**Customer's Canvas**

# 10 reasons to pick a cloud-based web-to-print solution

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# Introduction

Many of today's brands prefer using cloud-based solutions because they are cost-effective and provide faster market entry. You no longer need to invest heavily in infrastructure since all the necessary elements function in the cloud.

Suppose your company already uses an on-premises web-to-print solution. In that case, by switching to cloud hosting, you can reduce maintenance costs and gain many other benefits that we will consider throughout this white paper.

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# A more consistent and convenient web-to-print platform

Let's add some background first. Customer's Canvas has grown from a set of web-to-print modules into a coherent platform that can be deployed via the cloud and maintained by our engineers.

Instead of several separate modules, you get a more consistent assembly of services: authorization service, storage manager, one editor for designers and one for end-users, preflight viewer, a user-friendly BackOffice that can be managed by anyone from your team, and many other components.

Our engineers can build scalable and fault-tolerant cloud-based solutions to guarantee uninterrupted service. We connect your online store to our system, which will receive data, process it automatically, and send it to fulfillment.
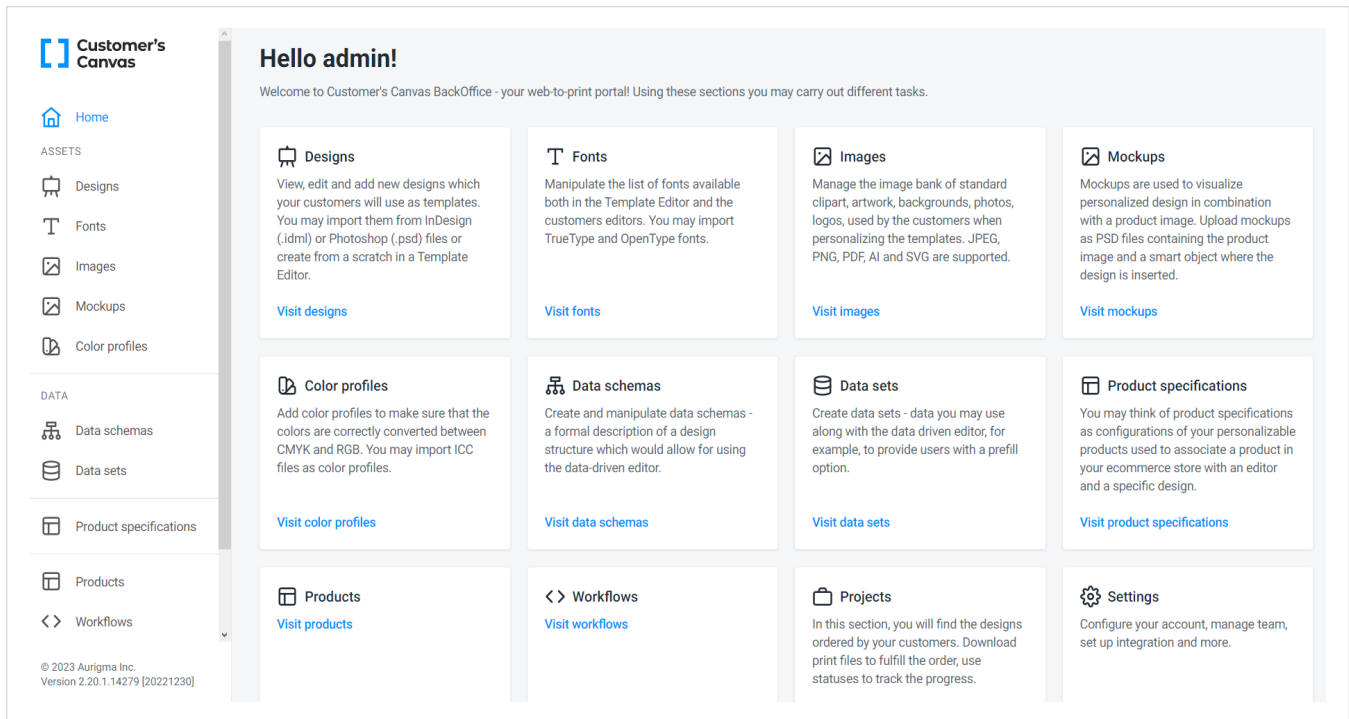
# Simpler to implement and maintain

Cloud-based web-to-print solutions allow brands to enter the market faster because they're much simpler to implement.

