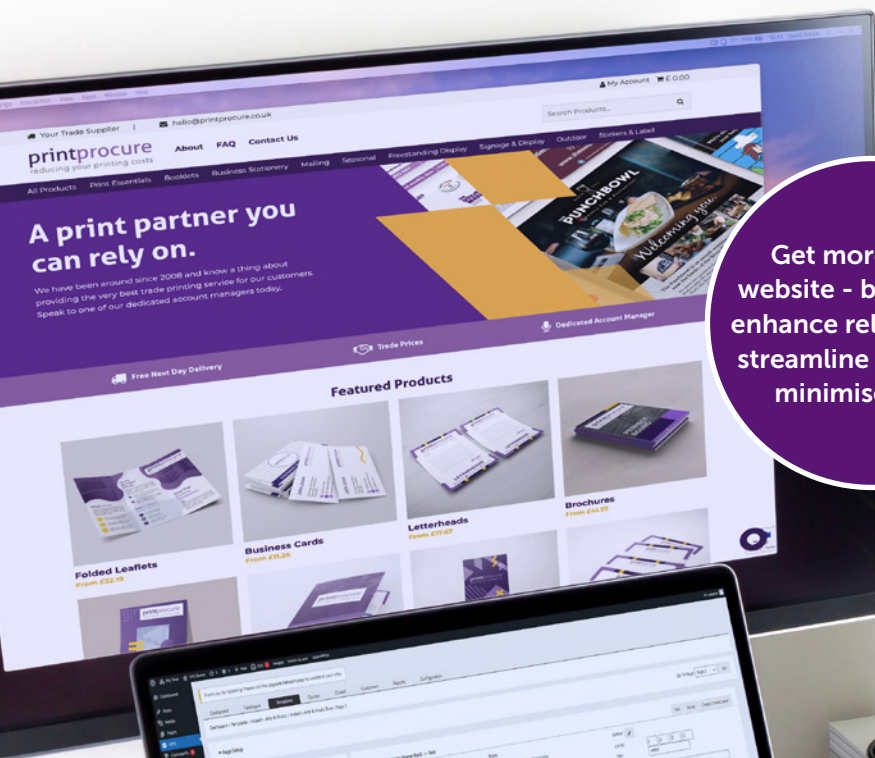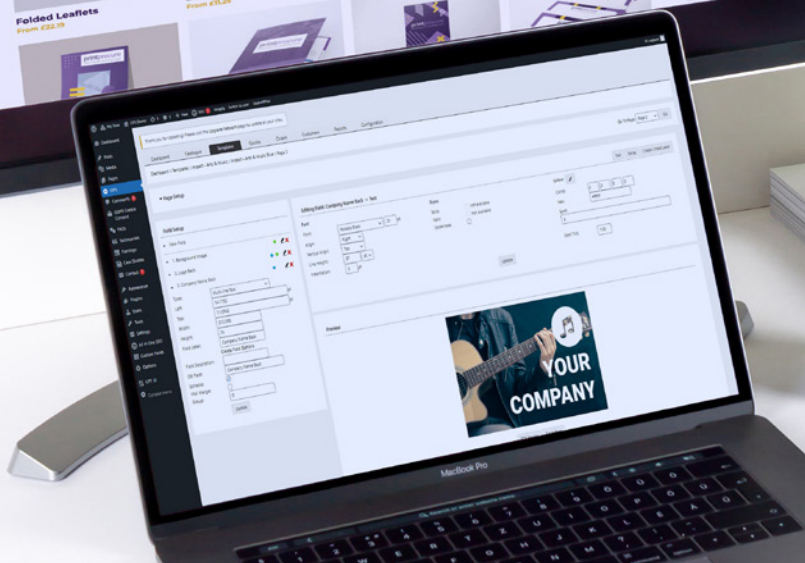# flex4
web to print · Ops

Your complete
Web to Print solution

Get more than a website - boost sales, enhance relationships, streamline processes, minimise errors

Unlock your printing business potential

In today's digital landscape, embracing the right Web to Print solution can be a game-changer for your printing business.

Whether you're venturing into online services for the first time, or seeking a more effective solution, Flex4 OPS has you covered.

