



Marketing
Signs
Print

WORKFORCE

ONLINE ORDERING
PORTALS.
YOUR WAY TO
BETTER BUSINESS
MANAGEMENT

SUPPLIERS

DISTRIBUTORS

Online Ordering Portal

Franchisee!

Online ordering portals are your
order in-store merchandising, sales
material as well as all your hard and
work, fast and convenient—open
24/7!

Franchise Supplies

smoothies

Smoothie	Price
ORANGE CRUSH	\$3.75
BERRY NICE	\$4.25
COCOA-NUT	\$3.95
MOJO MANGO	\$5.25

We have all the supplies you'll need to
help you serve the perfect yogurt at
Frozi Yogurt!

Check our site for weekly specials.

Franchise Marketing Tools

Frozi's easy-to-use local marketing
program provides you with branded,
personalized marketing tools that can be
customized by location.

Customer Service | **Request Newsletter** | **Store Locator** | **www.froziyogurt.com**

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WeDo™

BRING YOUR BUSINESS ALL TOGETHER IN ONE PLACE.

CENTRALIZATION. That's the value of an online ordering portal. It connects everyone with whom you do business, all from one central location. Multiple offices, a distributed workforce and third-party suppliers can access goods and services right from your online ordering portal. Don't have one? Let PIP help you leverage online ordering portals to manage your key operations.

TAILOR-MADE. No two companies are identical, and we use powerful yet flexible technology to customize a solution to fit your unique business challenges. Whether you require a web-to-print business application or a complete enterprise-wide operation, we'll develop online ordering portals that scale to your company's growing needs.

Connecting to your online community is as easy as 1-2-3:

STEP 1: SHARE YOUR PAIN POINTS

PIP will design and build a custom solution

STEP 2: ONLINE ORDERING PORTALS

We develop the complete shopping experience

STEP 3: ORDERING & FULFILLMENT

PIP can handle all printing needs and even facilitate distribution of non-printed hard and soft goods



PROGRESS. A continually evolving marketplace puts considerable pressure on a business to stay current and meet fast-paced demands. Online ordering portals are nimble and responsive, enabling you to:

CONNECT to a wide network of online users — geographically dispersed workforce, third-party suppliers, distributors, franchisees

STREAMLINE WORKFLOW with automation, built-in permissions, web-to-print, rules and reporting, inventory tracking, payment and shipping

CONTROL brand integrity, costs and waste

INTEGRATE with existing technologies like warehouse management, accounting, customer relationship management (CRM) and more

**Who's using
online ordering
portals?**

Is it right for you?

**LET'S TAKE
A LOOK.**

CASE STUDY WEB-TO-PRINT

CAMPBELL REAL ESTATE



28

EMPLOYEES



3

LOCATIONS



Florida

FORT WALTON BEACH

SARASOTA

ST. AUGUSTINE

CHALLENGE

A coastal real estate firm with three regional offices and a rapidly growing client base, Campbell Real Estate realized they needed a better way to manage operations. In an effort to streamline productivity and preserve their brand, Campbell Real Estate contacted PIP for an online ordering portal solution.

PAIN POINTS

MARKETING DELAYS

Agents placed orders for company-provided marketing materials through the Sarasota office during regular business hours, and personalization was handled by an internal production artist. Fulfilling simultaneous orders caused considerable setbacks.

BRAND VIOLATIONS

Frustrated by marketing delays, many agents resorted to producing their own marketing pieces, often with no consideration of brand guidelines.

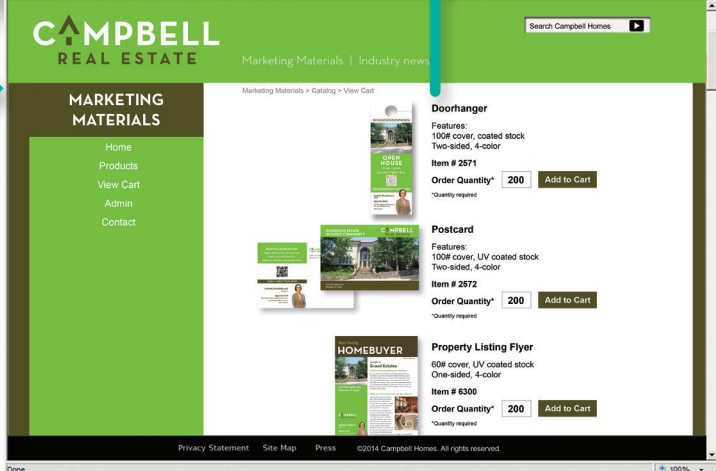
COST RECONCILIATIONS

Bill-backs to agents were processed manually, causing time-intensive paperwork.

SOLUTION

PIP provided an online ordering portal that enabled Campbell Real Estate agents to easily customize their own marketing materials, proof online, approve and upload orders at their convenience, 24/7. All marketing adheres to brand standards, reinforcing the company's corporate identity in the marketplace. Cost reconciliations are now automated, allowing accounting to run reports and issue invoices by office and/or sales agent.