We've developed new advanced web-to-print plugins compatible with the most popular and convenient e-commerce platforms like Shopify, WooCommerce, NopCommerce, Magento, and BigCommerce. These plugins can expedite your plans to sell personalized products online.
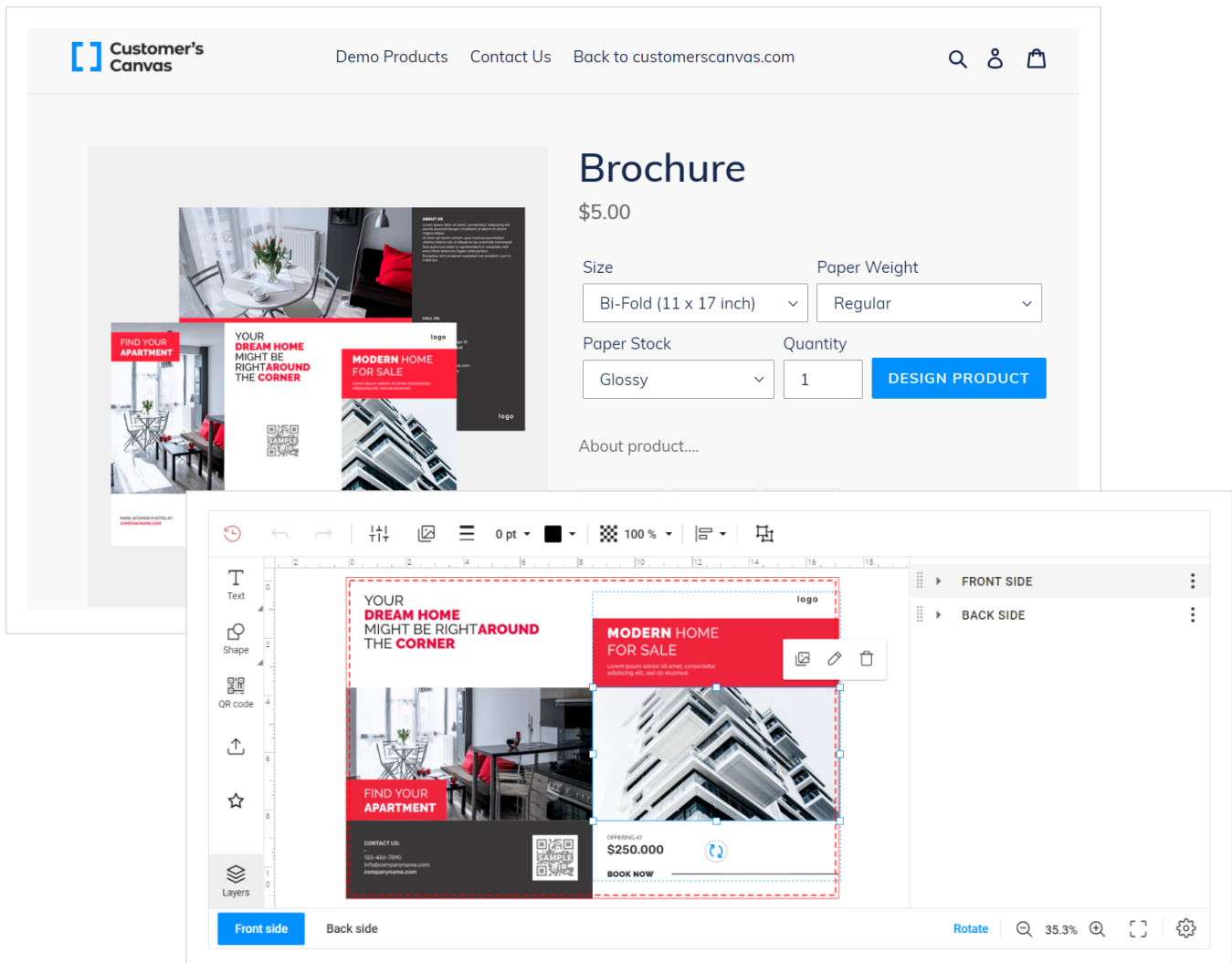
If you choose one of these platforms, you can download the plugin, install it, and use it to sell personalized products online. The plugins consist of a design editor configurable upon your needs and an admin panel called BackOffice where you can manage all settings.