Flex4 OPS is your proven partner in achieving printing success. With our tailored approach, advanced features, and customer-centric approach, we ensure you get exactly what you need, both now and in the future.
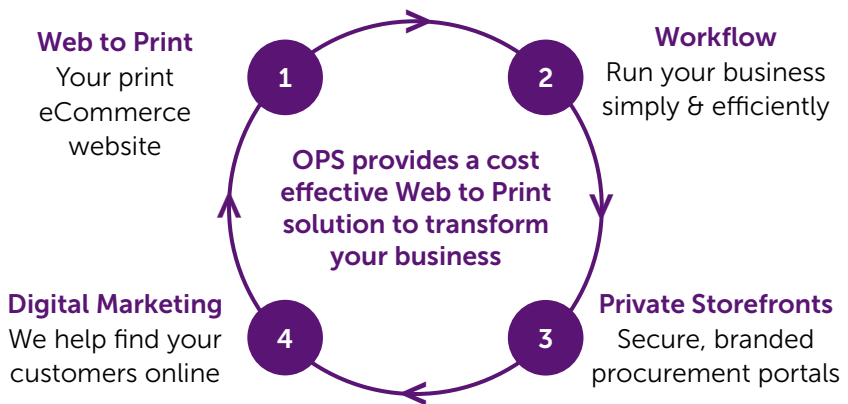
The OPS Web to Print software platform has been specifically designed for the print industry and is tried and tested by over 200 print businesses.

If you're investing in Web to Print you need to speak to us first

A crucial step in choosing a Web to Print partner is to avoid the mistake of investing in the wrong solution. Opting for a local agency website and adding a print eCommerce plug-in may seem appealing, however, in reality this approach is unlikely to meet the long-term needs of your print business and could quickly become obsolete.

Flex4 streamlines internal workflows and drives revenue growth while reducing errors and retains customers for longer.
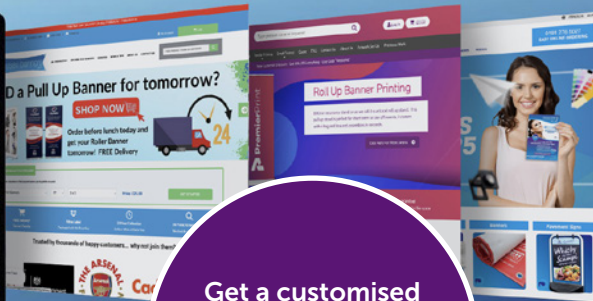
Web to Print
Your print eCommerce website

Workflow
Run your business simply & efficiently

1 **2**

OPS provides a cost effective Web to Print solution to transform your business

4 **3**

Digital Marketing
We help find your customers online

Private Storefronts
Secure, branded procurement portals

★ ★ ★ ★ ★

" Off the shelf, OPS is already an industry leader in its simplicity and functionality from a back end and also front end user perspective. With its ability to add bespoke coding and functionality really allows it to be a tailored to a specific use.

Too many systems try to get your requirements to fit their system where Flex4 wins is it allows you to adapt their system to fit you. Invaluable. "

Barry Cool, Alchemy Mill

Get your business selling online

Get a customised print eCommerce website & back-office to fit your business

Web to Print eCommerce: Elevate your online presence

With our Web to Print software, you get more than just a website, you get a business solution. One of the main benefits is the ability to streamline the entire ordering and fulfilment of print orders from quote, through production, to delivery.

Transform your whole business

This is a modular solution that can be customised to your needs. Elements can be added as you grow.

Automated print processes

It's an opportunity to take a step back, review internal processes and think about how a digital solution could help.
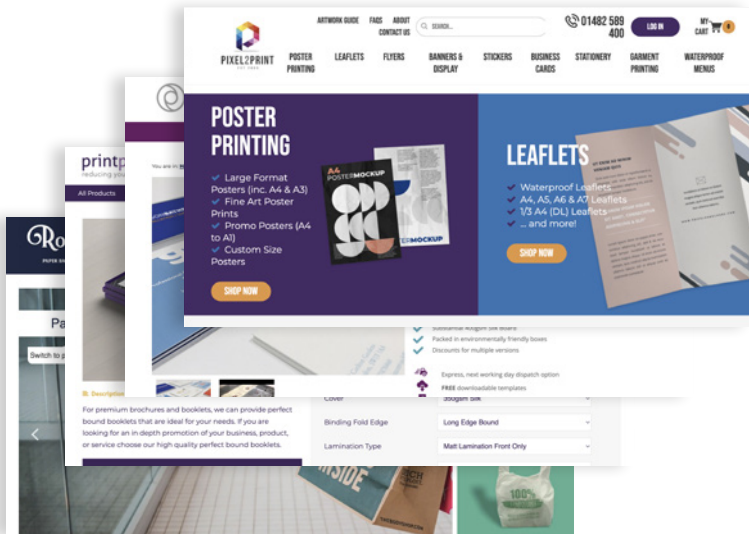
Increase business revenue

