

CloudLab Customer Conference

Business Area

print procurement connection

Andreas Storms



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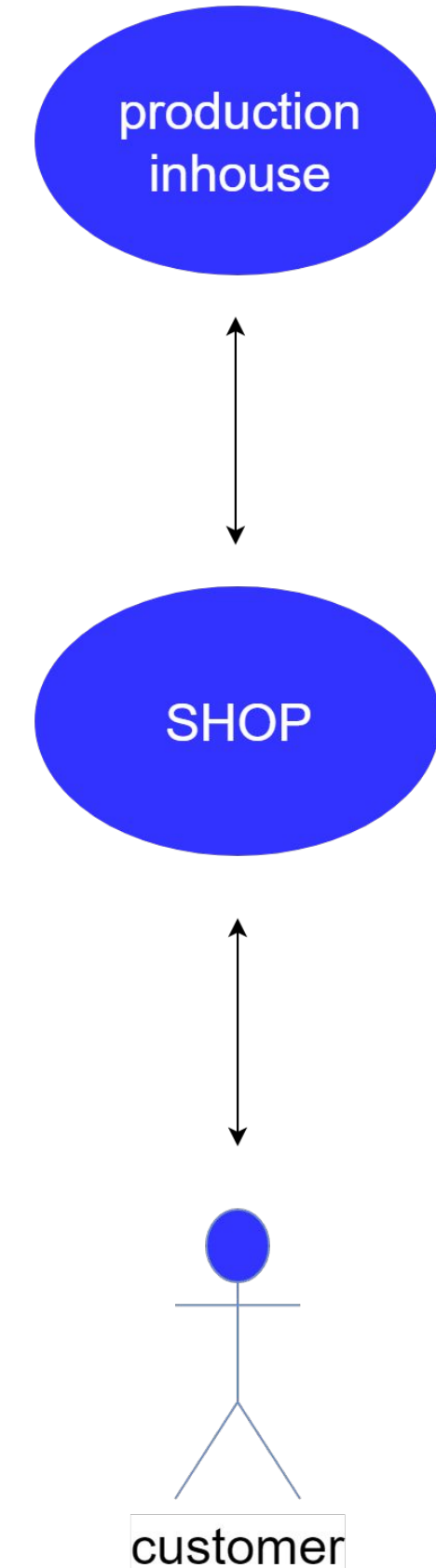
Chief Operating Officer

5 Years in Company (founder)



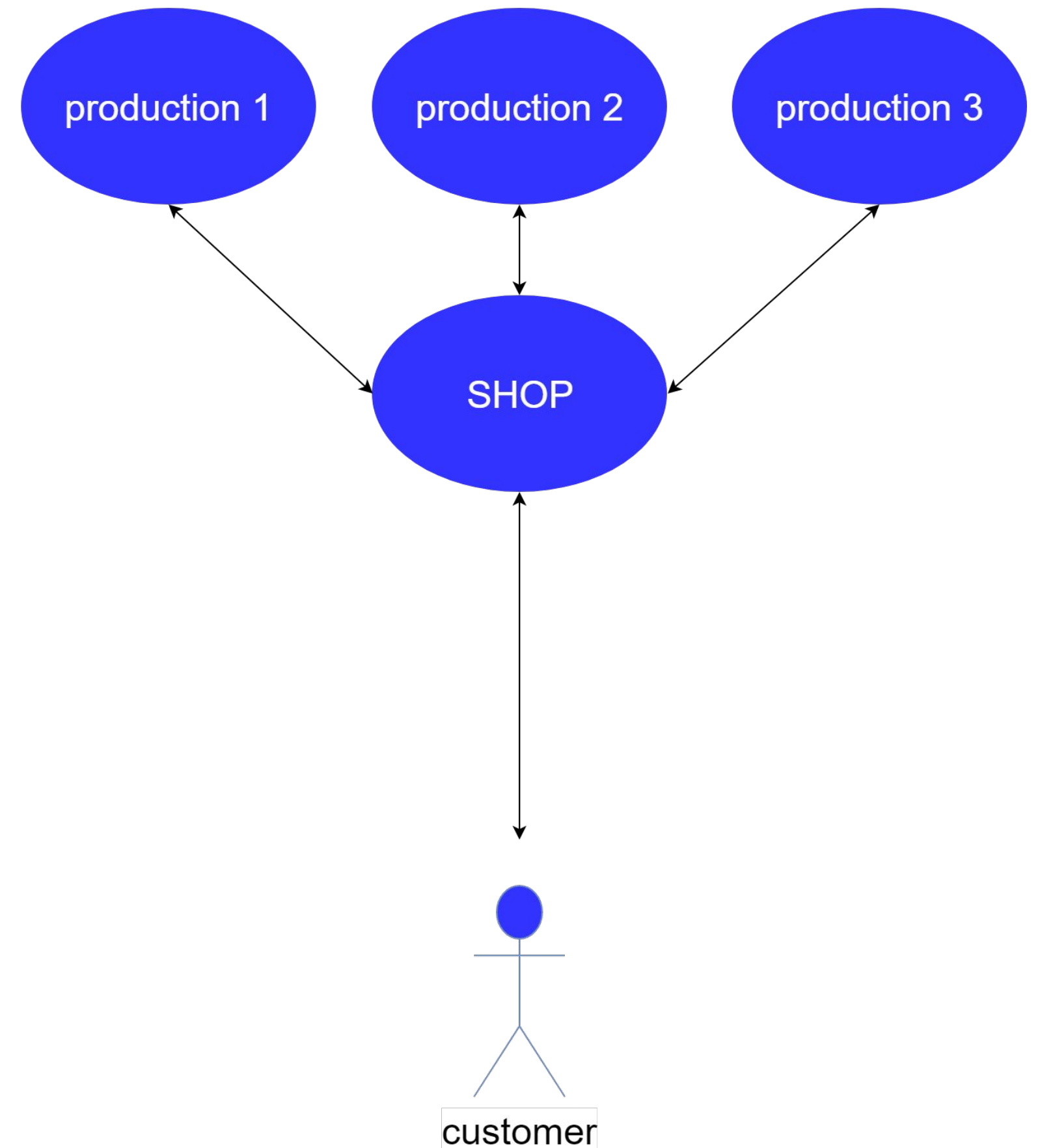
“standard”

