



Optimus Cloud is the next generation
of complete on-line trading for
Print Providers and their customers

Drive
sales

Reduce
costs

Maximise
profits

Optimus Cloud Variable Data Orders



Going far beyond business cards and stationery products, Optimus Cloud Variable Data Orders offers seamless integration with Adobe InDesign by using idml, the xml-format of Adobe Indesign. Ordered products can be downloaded as PDF's or Adobe Indesign files, thereby ensuring that the Print Provider can post-process with Adobe Indesign. The intelligent image server can handle most formats; gif, png, jpeg, bmp and even vector based eps.

Print Providers are able to import and export their customer specific Indesign templates into Optimus Cloud Variable Data Orders Module. The customer can access the templates and directly edit, save, delete and order their products. Copy, paste and undo/redo, make the editor suitable for complex designs with all changes being immediately visible in WYSIWYG.

Optimus Cloud Variable Data Orders editor's possibilities are almost limitless and support editing of: text, polygons, transparency, alignment, rotation and a lot more.

After the customer has completed modifications of the template, they simply click the order button; the product is then ordered and moved to their shopping cart for final order submission.

The order is automatically converted within Optimus dash into a full production job. A print ready PDF file is also generated and is submitted to the Print Providers pre-press system or digital press; the customer then receives notification that the order has been received. All processes are completed with no intervention from the Print Provider!

PERSONALISATION, CONTROL AND FLEXIBILITY FOR YOU AND YOUR CUSTOMERS

Optimus Cloud Fast Orders

To unify and give customers complete control of their branding, Optimus Cloud Fast Orders allows the Print Provider to 'post' thumbnails of standard static products and harness the power and unrivalled flexibility of the dash Sales Enquiry System for more complex products.

The customer can search and identify the products they wish to order, complete the number required and click to order, these items will appear in their shopping cart for final order submission. Once submitted, the order is automatically converted within Optimus dash into a full production job. The customer will receive notification that the order has been received. All processes are completed with no intervention from the Print Provider!

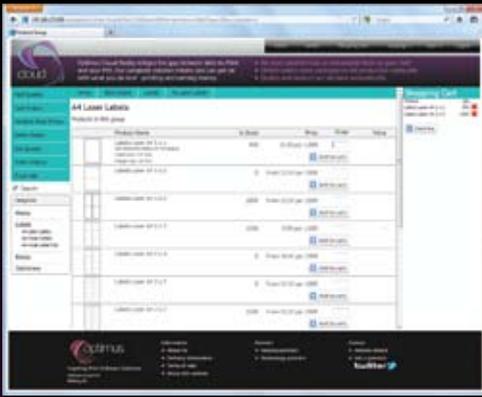
MAKE IT EASY FOR YOUR CUSTOMERS TO BUY!



Optimus Cloud Stock Orders

This has been specifically designed to enable Print Providers to offer finished goods for sale online. The customer is able to view stock levels to ensure there are sufficient finished goods available for their order, if not; the customer can simply re-order the items required. Again, the items will appear in the customers shopping cart for final order submission. Once ordered, the requirement will appear within Optimus dash or Optimus 2020 with an order confirmation going back to the customer. A sales order will then automatically be raised within the Optimus systems ready for fulfilment. All processes are completed with no intervention from the Print Provider!

MAKE IT EASY FOR YOUR CUSTOMERS TO RE-ORDER ANY PRODUCT FROM PAPERCLIPS TO PRINT!



Optimus Cloud Fast Quotes

The award winning attributes of Optimus dash have been incorporated into the user experience for the Print Buyer. Harnessing the power and unrivalled flexibility of the dash Sales Enquiry System, Optimus Cloud Fast Quotes provides instant, accurate and consistent quotations of products specified within Optimus dash, to the Print Buyer

Optimus Cloud Fast Quotes provides the Print Buyer with a price on screen; the Print Buyer can request a hard copy quote with a simple click. The order will then appear in the customer shopping cart for final submission. Once submitted, the order will automatically appear in Optimus dash as either a full production job or can be held in an order queue for a final check. All processes are completed with no intervention from the Print Provider!

INSTANT RESPONSE; MAKE IT EASY FOR YOUR CUSTOMERS TO BUY!



Optimus Cloud Customer View

Optimus Cloud Customer View provides simple and easy access for the Print Buyer to view anything that has happened, is happening, or is planned. A full and comprehensive view of sales, financial or production information including: invoices, jobs in production, jobs finished and delivered, quotations, stock levels and job history is available; with the ability to re-order against a historical job.

All information available to the customer is a filtered and controlled view of the information which resides within Optimus dash or Optimus 2020. All customer views and access are completed with no intervention from the Print Provider!

EMPOWER YOUR CUSTOMERS AND REDUCE YOUR COSTS!



Changing the rules of Web2Print!

The new age is here! A seamless and intuitive approach to simplifying and automating print purchasing and having instant access to information, is increasingly being considered by Print Buyers as mandatory not optional!

Equally Print Providers continue to look at finding solutions to increase sales without increasing costs and keeping customer loyalty. Optimus Cloud is the answer!

Optimus Cloud seamlessly integrates with Optimus dash and Optimus 2020 thereby ensuring the issues faced by Print Providers of incurring enormous hidden costs in unnecessary administration and duplication are eradicated.

Optimus Cloud has been built as a modular system, in keeping with the Optimus ethos that one size does not fit all. However Optimus have ensured that in designing the system, the end user experience is completely seamless. This means the Print Buyer is able to complete multiple tasks and order multiple products from each part of the system easily and intuitively, all within one order.

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