Our solutions help you find new customers and keep them for longer. As a result we help your business to grow.

Quickly create eye catching print eCommerce websites

Bring your brand to life with creative web pages your customers will love. Because our software is easy to use, you can quickly start taking customer orders. Our solution is scalable and grows as your sales increase - all with support from us.

Just want to take print orders online? No problem, simply add workflow later. Contact us on 020 7952 8160 and book a discovery call to discuss your requirements.

Reduce operating costs and mistakes

By reducing the number of manual interactions, you can improve workflows and reduce errors and reprints.

Improve customer experience

Give your customers the ability to manage their own accounts and order history with software they will love.
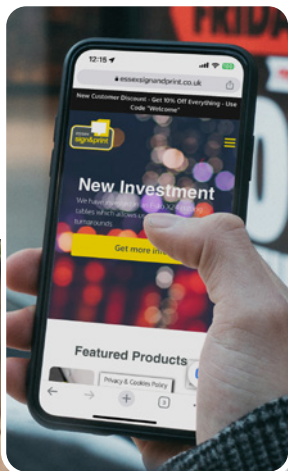
Your teams will love it too

Increase your teams productivity by streamlining workflow and eliminating repetitive tasks.

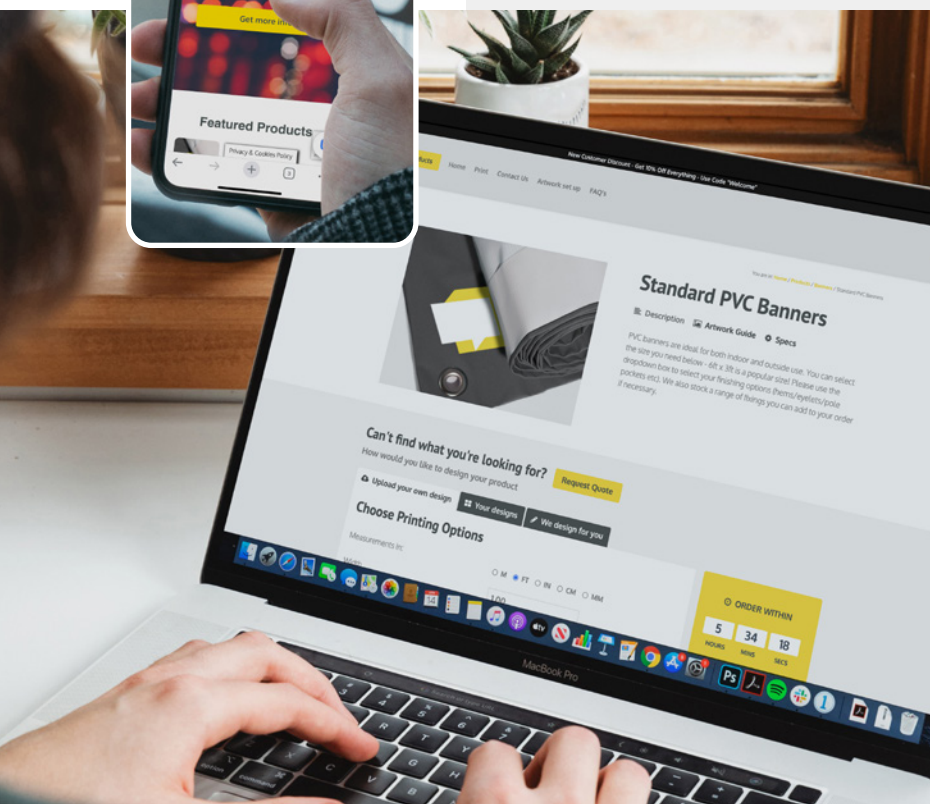# Stand-out customer experience, right from day one

The secret to successful Print eCommerce is providing a positive and pain-free online experience across devices. This should run seamlessly from home page or landing page, through to product page, check-out, order confirmation and completion.