- straight order process
- customer buys in shop hosted by the producer
- webshop forwards order to internal production
- feedback to customer via shop



“new”

- printing companies becoming Printbroker
- outsourcing of processes and production
- specialize
- easy management thanks to modern technology



CO -OPETITION

Issue

- it's much work and mostly expensive to connect a system
- no real standard available

How to solve the issue?



Idea

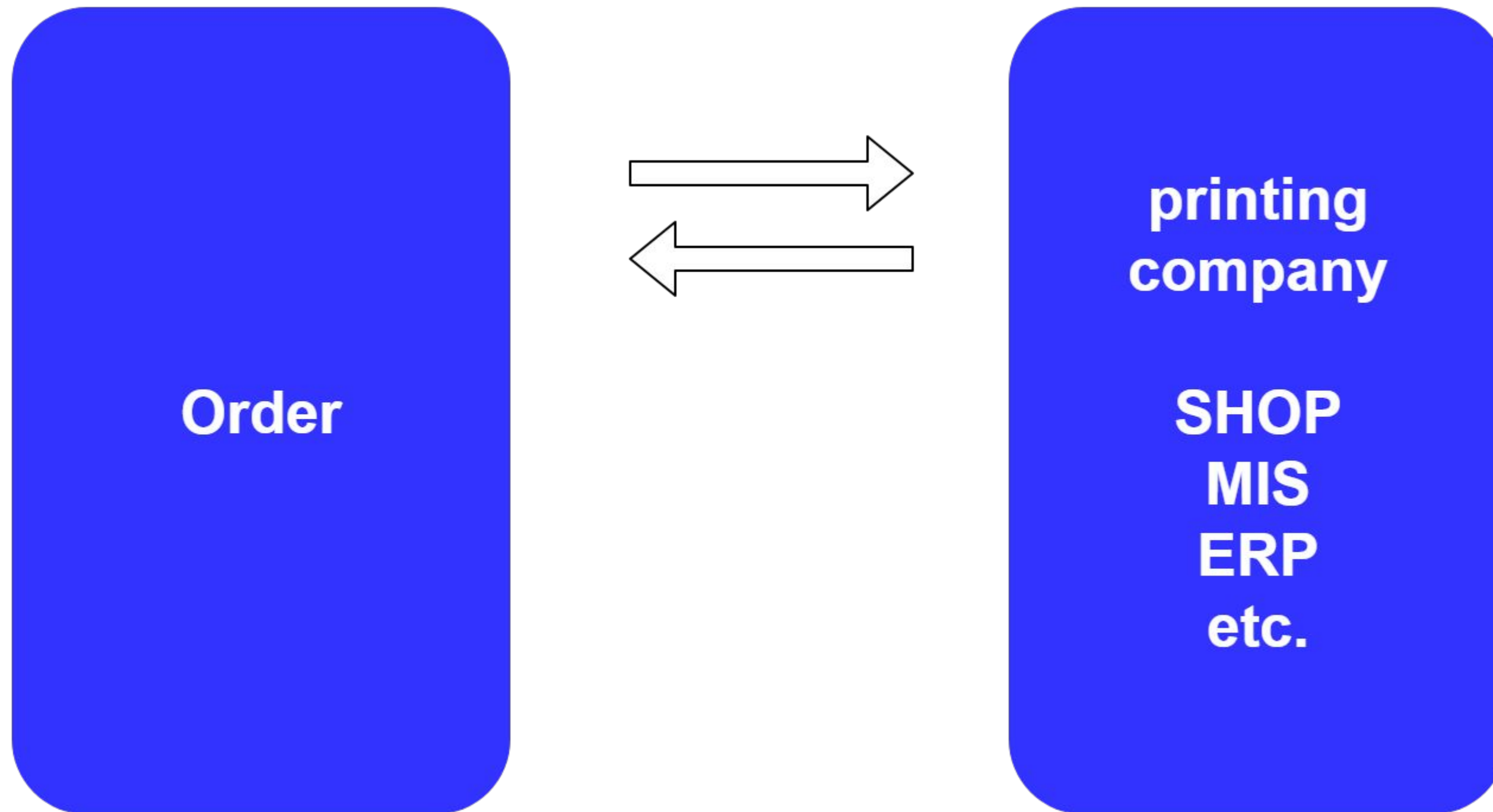
- definition of a “print procurement ICS”
- establish as standard interface
- make connection of printing companies easy