SALES AGENT



BENEFITS:

- Manage brand identity
- Customize marketing materials
- Web-to-print
- Automate reporting and invoices
- Scale to the growing needs of the business

CASE STUDY
WEB-TO-PRINT & ORDERING

FROZI YOGURT

395
EMPLOYEES

40
LOCATIONS

Midwest Region
(WI, MI, IN, IL, MO)

CHALLENGE

Frozi Yogurt is an established franchise in the Midwest seeking to expand into the Southeast region. A review of operations, however, revealed inefficiencies that were having a negative impact on revenue growth and in-store management of goods and supplies.

PAIN POINTS

MARKETING HANDCUFFS

Franchisees relied on their customer relationship management (CRM) system to place orders for marketing materials, but had to do so during regular business hours—a time typically reserved for customer interaction. As a result, many of the Marketing Ad Fund promotions were under-utilized, adversely affecting any potential ROI.

SUPPLY CHAIN WOES

All orders, from sign stands to yogurt cup supplies, were processed through corporate headquarters instead of an automated ordering system. Franchisees and their staff struggled to manage supplies without direct contact with their third-party suppliers. Unpredictable deliveries, lack of order tracking and human error caused considerable flux in supplies.

SOLUTION

PIP solved Frozi's marketing and supply challenges by providing a self-serve technology solution that integrated with their existing CRM system. The new online ordering portal not only gave Frozi the ability to place orders for both hard and soft goods, they could now also customize local in-store marketing as well as track deliveries.



ORDER
SIGN STANDS
FROM MIDAS
METAL CO.

ORDER
YOGURT CUPS
FROM BOSCO
RESTAURANT
SUPPLIES

ORDER
POSTERS,
BROCHURES,
TABLE TENTS AND
WALL GRAPHICS
FROM PIP



BENEFITS:

- 24/7 ordering accessibility and tracking capabilities
- Easy customization and product updates
- Full integration with existing CRM system
- Scalability and flexibility to serve future franchise needs

CASE STUDY
WEB-TO-PRINT • ORDERING •
FULFILLMENT

ALTOS PRECISION COMPONENTS

395
EMPLOYEES

1
LOCATION

5
REG. SALES REPS

National
(PLANT IN CARSON, CA.)



CHALLENGE

Altos Precision Components manufactures bicycles and bike components with distribution that began with specialty bike shops and grew to include big box sports and discount retailers throughout the nation. Burdened by a B2B e-commerce system that no longer scaled to their growth, Altos regional sales managers struggled to maintain market share in a highly competitive space.

PAIN POINTS

MISSING THE MARKETING MARK

Unable to customize their marketing materials, regional sales managers were forced to use a one-message-fits-all approach which proved ineffective. Sales suffered, and revenue projections began to skew downward.

CREDIBILITY CONCERNS

Marketing materials received by some retailers were going straight to the waste bin. Worse, some began to formulate an opinion of Altos as a company out of touch with their customers and behind the times.

INVENTORY FLUCTUATIONS

The Altos legacy system did not provide retailers with the convenience of reordering products online. Instead, orders had to be placed by phone or via email. This often meant store shelves were empty of Altos products — a losing proposition for both the retailer and for Altos.

SOLUTION

PIP retooled Altos Precision Components' B2B e-commerce system to include web-to-print marketing, enabling customization and personalization of promotional materials. Retailers received communications pertinent to their needs that renewed interest in the brand and increased response rates. An online ordering portal for distributors resolved restocking issues, sending Altos back into positive revenue territory.



ORDER
RACK
BROCHURE FOR
LOCAL STORE



SPECIALTY STORE



BIG BOX STORE



ORDER
INCENTIVE
SALES SHEET
FOR HARDWARE
CHAIN



RE-ORDER
25 BEACH
CRUISERS



BENEFITS:

- Customize marketing materials for greater effectiveness
- Mitigate inventory fluctuations
- Reduce waste and enable tighter budgetary control

ONE FOR ALL.

Online ordering portals enable better business management by centralizing web-to-print, ordering and fulfillment all in one place — a smart move since an ever-changing marketplace requires the ability to scale with greater flexibility and responsiveness. Like the way that works? We can do one better. PIP is also a single resource for all of your sign, printing and marketing needs.

Our comprehensive products and services come with more than 50 years of experience and industry leadership — powerful leverage when seeking to achieve your business goals. We specialize in a best-practice approach to marketing capable of delivering integrated campaigns across multiple media channels such as signage, direct marketing, websites and much more.

Make one connection that counts for a lot.



PRINTING GRAPHIC DESIGN
SOCIAL DISTANCING AND SAFETY CREATIVE SERVICES
TRADESHOWS **BROCHURES**
MAILING SERVICES
DIRECT **SIGNAGE**
MARKETING **PROMO PRODUCTS**
FULFILLMENT **EVENTS** SOCIAL MEDIA
PACKAGING **LABELS**
ONLINE ORDERING PORTALS

**Manage your brand
more efficiently
with a custom-fit
e-commerce solution.**



WeDo