With Flex4 OPS all of this comes as standard out of the box.

★ ★ ★ ★ ★

" A 1st class system for anyone serious about Print eCommerce. Flex4 is a powerful tool and we are constantly finding new ways to improve our offering. "

Alex Sharples, Fineline Printing & Stationery

Powerful, scaleable features that get your website live quickly, and keep you ahead of the competition

Tailored for your customers

Responsive design page layouts

Optimised web pages that work across devices as standard.

Flexible product page layout

Your print store easily accommodates print and non-print items.

Extensive content layout options

Never be short of page layout ideas again with our ready-made flexible content blocks.

On-the-fly price calculation

Give instant quotes with advanced print pricing options.

Client artwork upload

Create a safe, dedicated portal for customers to upload artwork.
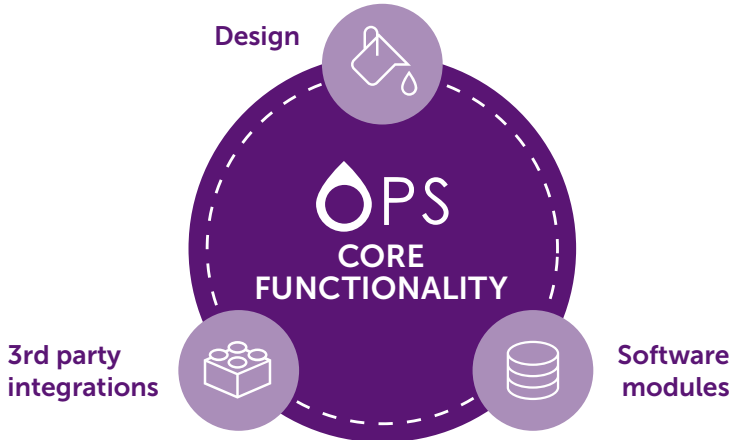
Ongoing training and support

We are dedicated print eCommerce specialists, on hand to help.

How it works

We know that taking your print business online is an investment. That's why we have a highly flexible and scaleable print eCommerce solution that grows with you - so there's no need to start over when moving from one stage to the next.

Design

OPS
CORE FUNCTIONALITY

3rd party integrations

Software modules

The flexibility to build exactly what you need, now and in the future
Out of the box OPS provides all of the **Core** functionality you need to successfully take print orders online. This includes a product catalogue that can feature limitless categories, sub-categories, and products.

We also provide you with a powerful range of print specific functionality including complex print price calculations that are not available in most off-the-shelf print eCommerce packages.

You can tailor your own solution by selecting from design, software modules and 3rd party integration options. These can be included in your initial order or added at a later date.

Bespoke Functionality
If you need functionality or 3rd party integrations that aren't available today, Flex4 can provide bespoke development services to ensure your solution meets your exact needs.

Your own package

Customise your package from design, software modules, and integration options. Packages below show common setups.

	Standard	Professional	Enterprise
Website			
OPS Core Functionality	✓	✓	✓
Mobile Friendly Theme	✓	✓	✓
Content Pages	✓	✓	✓
Enquiry Form & Map	✓	✓	✓
Blog & Social Media Integration	✓	✓	✓
Design			
Single Theme with Basic Customisation	✓	–	–
Fully Customised Design	Option	✓	✓
Replicating Existing Website Design	Option	Option	Option
Software Modules			
Additional Public Stores	Option	Option	✓(1)
Automated Artwork Checks	Option	Option	✓
Back-Office Order Entry	Option	✓	✓
Business Stationery Template Gallery	✓	✓	✓
Dynamic Attributes	Option	✓	✓
Online Proofing	Option	✓	✓
Private Storefronts	Option	✓	✓
Photo Processing	Option	Option	Option
Product Countdown Timer	✓	✓	✓
Quotation System	Option	✓	✓
Reward Points	Option	Option	✓
Supplier Automation	✓	✓	✓
Template Creation (incl IDML Import)	Option	✓	✓
Trade Pricing	Option	Option	✓
User Roles & Permissions	Option	Option	✓
Variable Data Printing	Option	Option	Option
3rd Party Integrations			
Accounts Integration	Option	✓	✓
Courier Integration	✓	✓	✓
Hot Folder API Integration	Option	Option	✓
Print Management Integration	Option	Option	✓
Trade Supplier API	✓	✓	✓
Implementation Services			
Up to 25 Products	Option	Option	Option
Up to 50 Products	Option	Option	Option
Up to 100 Products	Option	Option	Option
Bespoke Development	Option	Option	Option