**Note:** If you use a different e-commerce platform or a custom solution, you can always use our API to enable a web-to-print integration with your store.

# Faster time to market with a vast library of workflows

Online buyers see only the front side of your web-to-print system, which should include a design editor that allows them to place personalized product orders. Customers need a convenient design tool that makes purchasing quick and easy. Developing these tools can consume a lot of time and distance you from your first sales.
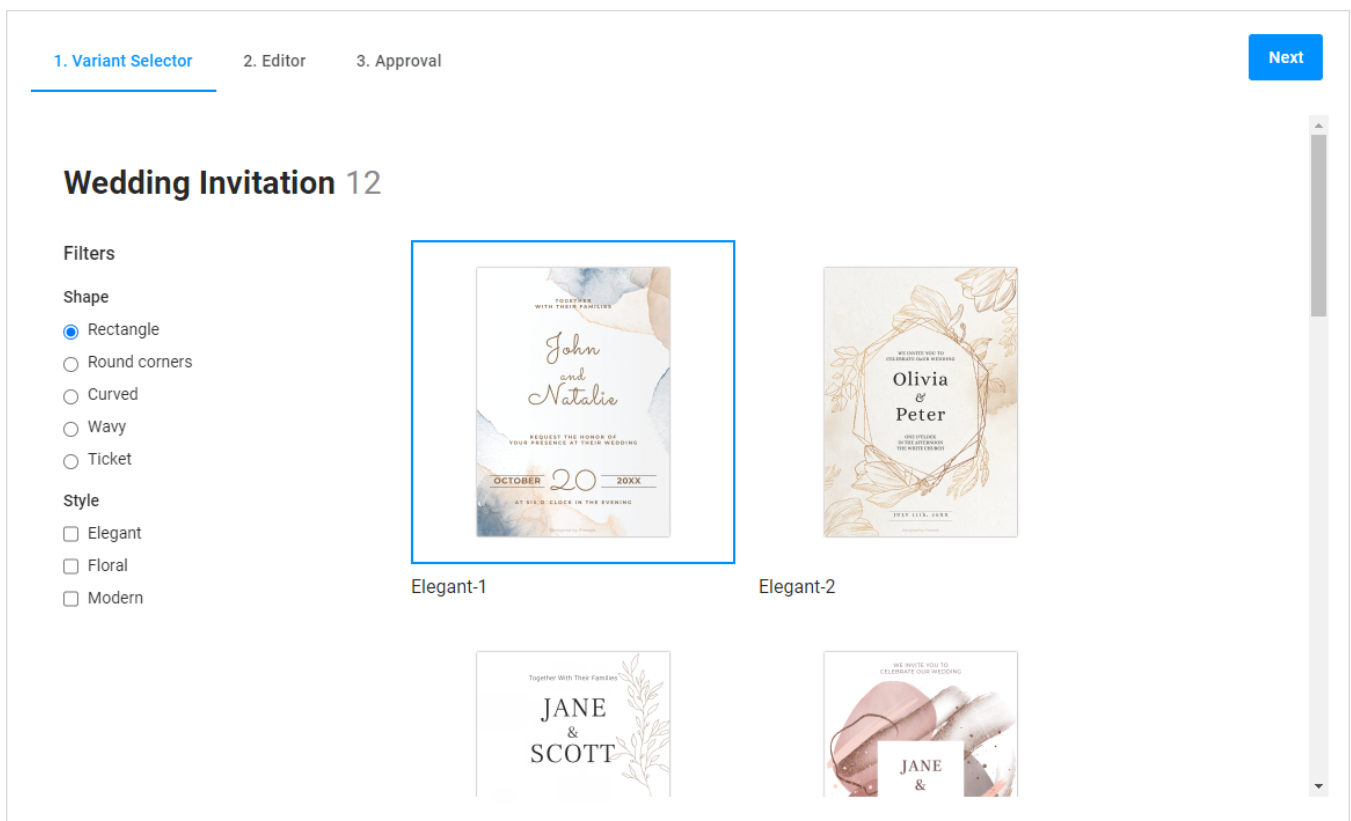
We've developed various personalization scenarios using our direct experiences over many years in the web-to-print market. You can find examples of the most popular scenarios in the Demo section on our website.
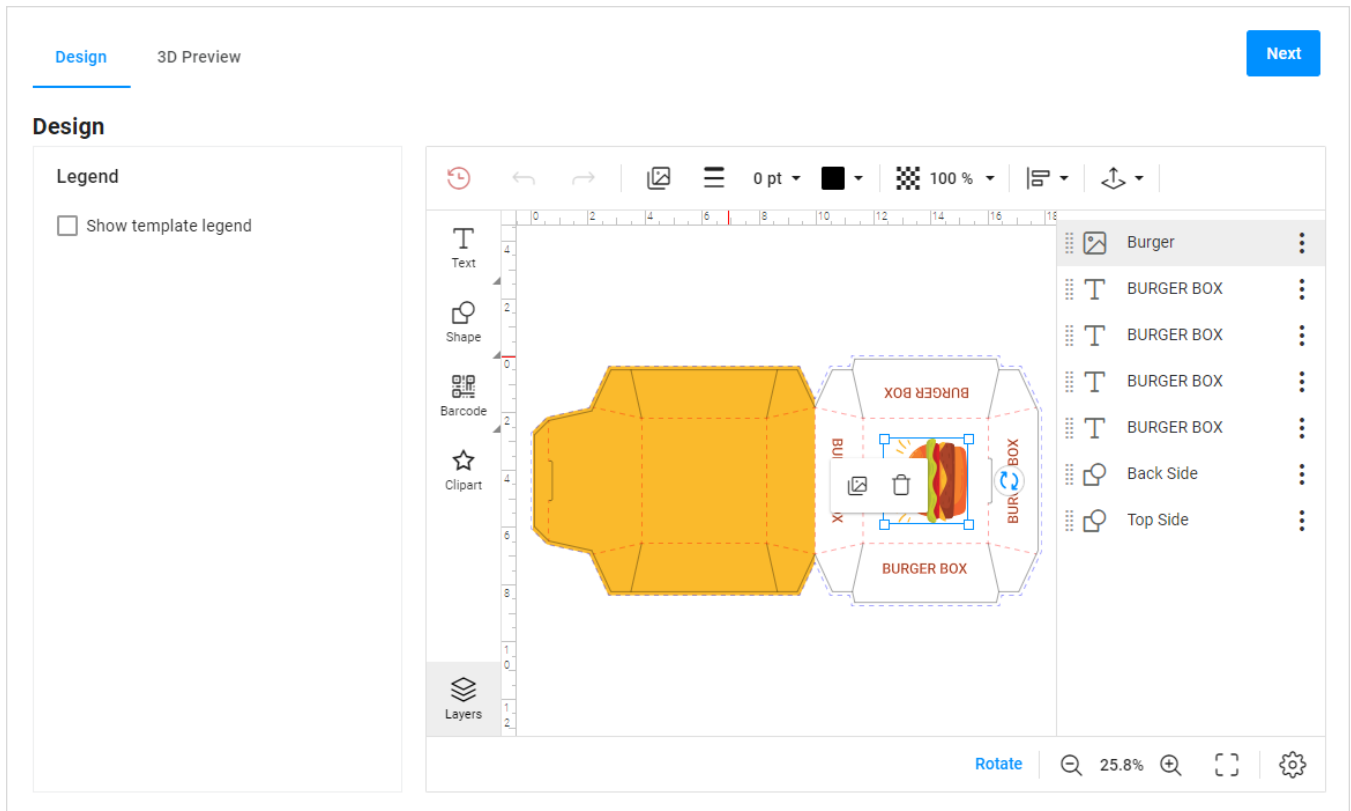


Let us know the preferred scenarios that suit your business best, and we will adapt them to your online store. This tailored approach will give you a head start toward your store's first sales.

