As the vendor landscape for Web2Print solutions continues to grow, it becomes harder on the buyer to determine what solution will work best for them. Here are some questions to ask when shopping for a solution to automate and streamline your marketing assets.

Are your WEB2PRINT needs being met?

The Top Questions You Should Be Asking When Evaluating Web2Print Solutions

1. Where is the technology hosted?

Some printers choose to host their own Web2Print portal, meaning they own and control the technology behind it. Other printers usually buy solutions from another company and those solutions are usually based on an ASP (web-based) model. In other words, the software is controlled and hosted by a third party. It is important to have some assurance that the third party host is a viable, stable business. If that host goes out of business, you and your printer could lose valuable data.

2. How reliable is the site?

Your company may enable purchasers from a wide geographic area to place orders 24 hours a day, 7 days a week, so you'll want some assurance that they'll have access when they need it.

3. How flexible is the solution?

No two companies have the same print procurement needs and goals. Therefore, each portal must be set up to fit those unique needs. Make sure the vendor can offer the flexibility you need.

4. How will the technology grow with me as my needs grow and change?

Chances are when you establish your portal, you will start out with a few products. As time goes on, you will add more and more products. You'll see the advantages almost immediately: ease of ordering, reduction in internal procurement costs, enterprise empowerment, better control of inventory, brand protection, better utilization of collateral, and the ability to immediately update printed material. Can your printer provide you with a growth path?

5. Will my printer's capabilities limit what I can put in my portal?

After your WEB2PRINT portal is established, you'll inevitably need other products. You don't want your printer to say, "We don't do that type of printing."

6. How will the portal look to my employees?

Web2Print portals can be tailored to reflect the brand standards of your organization. To assure a smooth rollout, make sure you see a demo of the portal so you can adjust anything that is not quite right. Remember, it's your portal so make it looks right for your brand.

7. How will I access my Web2Print portal?

You can access your portal through a separate stand alone site or through your company's intranet. If you go through your intranet, security is seamlessly passed from your system to your printer's. If you do not desire that degree of integration, they can provide a separate URL for your employees to login. Make sure your printer has an approach that suits you.

8. What type of security is in place?

Your printer should provide a secure site, which has been tested and certified by a third party company that specializes in computer security. Without the appropriate security links, login name, and password, your site cannot be accessed.

9. What management tools are available?

When you launch Web2Print, it is important to have management tools that enable you to order, approve, and monitor inventory. Automatic e-mail notifications, routing and approval, and the ability to update products are all important tools to maintain and monitor your portal.

10. What type of reporting is available?

Most organizations have specific reporting requirements. You can access custom reports online through your management tool set or you can receive an automated e-mail with the report.

11. What are my invoicing options?

Find out whether you'll have to fit into the printer's invoicing system or whether they can accommodate yours. Many applications can send invoices to individual departments or a central location. Most can integrate into your PO system so that POs are automatically generated and linked to the order.

B&B's technologies and knowledgeable team is ready to work with you to tackle your Web2Print solution needs.

Call 888-224-2656 or visit **www.BBsmartsolutions.com** and find answers to your **WEB2PRINT** questions.

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