Web to Print eCommerce case study 1

Client: Flexpress
Website: flexpress.co.uk
Flex4 Solution: Print eCommerce,
quotation system, bespoke functionality

Background

Flexpress sell print both direct to end clients and via a network of trade partners and were looking for a new corporate website to support the activities of its sales team. After looking at various web to print suppliers, Flexpress chose to implement a single OPS website that meets all of these objectives by combining a great looking corporate website, with an online print shop and access to branded web to print storefronts for trade clients.

Recently we've worked with them to re-launch as a trade only eCommerce website which includes new development innovations and custom design. The functionality includes pricing only available to approved trade customers who are logged into their online store.

★ ★ ★ ★ ★

" I think it's great that you do undertake custom work as it gives us a wonderful opportunity to try new things and eventually, you'll have one of the best, most unique and most versatile off-the-shelf products out there. "
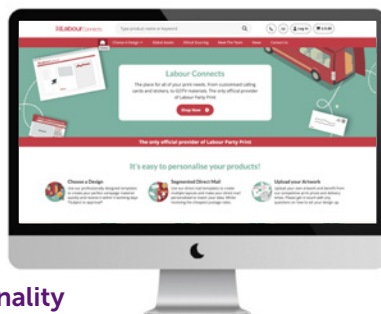
Steve Wenlock, Flexpress

Read more of our case studies by visiting:
www.onlineprintsolution.co.uk/case-studies

Web to Print eCommerce case study 2

Client: The Labour Party
Website: connects.labour.org
Flex4 Solution: bespoke functionality

Background

In 2022 the Labour Party ran a tender for our web to print platform, which provides essential campaign materials for party members and candidates throughout the UK.

The platform hosts a number of editable templates to allow campaigners to localise their message while staying true to their core brand. They needed something that would be simple to use and cost effective – but that could be easily adapted to suit The Labour Party requirements.

★ ★ ★ ★ ★

" Flex4 were a good fit because 80% of the product was already doing what we needed, it was very easy to use, and also provided the scope to customise modules and integrate into some of our existing systems.

We have now been working with the Flex4 team for close to a year. From the outset the team approached the project with enthusiasm, taking time to understand our unique needs. Since the site has launched, they have provided on-site training, attended meetings with internal stakeholders, and provided fantastic technical support. We look forward to continuing our relationship with Flex 4 over the coming years while we continue to develop the platform. "

Gillian Barry, The Labour Party

OPS Web to Print software is tailored to match your print business needs. Contact us on 020 7952 8160 to book a discovery call and get your print business online.

Multiple client storefronts

Safe and secure, branded storefronts for b2b corporate clients, printers and agencies

Elevate your client portals

The OPS Web to Print storefront solution was designed for printers, creative agencies and any organisation requiring print procurement processes, whilst ensuring brand consistency. We tailor solutions to match both yours and your clients' needs, with functionality that includes powerful template customisation, flexible approvals plus stock and budgetary control.

Client branded storefronts

Automatic branding of storefront interface on login.

Price calculation

Advanced and highly configurable product display and pricing options.

Template customisation

Easy to use template customisation and print ready PDF generation.

InDesign import

Setup customisable online templates quickly and easily using IDML import.

Variable data

Automatically create templates in bulk from stored data or by importing CSV files.

Approval workflow

Ensure that client approval processes are followed during ordering process and before production.

Stock control system

Allows stock held for a client to be managed with call-off and reordering functionality.

Management reports & oversight

Easily manage customers and orders using the OPS back-office system.

Read more about Flex4 OPS Private Storefronts: www.onlineprintsolution.co.uk/solutions/web-to-print-storefronts

★ ★ ★ ★ ★

" We have always found Flex4 to be very responsive and accommodating to our requirements.

