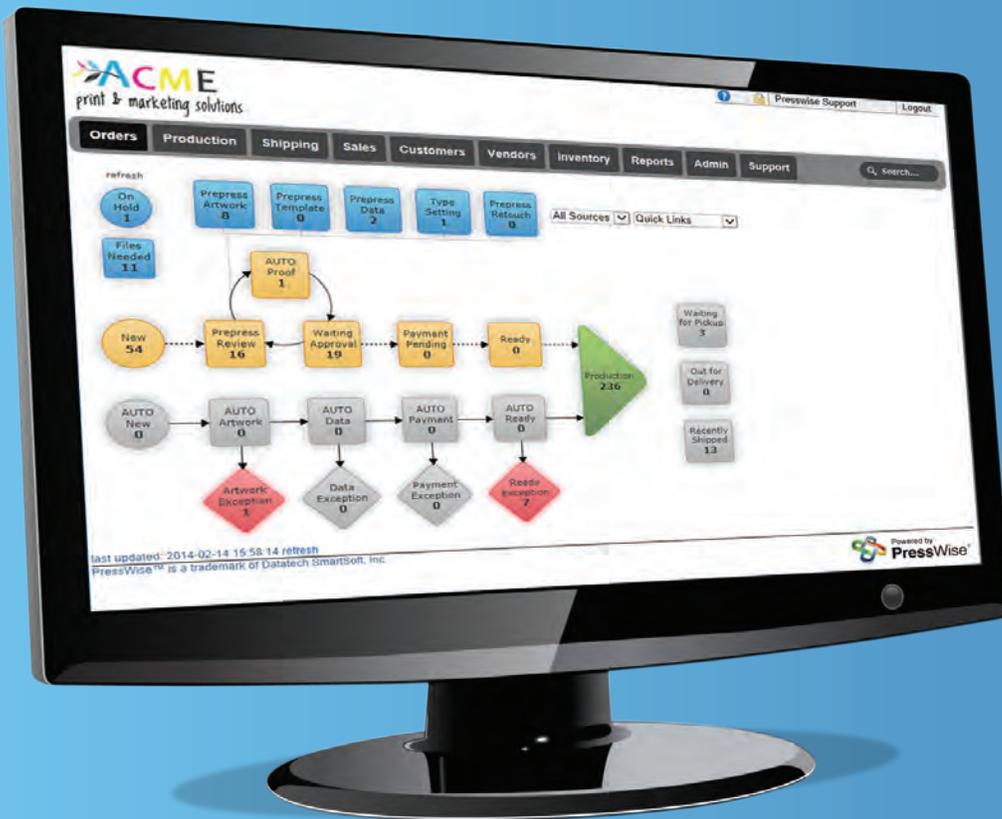




PressWise[®]
More Jobs. Less Work



MIS, Web-to-Print
and Workflow
Automation

A Complete, End-to-End Print Management System





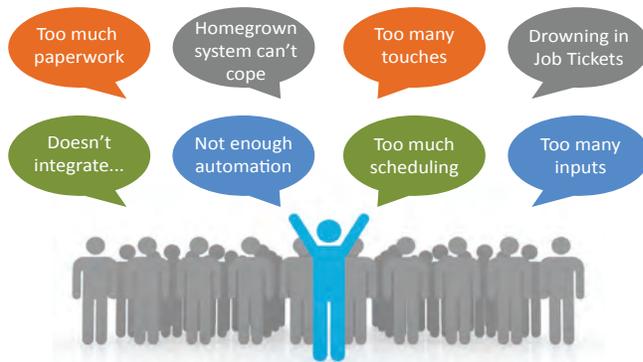
PressWise: Your End-to-End Workflow Solution

Customer demands for shorter-run jobs and faster turnaround times, alongside expectations for online ordering and 24/7 account access, are challenging existing business processes and profit margins.

Complex print workflows, and the growing number of software solutions have led many shops to acquire or develop multiple systems, which must then be pieced together and maintained, often resulting in increased costs and stress upon a shop's infrastructure.

PressWise has addressed these challenges, providing a single browser-based system that automates your entire workflow, including online orders, custom walk-ins or orders entered by reps in the field.

You no longer have to spend \$50k – \$100k on multiple solutions from different vendors, only to face additional costs integrating and maintaining them.



What We Heard From Other MIS Users

PressWise **reduces the amount of touches required to run each job**, lowering your costs and providing faster throughput.

