trade printer solution with full access.



The screenshot displays the OnPrintShop web interface. The top navigation bar includes links for Home, Shop, Products, Templates, Contents, Customers, Orders, Quotes, Change Password, and Logout. A search bar is located on the right. The left sidebar contains a 'Hide Left Panel' button and a list of management tools: Orders, Quote Management, Customer, Content Management, Products, Shop Configuration, Template, Images, News Management, SEO, Store Personalization, Store Configuration, Shipping, Reports, and Admin User Management.

The main content area is divided into two sections: 'Recent Orders' and 'Customer'.

Recent Orders:

Order#	Customer	Email Id	Date	Country	Amount	Payment	Action
109	havi12 jia Created By:alpes	abhishek_soni@radixweb.com	21 Feb, 2013	United States	\$ 1,188.65	Payon Account For Corporate	Order Details
108	havi11 jan11 Created By:alpes	havi11jan11@radixweb.com	21 Feb, 2013	United States	\$ 4,300.00	Cheque	Order Details
107	Mansi Patel Created By:alpes	lmpat1144@gmail.com	21 Feb, 2013	United States	\$ 960.00	Cheque	Order Details
105	vinay gupta Created By:arvish	vinay.gupta@radixweb.com	21 Feb, 2013	Canada	\$ 2,460.94	Cheque	Order Details
104	divyank.sabherwal Created By:arvish	divyank.sabherwal@radixweb.com	21 Feb, 2013	Canada	\$ 206.79	Cheque	Order Details

Customer:

Customer	Date	Country	Email Id	Action
havi12 jia Shop Name:alpes	21 Feb, 2013	United States	abhishek_soni@radixweb.com	View Profile
havi11 jan11 Shop Name:alpes	-----	United States	havi11jan11@radixweb.com	View Profile
Mansi Patel Shop Name:alpes	21 Feb, 2013	United States	lmpat1144@gmail.com	View Profile
H444 jan Shop Name:arvish	21 Feb, 2013	United States	havi11@gmail.com	View Profile
Mark Shop Name:arvish	-----			View Profile

Affiliate Web Store: Our client's affiliates get an integrated web store with online designer studio, product management, template management, and content management. The affiliate web stores get personalized branding.

B2B Customer Portal: The affiliate web store has B2B portal to offer personalized experience to corporate end users. This B2B portal displays corporate specific products, templates, and prices.

Request Quote: The end users of the affiliate can request quote for their special orders.

Role Based Management Control: Our client has full control of his marketing website and his affiliate network websites. He delegates selective control of affiliate web stores to their respective admins like which products to offer, template creation, content management, etc.

Key Solution Benefits

Increase in Orders: The number of orders that our client processes has increased. He is now getting print orders from his affiliates' customers also for printing.

Increase in Business Reach: Our client has extended his business reach through his affiliate network. He is now getting orders from different places and regions.

Diversity Business: Our client has diversified his print business by offering printing for different products offered by each affiliate.

Additional Revenue Channels: Each affiliate has opened up a new revenue channel for our client.

Print Ready Output: Our client receives print ready PDF file with high end capabilities as final output for printing.

Centralized Management: The client is able to manage orders, payment, and shipping for each affiliate from a single admin panel.

Optimized Operations: The client is able to manage multiple affiliates and their diversified orders with his same team. This has reduced his cost of operations.

Approach

This project had very wide scope and needed advanced features and integrations. Our OnPrintShop consultant team discussed project requirements in detail with the client to identify customizations and development efforts. We documented everything and established project development and delivery milestones. We gave weekly updates to the client and sought his suggestions. Change requests were discussed with the client and logged systematically. We delivered the project on time and within client's budget.

Solution Screenshots

Add Shop by Super Admin

Add Shop
Home > Shop Management > Add Shop

Shop Details

Shop Domain :

http:// *tradeprint.dev.radixweb.net/

Enter shop domain.

Your Own Domain :

Enter Your Own Shop Domain Name (Specify domain without http / https / www).

Shop Owner Name :

*

Enter Shop Owner Name.

User Name :

*

Enter User Name of Shop.

Password :

*

Enter Password of Shop.

Company name :

Enter Company Name

Business Address1 :

Enter Shop Address

Business Type :

Enter Shop Business Type

Telephone :

Enter Telephone Number

Country :

*

Select country for example United State.

