

Web-to-print that makes **Business Sense**
For **Your** Business.



ordersense
● ● ●

The Internet's effect on the printing industry can be called, without overstatement, revolutionary.



So it's easy to see how the focus has been on the wow, not the how, on the sizzle, not the steak. It's only natural, especially during the early stages of adoption.

The “new” end product—the finished printed pieces you've always provided—can be delivered faster, in more variations and with less up-front work—all thanks to web-to-print.

But the emphasis on what can be done for end users has overshadowed the effect on a printer's business model. There's not enough attention being paid to how these systems can better your bottom line, let alone the fact that some W2P solutions aren't even that printer-friendly.

Back End First

You want to offer your customers ease-of-use, ultimate flexibility and versioning, fast turnaround and a trouble-free experience. And you will. But why not also ensure you provide all that while making more on every job? How? By eliminating manual revisions, imposing or pre-flight—all the things that cost you money.

OrderSense offers the industry's most robust management and workflow tools. You'll have the ability to support both digital and offset workflows—hybrid workflows, too. Plus you'll know instantly where every job is at any time. And what helps you to manage also lets customers check the status of their jobs over the web 24/7.

Busywork Last

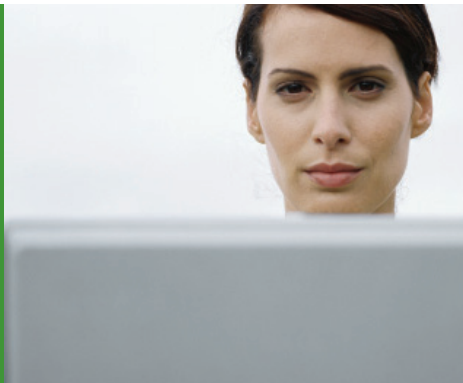
The process can be as virtual as you want it to be. PDF and JDF workflow mean print orders can come in over the web and proceed straight to press. This cuts down on operator error and frees your people to do what you most want them to do. It also means you can expand the amount of jobs you handle without having to staff up.

Customer orders can be placed and processed at any time of the day or night—geography and business hours are no longer impediments. Clearly, user-friendly automation is the key to profitability.

You'll find that it not only can improve your bottom-line on every job, but your customers like it, too, helping you retain business, and even get more through referrals.

OrderSense can help your business:

- improve profitability
- expand business offerings
- attract new customers
- retain current customers
- maximize productivity
- maximize capacity





Everything your customers expect—and more

We set out to offer the easiest-to-use customer interface in the industry, and we feel that OrderSense offers just that. Customers with expectations of W2P convenience and ease-of-use will be completely satisfied. But the more they explore the capabilities of OrderSense, the more they'll be impressed. The possibilities for creation of versioned marketing and informational materials are truly endless.

OrderSense gives your customers:

- Easier ordering— no FTP sites or e-mailing
- Easy re-ordering, tracking and order management
- Personalized templates
- Branded portals
- Secure online bill payment
- Online quotes

Sensational partners, quick results

OrderSense is a partnership between Press-sense, a leading international developer of business flow automation for the print industry, and Bay Digital, a well-respected digital pre-press services provider based in the San Francisco area.

We built OrderSense on proven Press-sense iWay business flow automation solutions, so you can be confident in your choice. After all, Press-sense iWay has a six-year track record of business-friendly solutions and satisfied customers worldwide.

Thanks to Press Sense iWay's ASP model, you can make OrderSense available today without the expense and time needed to build a complex IT infrastructure.



Take your business to the next level today

Call **866-722-1750**

Or visit **OrderSense.com**

ordersense
Web-to-print that makes Business Sense ● ● ●

Press-sense 

Press-sense
Partner



1160 Industrial Road #7, San Carlos, CA 94070
t 866.722.1750 | e. info@ordersense.com
www.ordersense.com

Reseller info:
e. reseller@ordersense.com