We make it **easy to get started** – we assign you an implementation specialist to help get you up and running, and provide free telephone support and a wealth of online training tools.

There is **no IT maintenance burden** because it's all online and managed by PressWise (though we offer a self-hosted option if you prefer).

PressWise is offered on a SaaS business model **with NO long-term contracts**. We work hard to help you succeed, thereby retaining your business and building a long-term partnership for growth.



PRESSWISE HIGHLIGHTS

- ✂ Unlimited customer storefronts
- ✂ Fully integrated Print MIS
- ✂ Instant barcoded job tickets – on-press or on-demand
- ✂ End-to-end digital workflow automation
- ✂ Integrates easily with most third party systems
- ✂ Browser-based for instant access – anytime, anywhere!
- ✂ Cloud or self-hosted



Unlimited Web Storefronts



PressWise includes unlimited web storefronts, designed to help you capture more business, lower your service costs, and retain your valuable accounts.

Create unlimited customer accounts, each with a built-in website and catalog of documents and other collateral. There are no hidden fees and no limit to the number of templates, products, catalogs, customers, or orders you can create within PressWise.

If you already have customers on other web-to-print products – no problem! PressWise integrates seamlessly with most leading web storefronts products and many customers use both PressWise and third-party storefronts to serve their clients.

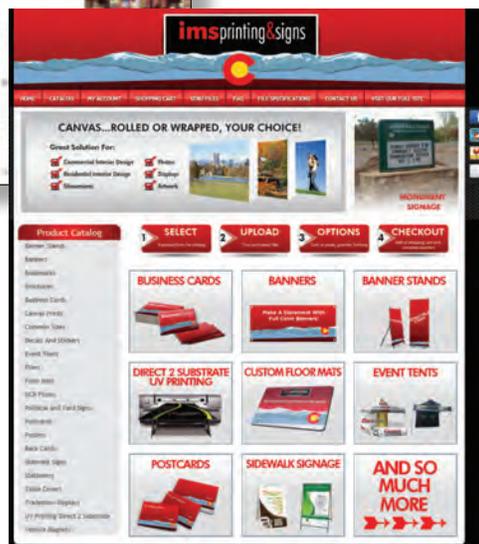
Because all storefronts are fully integrated into an MIS, there is no rekeying of data required. **Plus, PressWise turns your online orders into electronic barcoded job tickets that flow direct to press and through production, finishing and shipping without the need for manual rekeying – saving you time and increasing your margins!**

HOW YOU BENEFIT

- ✦ More ways for orders to flow into your shop
- ✦ Reduced time and touches spent quoting/following up/proofing etc...
- ✦ Online estimates are turned straight into job tickets with no rekeying required
- ✦ Providing such 'value added' services presents you as more current and more customer-focused
- ✦ Another tool for developing new business and staying competitive
- ✦ Ease of reordering encourages customer loyalty

HOW YOUR CUSTOMERS BENEFIT

- ✦ Storefronts personalized for their needs
- ✦ Greater convenience and control over the ordering process
- ✦ Orders placed on their own timeframe
- ✦ Ability to access previous order history and easily reorder jobs
- ✦ They can enjoy faster job turnaround times
- ✦ A feeling of being more 'connected' with your business



Customer Storefront Examples



A Print MIS for Today (and Tomorrow)



Most MIS were designed for a different kind of print industry than the one in which we find ourselves today. Increasingly, print buyers are demanding 24/7 access, online ordering capabilities, faster turnaround times, shorter print runs and lower pricing.

A new, nimbler approach to managing a print workflow is required – one that strips away a lot of the ‘fat’ of traditional MIS (endless reports and paperwork, overscheduling etc.), replacing it with a leaner system focused on automation and lights-out connectivity. The PressWise end-to-end Print Management system helps you manage your resources more efficiently so you can focus on growing your business.



Print Estimating

Increase efficiency, saving valuable time and money, with our browser-based estimating engine. CSRs, Sales Reps or even customers can quickly produce and email professional-looking quotes with PressWise. Quotes are then easily accepted and converted to live job tickets with the click of a button.

