Amgraf's OneForm Designer Plus — Stationery Option Software

The manufacture of imprinted documents poses many interesting production challenges. Since every individual document can conceivably be unique, the economies of long runs disappear, and the opportunities to make mistakes multiply with each variable that has to be managed. For short run manufacturing, the overhead to simply process an order is a significant issue. Profitability is the question. Amgraf's Web-to-Print software technology is the answer to web-enable and automate client-side order entry and in-plant prepress workflows.

Many corporate print buyers already rely on the Internet to order standard products, and to track the status of accounts, purchases, and shipments. Professional print manufacturers must respond to this trend if they are to remain a supplier in the future. Amgraf's OneForm Designer Plus software with the Stationery Option provides the critical link for print suppliers to streamline the sale and manufacture of variable imprinted office documents such as business cards, letterheads, envelopes, checks, postcards, and other documents.

With the Stationery Option, online order forms for imprinted documents can quickly be created and placed on a web site. The electronic order form shows both the document and customer order data. Customers can place orders via the Internet at their convenience 24 hours a day, instantly generate Adobe Acrobat PDF files to proof jobs on-line, and track job progress.

Customers can easily key in and position their variable information. All imprint data is entered, verified, and proofed immediately by the client who sees an exact replica of his imprinted document, including choices of ink color, paper stock, fonts, and any other variables that are authorized. Logos and photos can be uploaded, inserted, resized and positioned within the online design file.

When used in combination with Amgraf's MECCA 2000 Integrated Electronic Publishing System, in-plant prepress composition can be completely automated, including the imposition of variable-data overlays and templates for output to digital platemakers and/or digital presses. This automation reduces costs, improves throughput, and provides suppliers with a tremendous competitive advantage.

The Benefits of Amgraf Software Technology

With Amgraf's technology, there are no commissions or transaction fees of any kind to limit the profitability of the online ordering web site. In addition, no end-user filler licenses or fees are ever required. Because OneForm Designer Plus is the development software utilized to create the order forms, customers can place orders through the standard Microsoft Internet Explorer Version 5.5 (or higher) browsers without the need to download any "plug-in" or helper software. Other significant benefits of the OneForm Designer Plus Stationery Option include:

1. Order Entry and Prepress automation reduces costs and improves quality.

2. Customers can serve themselves via the Internet at their convenience 24 hours a day.

3. All imprint data is entered, verified, and proofed immediately by the customer.

4. Customer typefaces are displayed using Microsoft Web Enabled Font Technology (WEFT).

5. Job tracking and production workflows are simplified.

Microsoft Internet Explorer Browser View of Order Form

The online order forms created with OneForm Designer Plus clearly show the imprinted document, including actual typefaces, logos, ink colors, and paper stock. Customers can input and verify their imprint data, and immediately see that the order is correct and ready to print.
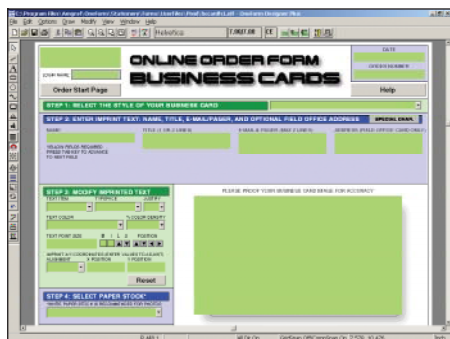
Order Form Template in OneForm Designer Plus
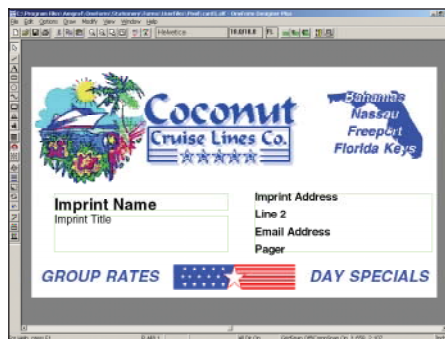
Online Order Form Templates

The online order form template has two sections referred to as *Design* and *Order.* The *Design* section has space allocated to show the imprinted document, and fields to input variable information for that particular document such as name and title. The *Order* section has fields for information such as quantity, shipping method, and bill to/ship to addresses. The order form template can easily be customized to fit the requirements of both the supplier and the end-user customer. In most cases, everything required to capture the order can be displayed as a single web page, which increases the ease-of-use and simplifies order tracking.