Super Admin Templates :

☒ Yes ☐ No

Select Super Admin Templates Option to Enable or Disable in Front Side

Email Address :

*

Enter email address of Shop.

Shop Logo :

Display image of Shop.
Upload gif, jpg, jpeg, bmp, png images only.
Image Size Should be 369px(width) X 92px(height) otherwise it would disturb the whole website layout

Send Notification :

☒

Click/tick the check box to send shop acknowledgement mail with front and admin details..

Shop Management from Super Admin

Shop Management

Home > Shop Management

Search By Keyword:

 Add Shop
  Print
  View All

#	Shop Information	Shop Configuration	Direct Url	Status	Action
1	Domain name : radix [www.radixweb.com] Owner name (Company Name): Bharat Chudasama [Radixweb] Email Address: bharat.radixweb@gmail.com UserName: bharatshop	Theme name : dreamygray Price Flat markup : 10 Social Plugin : Like		✓	Action 
2	Domain name : vertigoprinting [www.vertigoprinting.com] Owner name (Company Name): Mark Sadon [Vertigoprinting] Email Address: bharat@radixweb.com UserName: mark	Theme name : seagreenblue Price Flat markup : --- Social Plugin : Like		✓	Action 
3	Domain name : bharat [bharat.com] Owner name (Company Name): bharat [bharat] Email Address: chudasama.bharat@gmail.com UserName: bharat	Theme name : bizz:artgreenblue Price Flat markup : --- Social Plugin : Like		✓	Action 
4	Domain name : mahi [mahendra.vala] Owner name (Company Name): Mahendra [Mahendra Printing Solutions] Email Address: mahendra.vala@radixweb.com UserName: mahendra	Theme name : dreamygray Price Flat markup : 20 Social Plugin : Like		✓	Action 
5	Domain name : ram [ram.com] Owner name (Company Name): bharat [bharat] Email Address: harsh.vora@radixweb.com UserName: bharat	Theme name : --- Price Flat markup : 20 Social Plugin : Like		✓	Action 
6	Domain name : bhumi [bhumi] Owner name (Company Name): bhumi [radixweb] Email Address: smita.mahata@radixweb.com UserName: bhumika	Theme name : seagreenblue Price Flat markup : 20 Social Plugin : Like		✓	Action 
7	Domain name : mbv [mbv] Owner name (Company Name): mbv [mbv] Email Address: darshana.bulchandani@radixweb.com UserName: mbv	Theme name : bizz:artgreenblue Price Flat markup : --- Social Plugin : Like		✓	Action 

Shop Details Setting by Super Admin

Edit Shop

Home > Shop Management (radix) > Edit Shop

Shop Details

Select Theme

Price Setting

Select Product

SEO Settings

Invoice Formatting

Social Plugin Configuration

Personalize Configuration

Shop Domain : *tradeprint.bharat.radixusers.com/

Enter shop domain.

Your Own Domain :

Enter Your Own Shop Domain Name (Specify domain without http / https / www).

Shop Owner Name : *

Enter Shop Owner Name.

User Name : *

Enter User Name of Shop.

Password : *

Enter Password of Shop.

Company name :

Enter Company Name

Business Address1 :

Enter Shop Address

Business Address2 :

Enter Shop Address

Business Type :

Enter Shop Business Type

Telephone :

Enter Telephone Number

Country : *

Select country for example United State.

Super Admin Templates : ☐ Yes ☒ No

Select Super Admin Templates Option to Enable or Disable in Front Side

Email Address : *

Enter email address of Shop.

Shop Logo :

Display image of Shop.
Upload gif , jpg , jpeg , bmp , png images only.
Image Size Should be 439px(width) X 103px(height) otherwise it would disturb the whole website layout

Send Notification : ☒

Click/tick the check box to send shop acknowledgement mail with front and admin details..

Price Setting by Super Admin

Edit Shop

Home > Shop Management (radix) > Edit Shop

* Required Information

Shop Details
Select Theme
Price Setting
Select Product
SEO Settings
Invoice Formatting
Social Plugin Configuration
Personalize Configuration

Note: This price is applicable only for the prices where individual markup is not set.

Flat Markup Price : %

This will reset all your individual markups and apply only this markup on all pricing, do you want to reset them?.