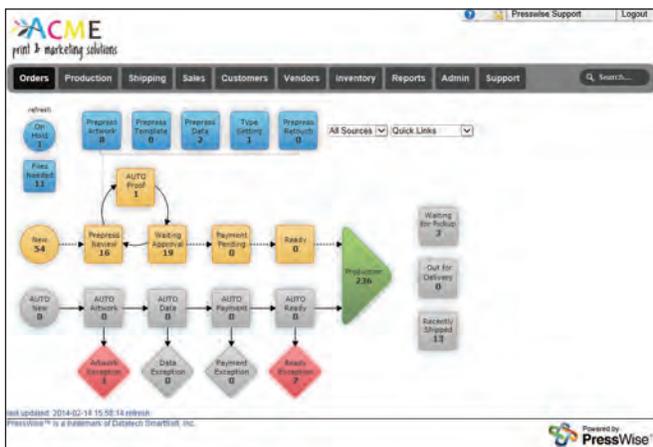
- ✂ Create “one-off” custom jobs on the fly
- ✂ Supports multiple versions of a quote
- ✂ Supports BHR (basic hourly rates) or throughput-based pricing
- ✂ Create custom finishing processes that flow to the production floor
- ✂ Supports private price tables for individual clients or products as needed



Order Management

PressWise makes it easy to control any level of business flow, with its natural, intuitive and versatile design. Its revolutionary dashboard places every job, digital asset, catalog, template and customer record within easy reach.

- ✂ Integrated auto/manual proofing cycle
- ✂ Instant barcoded job tickets – on press and on-demand
- ✂ Order management by exception as orders auto-flow
- ✂ Reorders flow untouched to production
- ✂ Automatically accepts electronic orders from major 3rd party systems, websites and custom storefronts



Order Management Dashboard



Barcoded Paper Job Ticket



Job Production Management

A production dashboard gives you a “10,000-foot view” of every job in your workflow. Production managers will love the ability to drill down to see detailed production data for any day and time. Production staff can focus on high value activities, not wondering what to work on next. Customers will appreciate the effect this has on order turnaround, customer service, and you’ll appreciate the positive effect on your ROI.

- ✎ Auto-impositions on the fly, including gang printing
- ✎ Batch and release orders to the queue with just a few clicks
- ✎ Track and manage finishing tasks
- ✎ Track outsourced vendor work in real-time
- ✎ Shop Floor Data Collection



Eliminate Incomplete Shipments With Unique Multipart Job Symbols



Hands-off impositioning



Inventory Management

Manage your paper and finished goods inventory to improve customer service, reduce carrying costs and increase production efficiency. With instant access to quantities on hand and on order, you can ensure you have enough inventory to meet customer deadline requests, and avoid vendor rush fees. This eliminates touches and ensures deadlines are met and customers are happy.

- ✎ Automatically monitors real-time inventory levels
- ✎ Set stock levels to track min/max and other values
- ✎ Quickly generate email POs to replenish stock levels and place special orders
- ✎ Receiving dashboard manages PO orders and quantities as items arrive on-site
- ✎ Customers see inventory levels on their personal storefronts and reorder as needed



Shipping & Fulfillment

Still keying in address data to generate shipping labels? PressWise offers integrated UPS, FedEx & Endicia shipping, with support for third-party billing and blind-shipping. On-demand shipping labels are printed seamlessly, as workers scan each barcoded package to be shipped. Emails, with package tracking and an attached PDF invoice, are sent to clients as each shipment is completed.

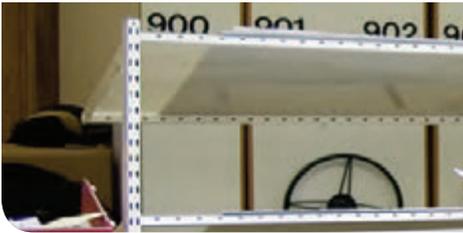
- ✎ Barcode-driven tickets with ship notes for delivery accuracy
- ✎ Shipping codes and due dates integrated into every ticket
- ✎ Instantly verify addresses against the USPS database
- ✎ Ship one order to various locations with multi-ship delivery
- ✎ Integrated Google Maps for delivery planning



Mail Processing

Capture incremental revenue and become the one-stop shop your customers are looking for with this optional, easy-to-use direct mail module, certified by the USPS.

- ✎ Automatically gang multiple VDP mail jobs to save postage
- ✎ Prepare USPS mailing paperwork and tray tags automatically
- ✎ See exact postage and number of valid addresses within minutes



Workflow Automation - Eliminate the Silo Effect



How many times do you touch a typical job? Creating and revising quotes, writing up orders and change orders, relaying proofs to your client, generating job tickets, scheduling, imposing and more – all of these ‘job silos’ take time and cost money, even before the order goes to production! You can lose money before you’ve even printed the job!

