

## Printing Business Solution



**Client Background:** Company deals in branding of products – Looking for a solution to automate the business process that can enhance ROI and improve productivity.

### Background/ Business Drivers:

- Company deals in branding of products from different suppliers.
- Branded / Printed products are sold to individuals as well as for corporate customers.
- Company collects bulk orders from corporate, commercials, hospitality, retail, and event management industry.
- Printing business involves various operations in the sales, production, accounts and payments side. So it was difficult to handle all these operations manually and an automated solution is desired for that.

**smartData Solution:** To overcome these problems we provided a web based solution to automate existing business processes with the company.

- Solution includes complete life cycle of business- right from displaying catalogue, generating enquiries, taking orders, processing those orders and finally sending that to the client.
- Online catalogue is provided so that customers can select the items, create enquiry, finalize orders and make online payments for that.
- On the other side CRM is developed to handle all enquiries. Company can track enquiries till those are converted into the successful orders.
- Once orders are received Production process starts which is defined as per custom Workflow of the Company. This is used to handle Art work approval process, Order processing at different stages, Invoicing and Production process.
- Clients can make payments against their orders like token money as well as full payments at the end.
- Solution also takes care of dispatching & billing that is most important part of any production business.
- Standard CRM Features including to-dos, calendar, reminders, Updates, Document management and Reporting is part this.
- Overall solution covers Sales, CRM, Production, Inventory, Warehouse, Invoicing and Accounting, all in single centralized system.