Master Reset

Save and Continue
Save changes
Return without saving

Product Selection by Super Admin for Affiliate/Shop

Edit Shop

Home > Shop Management (radix) > Edit Shop

Shop Details
Select Theme
Price Setting
Select Product
SEO Settings
Invoice Formatting
Social Plugin Configuration
Personalize Configuration

All Retail Prices which set up by Affiliate for the unchecked products will be deleted from the system once you will save the changes.

Product for store

☐ Select All Product

☐ **Advertising & Marketing**

☒ Banners	Markup Price	☒ brochure	Markup Price
☒ Catalogs (both side)	Markup Price	☒ CD Cover	Markup Price
☒ Door Hangers (2 Side)	Markup Price	☒ Door Hangers (Single side)	Markup Price
☒ Flyers (both side)	Markup Price	☒ Flyers (one side)	Markup Price
☒ Greeting Cards	Markup Price	☒ Postcards	Markup Price
☒ Posters	Markup Price		

☐ **Business Essentials**

☐ bhumi_test	----	☐ Envelopes	----
☐ HJ_product	----	☒ Letterhead	Markup Price

☐ **Name Card Printing**

☒ Business Cards	Markup Price	☒ Invitation Cards	Markup Price
☒ Invitation Cards - Premium	Markup Price	☒ Kites	Markup Price
☐ Kites	----	☒ predefined_product	Markup Price
☒ range_based_for_markup	Markup Price		

☐ **PROC1**

☐ PRE1	----	☒ PRO1	Markup Price
-------------------------------	------	--	--------------

☐ **proc2**

☐ pre2	----	☐ pro2	----
☐ pro2	----		

☐ **proc2**

☐ corp_pro	----	☐ test	----
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☐ **Proc3**

☒ PRO3	Markup Price		
--	--------------	--	--

Save and Continue
Save changes
Return without saving

Personalized Store Configuration by Super Admin

Edit Shop

Home > Shop Management (radix) > Edit Shop

Shop Details
Select Theme
Price Setting
Select Product
SEO Settings
Invoice Formatting
Social Plugin Configuration
Personalize Configuration

Store Personalization

Utility should be used to display images in front store :

Lightbox
Select Utility display pattern as Highslide/Lightbox/Tooltip for template.

Index Page Middle area display type :

Product
Select product/template/CMS to display in middle area of index page.

No of testimonials to be displayed in sidemenu :

4
On front store allow number of testimonials to be displayed in sidebar.

Common - Display Maximum no. of records per page :

4
Enter number to set maximum records per page.

Common - Display number Of Pages :

4
Enter number view total pages.

Common - Display Maximum no. of columns per row :

3
Enter maximum number of columns per row.

Product Configuration

Maximum Product Per Row :

3
Enter number to set maximum Products per row on Index page-Product Listing

Maximum Products Per Page :

9
Enter number to set maximum Products on Index page-Product Listing

Product Image width :

150
Enter Product Image width for Descriptive pages

Banner Height :

150
Height of the banner which you want to keep for your homepage.

Slide Transition Timeout :

2000
milliseconds between slide transitions

Slide Transition Type :

fade

Pause Slide transition :

☒ Yes ☐ No

Pause Slide On Pager Hover :

☐ Yes ☒ No

Slide Transition Delay :

400
Delay between slide transition and also can be negative.

Trade Printer Affiliate/Shop Admin Functions

[Home](#) | [Shop](#) | [Products](#) | [Templates](#) | [Contents](#) | [Orders](#) | [Quotes](#) | [Change Password](#) | [Logout](#)

Hide Left Panel

Orders

Quote Management

Customer

Content Management

Products

Shop Configuration

Template

Images

SEO

Reports

Dashboard

Navigate

Latest Updates

Recent Orders :

Order#	Customer	Email Id	Date	Country	Amount	Payment	Action
66	bhumika kurvadiva	bhumika.kurvadiya@radioweb.com	21 Feb, 2013	Canada	\$ 26.22	Cheque	Order Details
65	Bharat Radix Chudasama	bharat@radioweb.com	20 Feb, 2013	Antarctica	\$ 150.00	Cheque	Order Details
64	Bharat Radix Chudasama	bharat@radioweb.com	20 Feb, 2013	Antarctica	\$ 250.00	Cheque	Order Details
63	bhumika kurvadiva	bhumika.kurvadiya@radioweb.com	29 Jan, 2013	United States	\$ 240.00	Cheque	Order Details
62	bhumika kurvadiva	bhumika.kurvadiya@radioweb.com	29 Jan, 2013	United States	\$ 23.20	Cheque	Order Details