The Silo Effect

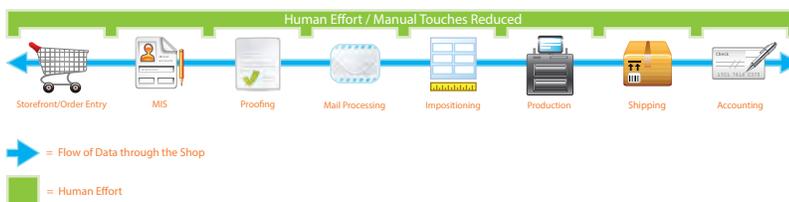


Too many touches at each step in your workflow take time and cost you money

PressWise lets you process an entire job – from order to delivery – with minimal human touches.

Sales reps, CSRs or even customers can easily generate quotes (with support for custom pricing tables), which are then turned into job tickets which flow with your orders through the PressWise system without the need for rekeying data along the way.

Improved Workflow



PressWise can help you eliminate ‘The Silo Effect’ within your organization, freeing workers up from repetitive tasks so they can focus on more productive activities.

Intelligent dashboards and features such as electronic job ticketing, self-quoting, auto-impositioning and auto-batching eliminate touches and time-consuming manual intervention, putting you back in control of your workflow.

WHAT THIS MEANS FOR YOU

- ✦ Fewer touchpoints means a more efficient use of resources and increased throughput
- ✦ Greater workflow transparency and accountability
- ✦ Reduced human error, improving consistency and reliability
- ✦ Greater responsiveness to customers
- ✦ Lets you run a greater variety of jobs, including shorter-run jobs that were once unprofitable
- ✦ Ties together existing applications into a more centralized system, increasing overall ROI
- ✦ Greater profitability!



Connectivity



We believe that a holistic view of the entire print workflow, from end-to-end, is necessary to address today's challenges.

With its browser-based access, you can access your PressWise system anytime, anywhere, so you have an always-on connection and visibility into your workflow and business.

As an all-in-one print management system, from estimating and order entry through to shipping and fulfillment, with integrated web storefronts and a powerful MIS, PressWise provides you with all the information and automation you need to run your shop as efficiently as possible.

But it doesn't end there. PressWise APIs make it easy to integrate most third party applications, or even custom-written software, into your PressWise workflow.

Whether you want to import orders from other web storefront systems, send barcoded job information to your finishing department, or export financial information to your accounting system, PressWise is designed to simplify that process.

We have partnered with some of the most recognized names in the industry to make sure your workflow is as seamless as possible.

ORDER ENTRY

- ✓ Integrated PressWise Storefronts
- ✓ Third-Party Storefront Integration
- ✓ Traditional Quote Cycle
- ✓ APIs for Custom Integration

INTEGRATED MAILING

- ✓ Unlimited CASS, DPV, NCOALink and PAVE
- ✓ Aggregate Mail for Extra Savings
- ✓ Prepares USPS® Postal Paperwork

INTEGRATED SHIPPING

- ✓ Integrated with UPS®, FedEx®, Endicia®
- ✓ Binning for Multi-Part Shipments
- ✓ Shipping Codes & Due Dates on Job Tickets
- ✓ Generate Shipping Labels within PressWise
- ✓ Third-Party Billing Support

ACCOUNTING

- ✓ Integrated with QuickBooks® and Peachtree®
- ✓ PressWise can export to a native application

PARTNERS INCLUDE:



Turn your shop into a Smart Shop with
PressWise by SmartSoft!



Things To Consider When Purchasing A Print Management System

Before making a decision on a new system, you'll have plenty of things to think about, such as:

- ⌘ *Is your team committed to change and putting in the time required to make it happen?*
- ⌘ *What are the true costs of implementation? Are there hardware costs?*
- ⌘ *How long does it take to get up and running? Is training included or extra?*
- ⌘ *What about integration with existing applications, such as storefronts or accounting systems?*
- ⌘ *What is the subscription model? Is it cloud or locally hosted?*

For additional questions, please visit : www.presswise.com/why-presswise



More info?
Scan this QR Code for a
2-minute video overview

Schedule a Demo
Visit: www.presswise.com
Call: 888.227.7221
Email: contact@smartsoftusa.com