Specification



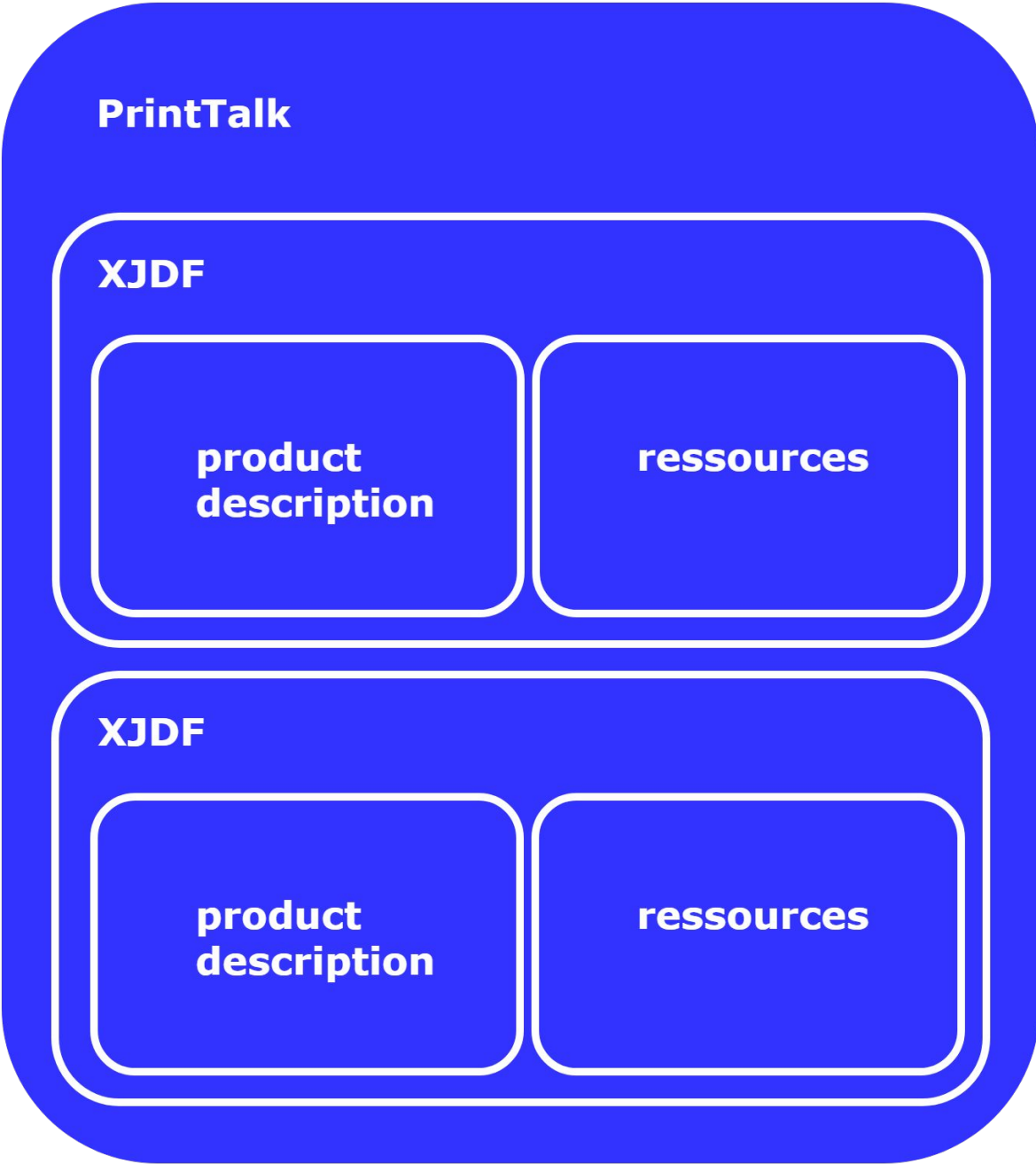
ICS - Document



Implementation

- transfer orders with product parameters
- Feedback if order can be produced
- Feedback about order status

Structure



PrintTalk

Status and forecast 2019

- MVP is defined
- first Workdraft is in production
- finalizing MVP in **December 2018**

Questions & Discussions