We use the OPS system to offer personalised webstores to our top clients, giving them their own private storefront where they can order their POS, print and other merchandise online. "

**Sam Griffiths
JSM Brand Exposure**

Workflow

Drive workflow efficiencies with a powerful back office solution that connects with your existing software systems

Streamline your operations

In addition to a Web to Print website, print eCommerce, and branded storefronts, our software empowers teams to enhance the print order process. Our flexible solution streamlines enquiry management, quotations, and customer orders and allows tailored integrations to cater for your specific needs.

Receive enquiries

Access your enquiries in a single interface. This makes it quicker and easier to manage online enquiries.

Quotations made easy

Generate quotations and receive online orders and payments quickly and easily.

Customer orders

Track orders from initial enquiry through to delivery and payment. By reducing touchpoints errors will be minimised.

Build your own solution and receive a quotation:
www.onlineprintsolution.co.uk/solutions/web-to-print-ecommerce/

★ ★ ★ ★ ★

" Flex4 were happy to work with us in developing the site and the quote tool we needed. We then took a marketing plan with them as well, which has proven to be very successful. "

Dale Burgess, P2D Books

Advance price calculation

Choose this option if you would like to cut manual estimate hours and ensure on-the-fly consistent pricing.

Online proofing

Reduce manual work, save time and get jobs on press quicker. Changes and approvals are stored as a record.

Supplier automation

End-to-end Web to Print workflow management made easy, with all your business operations and activities in one place.

Integrations - our systems work with your systems

A key feature of our software is that you can automate your accounts and shipping operations as well as boost your marketing performance. We have tried and tested, seamless integrations with leading third party service providers used by most print companies across the UK.

★ ★ ★ ★ ★

" We have some unique requirements and Flex4 are both prepared to, and versatile enough to build in custom functionality that's specific to us. "

Steve Wenlock, FlexPress

Trade Printers

Easily import products and setup dynamic prices. Orders can be routed automatically to your chosen supplier, providing faster turnarounds and improved workflow.

Print MIS

Two-way integration provides dynamic pricing and automatically passes order data to your MIS software. This all saves time and helps improve workflow efficiencies.

Couriers and shipping

Customer details passed to the shipping provider helps automate the production of despatch labels and streamlines shipping processes. Improves customer service levels.

We are always expanding integrations, to see the current list of providers visit: www.onlineprintsolution.co.uk/integrations

> As a dedicated Web to Print software company, all custom integrations have been tried and tested on live sites

We are always expanding integrations, to see the current list of providers visit: www.onlineprintsolution.co.uk/integrations

Accounting packages

The order data passed automatically to accounts software saves time and reduces errors.

Sales and marketing

The availability of customer data improves the effectiveness of your marketing communications and helps generate increased revenues.

Payment merchants

Allows the safe and secure receipt of online payments through seamless integration of your chosen payment gateway with the OPS checkout system.

