



BY VINCE TUTINO

THE TOP 5 WEB-TO-PRINT SUCCESS FACTORS

Leadership, sales, and implementation support are critical for successful web-to-print deployment in a corporate Print Center.

In our experience there are five key attributes that represent the most successful web-to-print implementations. They are: change-focused print center leadership; executive sponsorship; outward sales effort; technical implementation support; and assumption of shared implementation responsibility. We have found that organizations exhibiting these five factors experience tremendous success that can be measured in increased print volume without increasing staff, increased productivity due to workflow improvements, and increased customer satisfaction.



Factor one is Print Center leadership that enables change and generates excitement. These leaders foster change in the Print Center for new processes and streamlined production. They reward change leaders and are willing to move people unable to change, and they take responsibility for advancing the project.

Factor two is securing upper management sponsorship, which is critical to internally selling a web-to-print project. Most helpful is sponsorship that supports adoption and growth, champions the initiative with other divisions and all department heads, and provides solid business planning.

Factor three is creating a training and publicity campaign to expedite organizational adoption of the new technology. The most successful organizations we have seen are those that have gone beyond just making the new services available. These organizations have made customer service or salespeople available to visit departments to understand and help meet their requirements, provide training, sell the solution, and organize open houses or events.

Factor four is involvement of at least one technical person already on staff as part of the project team whether the solution is installed on-site or hosted (ASP). Typical activities include technical integration support such as LDAP and internal systems, producing reports and feeds (i.e. accounting data), and supporting marketing efforts.

Factor five is the Print Center working with their technology vendors as partners, sharing the responsibility for implementing the system, and taking full responsibility for rolling out to end-users and staff. These champions know that with joint commitment comes success.

Good tools are important, but leadership, advocacy, willingness to change, commitment, and dedication to moving forward are just as important.

Vince Tutino is WebCRD™ Senior Product Manager at Rochester Software Associates, Inc. (RSA). RSA develops Web-to-Print, Prepress, Output Management and Transform solutions.



For more information, call or visit
877-623-4969 CSA.CANON.COM