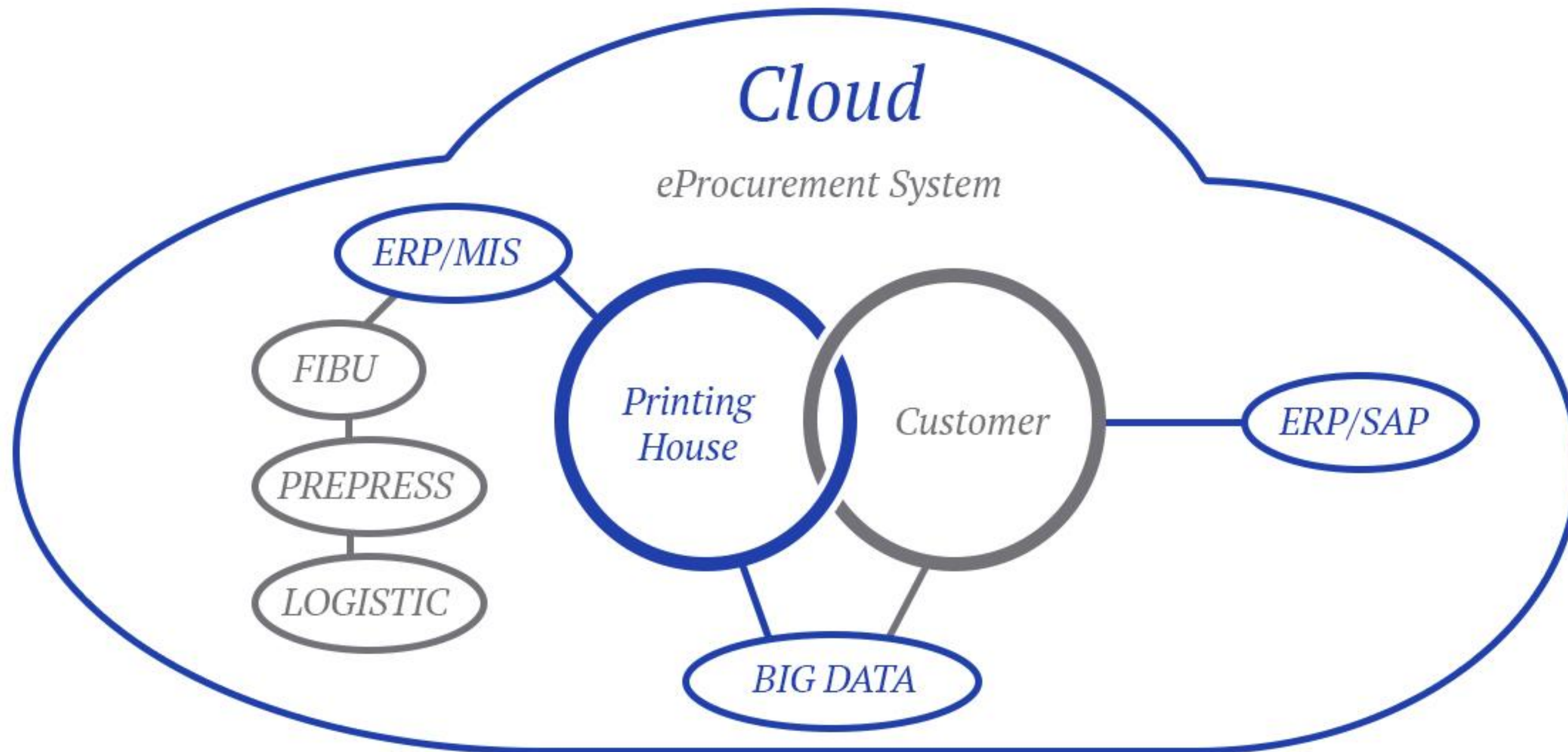


# **CloudLab Customer Conference**

## **Business Area**

### **Customer retention via eProcurement**

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## Customer retention as an advantage

- **Lower prices** through end to end automation (pre-calculated prices, print-ready PDF, X/JDF, shipment integration)
- Leaner processes on the customer side through **end to end automation** (order via staff, approval workflow and approval logic )
- Integration into existing IT landscapes leads to lower project costs (SAP, Ariba, Mercateo - Punch in/out)
- less sources of errors and complaints through intelligent **standardization** (customized product choice, format rules)
- **BIG DATA** allows transparency and monitoring for the customer (statistics, data updates, sales/marketing support)

### Customer retention



## Turnover increase through marketing support...



- Counselling of the franchisee through the shop
- Which turnover shall be increased?
  - Which marketing materials are suitable?
- Evaluation on return on investment possible
- Customer and print shop support through up sell



## Punch in/out

- Usage of the existing system landscape and logics of the customer's system (budget administration, approval workflow, purchase orders, statistics)
- “Unique selling point” IT: Punch in/out not yet standard in the printing industry.  
Profit from your experience!
- Company IT usually overloaded - if the system is once integrated : don't touch a running system



## We support you!

- Pre sales:
  - Presentation
  - Editing RFP
  - Quotation



- Kick-off:
  - Clarification of requirements
  - Checking specifications
  - Communicating the next steps
- Project:
  - Project management
  - Product maintenance and system configuration
  - Customized development
  - Integration

## Possible business plans - How do I calculate my eProcurement portal?

- monthly fee for hosting and support
  - fixed
  - Quantity user
  - Quantity products
  - Very transparent through exact separation between printing- and system costs
- “Click charge”; shop products contain a small fee for usage of the shop
  - transparent, but share of own turnover
- Mixed calculation; total costs of maintenance are included in the printing costs
  - intransparent; prices hard to compare, price increases may cause problems

# *Questions & Discussion*