xero

Sage

intuit quickbooks

Campaign Monitor

mailchimp

ebay

PayPal
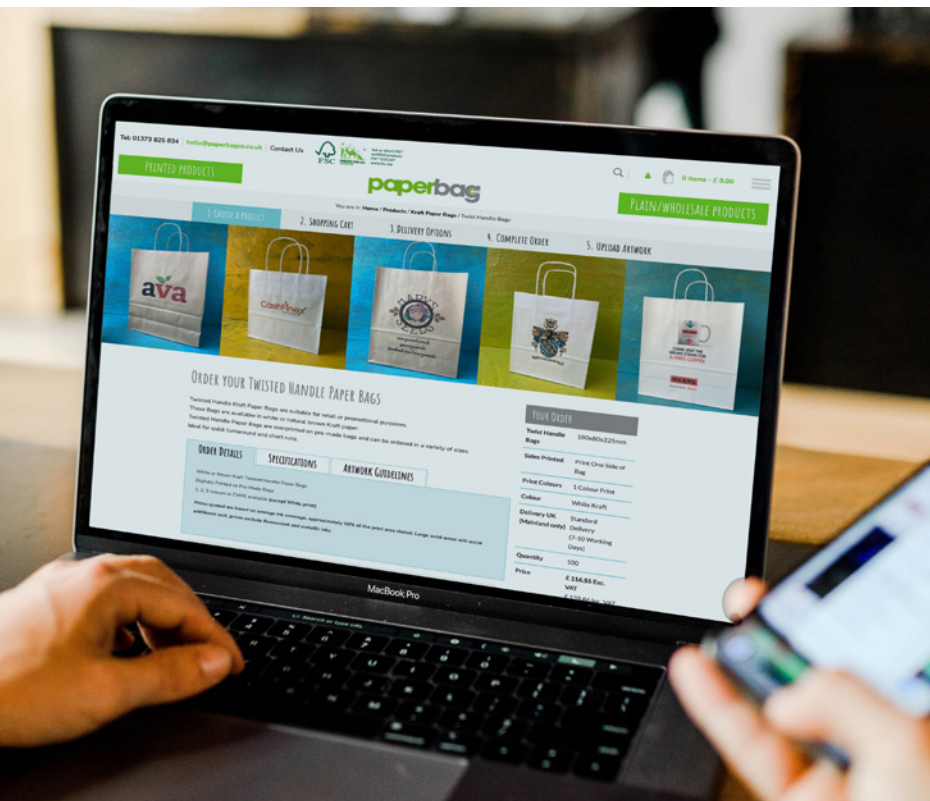
stripe

worldpay

Opayo
By Elavon

Win new customers with digital marketing

Online visibility is crucial to the success of your Web to Print eCommerce website. Customers can find you on search engine results pages and social media platforms and the goal is to win new customers and build customer loyalty.

Research indicates that many customers don't buy with their first click. This is where our digital marketing team excels. With over 15 years' experience in using a variety of digital marketing techniques, we help attract and engage customers with the aim of building online revenues.

Together we will create a tailored campaign designed for your business, products, services, and budget.

Typical marketing packages

We offer flexible digital marketing support, so we can either provide the full service or assist in-house teams.

Packages below show common setups.

Activity	One time	Local campaign	National campaign
Keyword research	✓	✓	✓
On-page optimisation	✓	✓	✓
Google my business setup	✓	✓	✓
Paid advertising setup & management	–	Option	Option
Content strategy development	–	✓	✓
Blog article creation	–	Monthly	Weekly
Link development	–	✓	✓
Social media posts	–	✓	✓
Ongoing consultancy & advice	–	✓	✓
Monthly performance reports	–	✓	✓

Being found online

Keyword SEO

Targeted keyword research to drive customers to your Web to Print website.

Content marketing

Purposefully designed content to engage customers and increase online visibility.

Link development

Increase website authority and search engine rankings with link building strategies.

Pay-per-click (PPC)

Monthly pay-per-click campaigns to instantly boost search visibility, website traffic and sales.

Social media

Setting up branding and blog integration of social media platforms, for you to post content.

Performance reports

Detailed monthly overview reports to show performance, analyse trends and shape plans.

Tips for choosing the right Web to Print partner

✓ **Plan for the long term**
For an ever evolving print eCommerce Web to Print website with future integrations, avoid investing in a non-scalable brochure website.

✓ **Invest in people and processes**
Often, barriers to digital transformation stem from internal factors such as time constraints, personnel, training and workflows. It's best to look holistically across your business.

✓ **Opt for a tailored solution**
Every print business is unique. Your Web to Print solution should be specific to your needs. If you're being steered towards a generic option, you may be with the wrong provider.

✓ **Make sure it is a scaleable solution**
Where your print eCommerce Web to Print business starts today is not where it will be in two years time. Choose a solution that grows alongside you, maximising opportunities without frequent overhauls that consume time and revenue.

✓ **Find a partner, not a supplier**
Web to Print eCommerce needs a rounded solution. Look for a provider that understands success factors to bring in sales. Crossing the website launch stage is just the beginning.

✓ **Keep suppliers to a minimum**
Achieving success in Web to Print eCommerce demands a unified team. Streamlining suppliers enhances your communication, understanding, and bottom line.

Book your Web to Print eCommerce discovery call:

📞 **Call: 020 7952 8160**
✉ **www.onlineprintsolution.co.uk**
🌐 **info@onlineprintsolution.co.uk**

flex4
web to print

ops