



Streamlining the sales process with NetServices

Printing.com has worked with NetServices for many years utilising both the NetServices infrastructure as well as specialist technical resource to complement its own IT and applications skills.

Printing.com offers printing facilities on a broad product range including leaflets, booklets, invitations, letterheads and business cards, to consumers and small and medium sized companies across the UK.

It operates on a franchise basis with nearly 200 stores nationwide. The business effectively combines its store presence with an online service, giving customers a convenient choice to suit their circumstances.

Challenges

Printing.com's technology and communications set up underpins every aspect of the organisation's work. Stores are sold on a franchise basis with Printing.com providing the entire IT infrastructure to the franchisee. This is complemented by the online abilities, which have been established over the years.

The company's printing and ancillary equipment is based at the centralised production hub with the head office in Manchester. This is where all the orders are processed, artwork is produced and ultimately printed. Printing.com required a secure and reliable application to streamline and monitor its sales order process, to save costs and avoid duplication.

This also requires the correct networking infrastructure to ensure connectivity between the retail sites and the central hub.

CHALLENGES

- Ensuring customer choice by providing online access to services
- Supporting a business critical application cost-effectively
- Connecting sites of varying sizes nationwide to central services

SOLUTION

- Single VPN connecting the sites to the central production hub and using NetServices to provide software development support alongside internal development resources.

RESULTS

- Streamlined order and delivery process
- Assured networking infrastructure
- Development skills to complement in-house resource

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Ensuring these applications are always available to customers and employees is a vital part of every organisation's business continuity plan and a robust hosting environment is essential for this."

Mark Vickers, CEO, NetServices.

Solution

NetServices already provided Printing.com's virtual private network (VPN) connecting each UK store network back into the one central location. This business critical service is the only means of the stores connecting into the centralised production hub where all the orders are processed. Over the years the relationship with NetServices has developed with NetServices providing support to the in-house IT skills of Printing.com

NetServices also provide in-house software development support to Printing.com on its Flyerlink® application. This is a web application used by Printing.com which enables the sales order process from point of order to point of delivery.

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Benefits

The Flyerlink® system streamlines and manages the sales processes from point of order to point of delivery, enabling each order to be tracked by everyone from retail staff to production and finance.

The application is hosted offsite at NetServices' Manchester headquarters, with the front end of the site being wholly maintained and content also managed by NetServices.

On top of the sales ordering application, Printing.com are also benefiting from an Intelligent Network (IN) Platform from NetServices voice services. The IN Platform enables Printing.com to advertise a single phone number for its products and services across the UK, despite its multiple locations. The IN Platform recognises the area code of incoming calls and routes them to the store nearest to the caller's location.

Operations Director, Peter Gunning comments “Technology is at the heart of our business – effectively it underpins every aspect of the company. Because NetServices have worked with Printing.com for so long they have an in-depth understanding of our business requirements and can work with us to develop the infrastructure we need. Their broad range of services and skills enable us to ‘pick and mix’ using our internal IT resource and complementing it by outsourcing specific areas as appropriate”.



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