Customer's Canvas
by Aurigma

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Printers identify the biggest challenges when implementing web-to-print projects

Customer's Canvas by Aurigma conducted a study among small and medium-sized printers focusing on the main problems they experience when implementing web-to-print projects.

According to the interviewed vendors, the main challenges are the following: a lack of technical know-how, limited budgets, a deficit of the human resources needed to manage the integration, and not enough clarity when setting goals and desired outcomes for the project.

The lack of technical expertise is a serious drawback, especially for those printers that want to implement non-standard workflows that exceed the scope of out-of-the-box solutions. For example, if printers want to build a custom online storefront, offer a unique personalization interface, or integrate web-to-print with MIS systems, then they immediately face the need for programming resources, whether they are in-house or outsourced.

> *"It's fairly common to outsource these projects to third-party software companies," says Dmitry Sevostyanov, CEO at Customer's Canvas by Aurigma. "But insufficient knowledge and, consequently, a poorly prepared statement of work often leads to overdue projects or a disconnect between expectations and the outcome."*

Businesses that neglect setting clearly defined goals for their project create another problem.

> *"It doesn't seem like a big deal when printers evaluate the scope of the project," Dmitry continues. "A lack of attention to detail when planning the architecture often leads to an increase in maintenance costs, and sometimes may even cause a project to fail."*

Customer's Canvas by Aurigma, Inc. is a vendor of image composition, design personalization, and prepress automation software for print service providers and marketing companies. Their flagship product - Customer's Canvas Web-to-print SDK – is designed to streamline the creation of personalized designs online. This solution integrates into any existing or new website, allowing companies to build ordering workflows for print and packaging products of virtually any complexity.

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