



WORKFORCE

# ONLINE ORDERING PORTALS. YOUR WAY TO BETTER BUSINESS MANAGEMENT



SUPPLIERS

DISTRIBUTORS

# 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



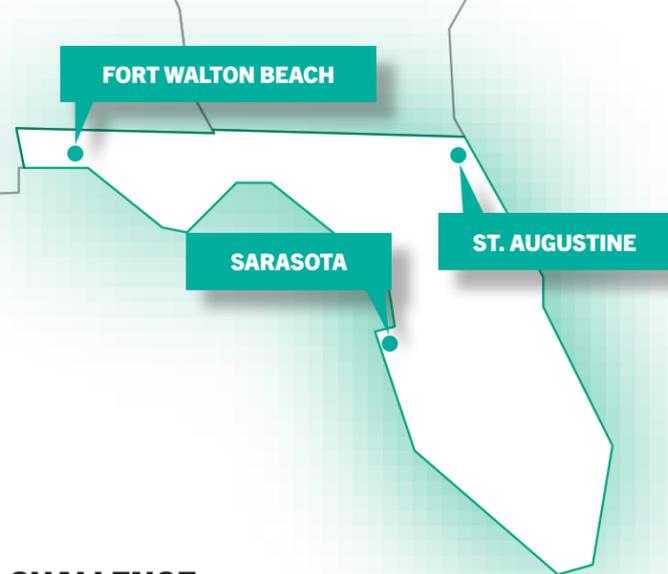
**CASE STUDY  
WEB-TO-PRINT**

# CAMPBELL REAL ESTATE

**28**  
EMPLOYEES

**3**  
LOCATIONS

**Florida**



**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**

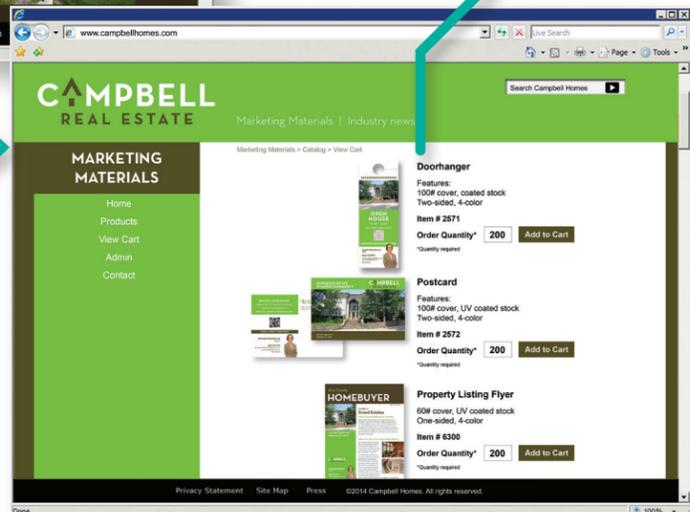
Bill-backs to agents were processed manually, causing time-intensive paperwork.

## 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**

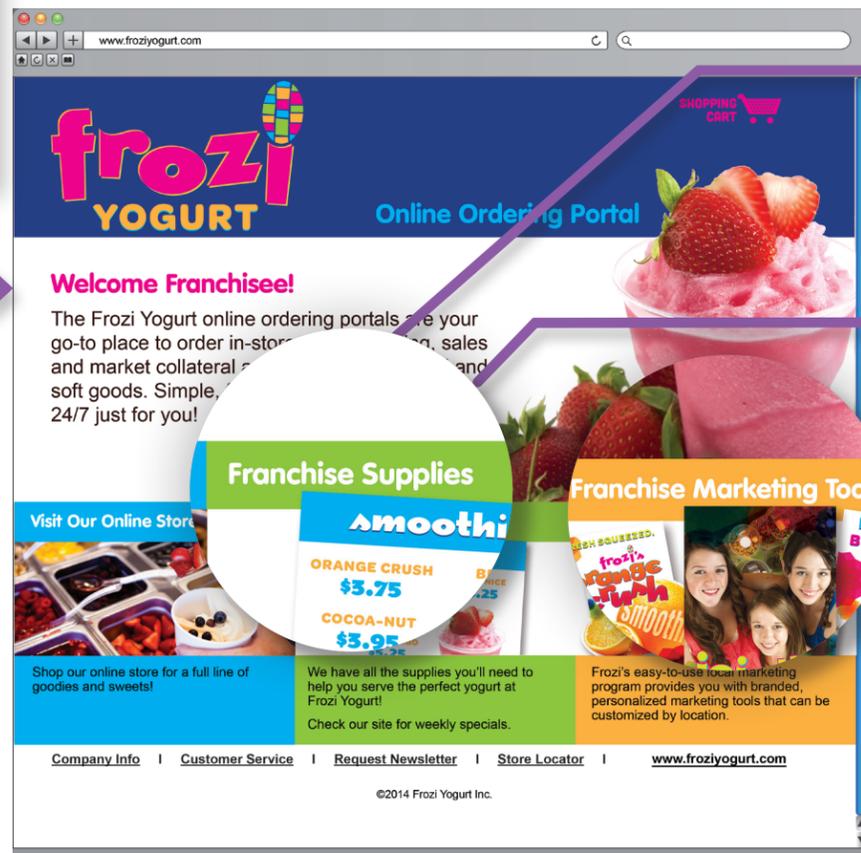
Franchisees relied on their customer relationship management (CRM) system to place orders for marketing materials, but had to do so during regular business hours—a time typically reserved for customer interaction. As a result, many of the Marketing Ad Fund promotions were under-utilized, adversely affecting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

# 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**



**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™**