The order forms are also graphically dynamic. Variable imprint data is immediately displayed in the requested typeface, size, and color as it is keyed, without the need to re-send the page from the web server. Variable logos, paper stocks, and layouts are also fully contained within each order form so that the desired changes are displayed immediately even if dial-up or slow connections are used.
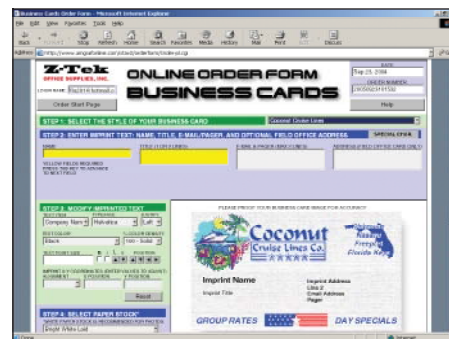
Web server database connectivity is integral to the order form template. Information available on file about an end-user can be automatically displayed within the order form to eliminate the need to re-key addresses or telephone numbers. Search capabilities are also included to locate office or branch addresses on-demand.

Online Order Form Template   **Imprinted Product Design Layout**   **Online Order Form Ready for Internet**

Stationery Option Customer Profile Wizard

The Stationery Option is a software extension to OneForm Designer Plus that simplifies the creation of imprinted document order forms. The Customer Profile Wizard is used to identify and manage customer and product-specific variables. The wizard also provides the linkage to customer and dealer logos so that the resultant web pages can be branded for indirect selling. Through the Wizard, a OneForm Designer operator can create a custom Internet order form within minutes. The order form shows a facsimile of the imprinted document, and allows variable information to be input and displayed exactly as it will be produced by the supplier.

For each imprinted product, the profile can be tailored to allow selections such as layout designs, paper stock, typefaces, and ink color choices. Subtle changes such as type size and type style can also be enabled. When all of the ingredients are specified within the wizard, the HTML pages for a working online ordering system are automatically generated. The online order forms can be hosted by almost any Internet Service Provider.
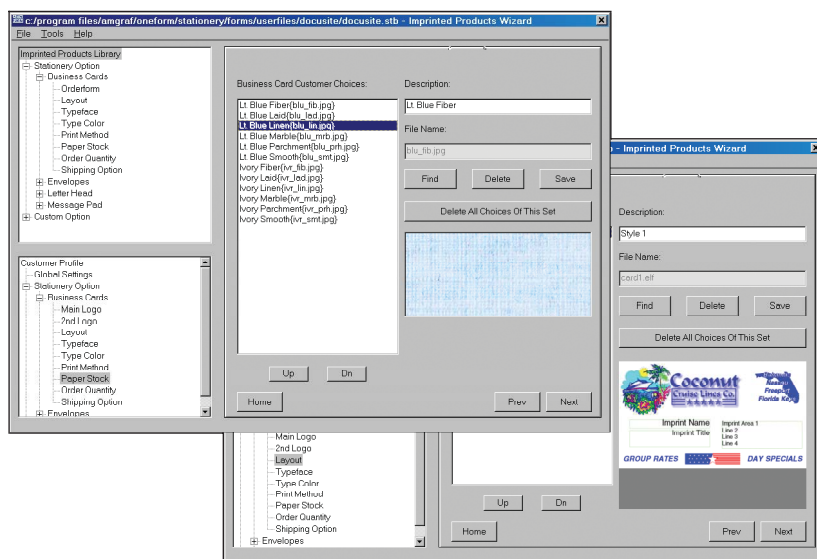
Web Site Components

Along with the Stationery Option, Amgraf includes source files and server scripts for testing a web site reference implementation. Included in the package are the scripts to register end-users, companies, and dealers, to save and recall the orders, to extract order data, and to e-mail order acknowledgments to all concerned parties. Amgraf offers consulting services to assist in integrating the ordering system with existing databases and in-plant workflows.

Take a test drive of Amgraf's Online Internet Order Form technology by going to *www.amgraf.com* and clicking on the Demonstrations Link.

Examples of the Profile Wizard Data Management Panels

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