Customer :

Customer	Date	Country	Email Id	Action
John Mark	-----	United States	john@radioweb.com	View Profile
mandip darji	12 Feb, 2013	United States	mandip.darji@radioweb.com	View Profile
vipul kargatiya	22 Jan, 2013	United States	vipul.kargatiya@radioweb.com	View Profile
bhumika kurvadiva	21 Feb, 2013	Canada	bhumika.kurvadiya@radioweb.com	View Profile
shakti patel	-----	United States	shakti.patel@radioweb.com	View Profile

Order Summary Statistics :

Add Corporate from Shop Admin

Add Corporate

Home > Corporate Management > Add Corporate

Corporate Name :

Enter corporate name.

Directory Name :

Specify corporate website url. Your url directory should be in small letters without spacing.
You can give this URL to your end customer.

Corporate Logo :

Display image of Corporate.Upload gif , jpg , jpeg , bmp , png images only .Image Size Should be 300px(width) X 70px(height).
If logo is not fit to above mentioned size then it may affect your front end layout.

Full Name :

Enter full name of corporate.

User Name :

Enter User Name of corporate.

Password :

Enter Password of corporate.

Email Address :

Enter email address of corporate.

Address :

Enter corporate address.

City :

Enter city name.

Country :

Select country for example United State.

State :

Select state for example New York.

Phone No. :

Enter phone number of corporate for contact purpose for example 45654657.

Pay On Payment :

☐

Please select Pay on Payment Option.

Send Notification :

☒

Click/tick the check box to send corporate acknowledgement mail with front and admin details..

Shop Management from Shop Admin

Shop Management
 Home > Shop Management

Search By Keyword:

#	Shop Information	Shop Configuration	Direct Url	Status	Action
1	Domain name : radix [www.radixweb.com] Owner name (Company Name): Bharat Chudasama (Radixweb) Email Address: bharat.radixweb@gmail.com UserName: bharatshop	Theme name : bizzcartgreenblue Price Flat markup : 10 Social Plugin : Like			Action ▼

Showing 1 to 1 of 1 entries Show 10 ▼

First Previous 1 Next Last

Product Selection by Shop Admin

Edit Shop
 Home > Shop Management (radix) > Edit Shop

Shop Details | Price Setting | **Select Product** | SEO Settings | Invoice Formatting | Social Plugin Configuration | Personalize Configuration

Product for store

Advertising & Marketing

Banners	Markup Price	brochure	Markup Price
Catalogs (both side)	Markup Price	CD Cover	Markup Price
Door Hangers (2 Side)	Markup Price	Door Hangers (Single side)	Markup Price
Flyers (both side)	Markup Price	Flyers (one side)	Markup Price
Greeting Cards	Markup Price	Postcards	Markup Price
Posters	Markup Price		

Business Essentials

Letterhead	Markup Price
------------	------------------------------

Name Card Printing

Business Cards	Markup Price	Invitation Cards	Markup Price
Invitation Cards - Premium	Markup Price	Kites	Markup Price
predefined_product	Markup Price	range_based_for_markup	Markup Price

Continue Return without saving

Add New Customer for Offline Order

Select Customer

Home > Select Customer

Select Existing Customer

Add New Customer

Personal Details :

First Name :

First name must contain alphabets only. It will be used for billing and shipping.

Last Name :

Last name must contain alphabets only. It will be used for billing and shipping.

Street Address :

Street address will be used for billing and shipping. e.g. 10th washington street.

Suburb :

Suburb will be used for billing and shipping. e.g. Airey, Buffalo.

City :

City name will be used for billing and shipping. e.g. Pensilvenia, New york.

Zip Code :

Zipcode will be used for billing and shipping. e.g. 07031,14226.

Country :

Country will be used for billing and shipping. e.g. United states, canada.

State :

State name will be used for billing and shipping. e.g. New york, california.

Phone Number :

Your reference phone number. e.g. 9825098250.

Company Name :

Company name will be used for billing and shipping.

User Type :

Select a user type for the customer.

Shop Name:

radix

Login Information :

Email Id :

Email Id will be used at the time of login at front store. e.g. username@domain.com.

Password :

Password will be asked at the time of login at front store.

Submit

Reset

Powered by

Contact Info



Microsoft® Partner
Gold Software Development
Gold Web Development



SOLUTION PARTNER

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