

**CASE STUDY** Featuring:



# Pressero

**Empowering Web-to-Print**

## Aleyant Pressero Web-to-Print Spurs Triple-Digit Online Growth for Brazil's PrintStore

### Company Background

PrintStore was founded in 1993 and has offered web-to-print services since 2003 using a home-grown Flash-based system. The company primarily serves various industries, production lines, training teams, dealers, franchises and internal team operations throughout Brazil. Its primary printing technology is HP Indigo for high quality on-demand digital printing of business cards, stationery, folders, catalogs, brochures, manuals and other printed materials used by its clients in the normal course of business. In addition to this B2B offering, PrintStore has a B2C offering, Eulmprimio (in English, I Print), offering a wide variety of template-based forms, business cards and stationery.

### Challenge

According to Eduardo Pelizzon, the company's Online Business Manager, "We had outgrown the capabilities of our home-grown web-to-print solution and needed a more modern and robust solution. This was important for our B2B business, but also would give us a platform from which to re-launch our B2C business as well. We had a goal of achieving significant growth in our online business that could not be reached with the solution we had in place." Pelizzon explains that there was a significant amount of manual labor involved, especially processing variable data orders such as business cards. "We had to re-enter data into our graphic design software once the order was received," he says, "and early on that wasn't so much of a challenge. But as our business grew, this



*Pictured: Left: Juliano Pfeifer (Partner/Sales Director), Center: Eduardo Pelizzon (Online Business Manager), Right: Rogério Pfeifer (Partner/General Director)*

became an unacceptable way to do business and certainly could not support the future growth we were aiming for."

During 2012, PrintStore looked at about 25 different offerings that were available in the market as they did their due diligence on this important investment.

### Solution

"After looking at everything, we decided that Pressero from Aleyant was the best for our needs," Pelizzon states. "It is very easy to use, highly flexible, and offers strong reporting capabilities. The latter is especially important for our dealers

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and franchisors. They can generate usage reports that allow them to map individual usage of provided materials against performance as one indicator of how they might help certain dealer sales professionals and franchisees perform better. In addition, Aleyant already had included some key enhancements for the Brazilian market and was willing to add others. The inclusion of eDocBuilder for template-based online creation of printed materials was also a key deciding factor for us.”

This was particularly important in light of PrintStore's strategy to use business cards as a door-opener for securing new clients.

### Results

Time has proven that Pelizzon and PrintStore made the right decision. Today, 20% of PrintStore's business comes in via the web, and the company's online business has grown by 250% since installing Pressero. This growth is directly attributable to the capabilities of Pressero, sales strategies and teamwork. The company has recently moved from a 500 square meter facility to a 2,000 square meter facility to accommodate its growth.

“We start with corporate materials, and then are able to sell directly to remote locations based on branding guidelines provided by headquarters. They are also pleased that regardless of where the remote location is, they are receiving the same high quality print when they order branded and other materials through us.”

Brazil is a large country, and Pelizzon sees huge opportunity to expand, but PrintStore is not stopping there. “We have already worked through the export process and will be launching this service to corporate customers across Latin America in Portuguese, Spanish and English. Pressero can handle all of the different currencies, and is already integrated with PayPal, the most famous payment system in the world.”

For EuImprimo, Pelizzon has integrated eDocBuilder with OpenCart, an open source ecommerce software application. This business will be targeted at medics, lawyers and small companies that do not have marketing support to create materials. Using eDocBuilder, PrintStore has created about 1,000 ready-to-go templates from which these clients can choose. It is also flexible enough to allow them to upload their own artwork

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“In 2012,” Pelizzon says, “we were processing all our orders manually; now we have 3.5x more volume, but all is automated by Pressero, which is great. These sales could be small to large amounts, from small companies to one of our franchise headquarters customers. We needed to be able to process those smaller orders as efficiently and profitably as we process the larger ones, and Pressero makes that happen.” Pelizzon is also happy with Aleyant's cloud-based software-as-a-service model. “It means we basically pay as we grow,” he explains. “It is very affordable, and we transparently get all updates as they become available, keeping our system always up to date.”

Pelizzon admits that there is still a significant educational challenge in the Brazilian market with respect to the value of web to print, but he and his team are excited to be taking it on. “One nice thing about Pressero,” he adds, “is that we can put up a web store with one template in as little as four hours. This makes it easy and cost-effective to approach new clients with a customized store already developed to help them better understand the value, as well as to talk to existing clients who are not yet using web to print.”

PrintStore's largest clients have more than of 500 stores among them. “These and other franchise, dealer and corporate customers appreciate the ability to better control their branding,” he states.

or modify existing templates to their individual tastes and order their products, quickly and securely, through the web.

In addition to the PrintStore online business and EuImprimo, PrintStore is also looking to Aleyant to help streamline in-house integration to take time and touches out of the process. “If you think about the old way of doing business,” Pelizzon says, “you received the customer file and data, prepare the file, send a proof, go back and forth to correct any mistakes—all of that costs a lot for us and for our customers, to say nothing of the time it takes for them to get their product. Now we are able to cut costs for both PrintStore and our customers, who can see on the screen exactly what they will get, approve the order, save it for later or add it to the cart, pay for it, and it is ready to go. It just can't get much simpler or much faster than that.”

Looking to the future, Pelizzon is interested in using Aleyant's Automated Workflow Integrator to further integrate the firm's workflow, both to its ERP system and to its HP Indigo workflow. “We have been extremely pleased at Aleyant's capabilities and responsiveness,” he concludes, “and when we are ready to proceed with these and other steps in the future, we know we have a talented partner we can count on that cares about our business as much as we do.”🔥

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