# Easier template configuration through the Template Editor Cloud

Web-to-print templates are much more than a surface-level attractive design. Many moving parts under the hood are vulnerable to accidental changes that could ruin the design. You need to:

- Place design elements like text

- Set up the behavior for these elements.

For example, you can restrict end-users from changing the font to guarantee the final design adheres to corporate guidelines.

To configure these behaviors, you need to add special markers. Experienced companies know how complicated and lengthy the process of setting up such templates in Photoshop can become when you need to remember hundreds of markers.
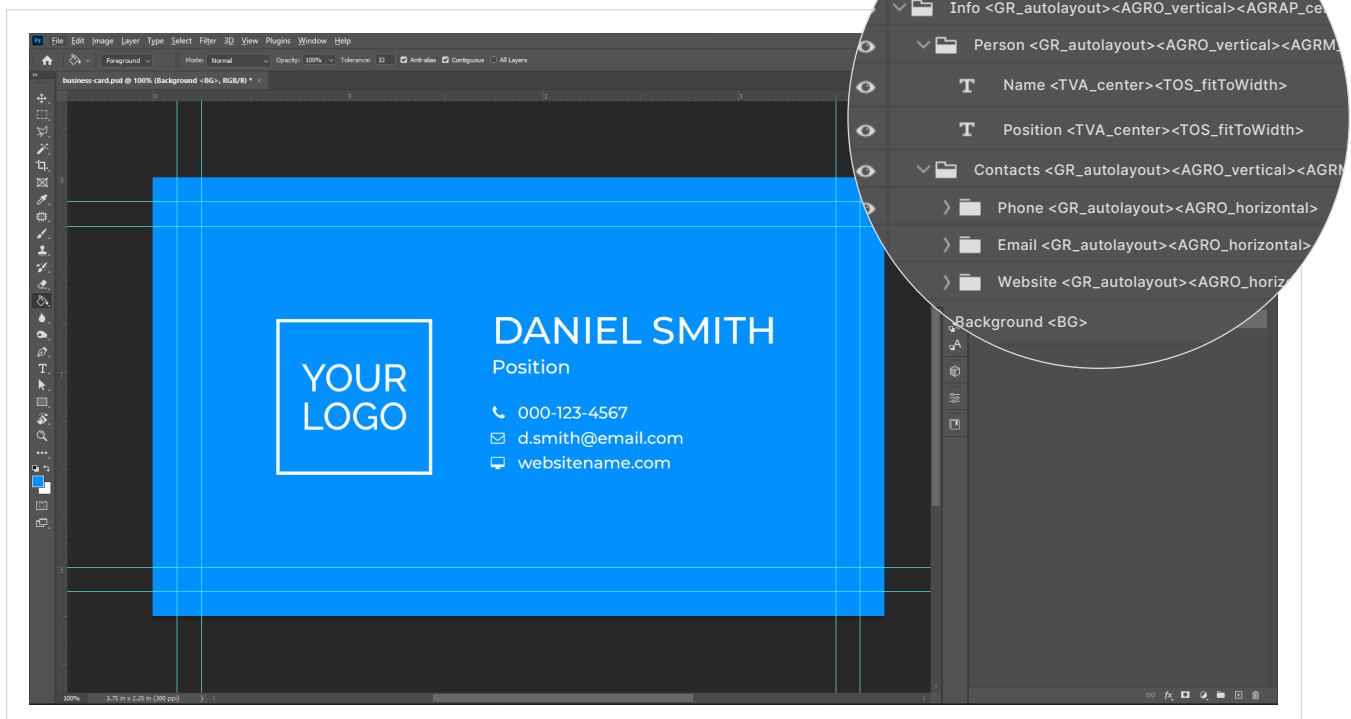
We developed the Template Editor Cloud as a service to help you create and set up product templates. If you create templates in the Template Editor from scratch, then you don't need to add markers to a layer name to manage permissions for each design element. You only need to choose from the options.
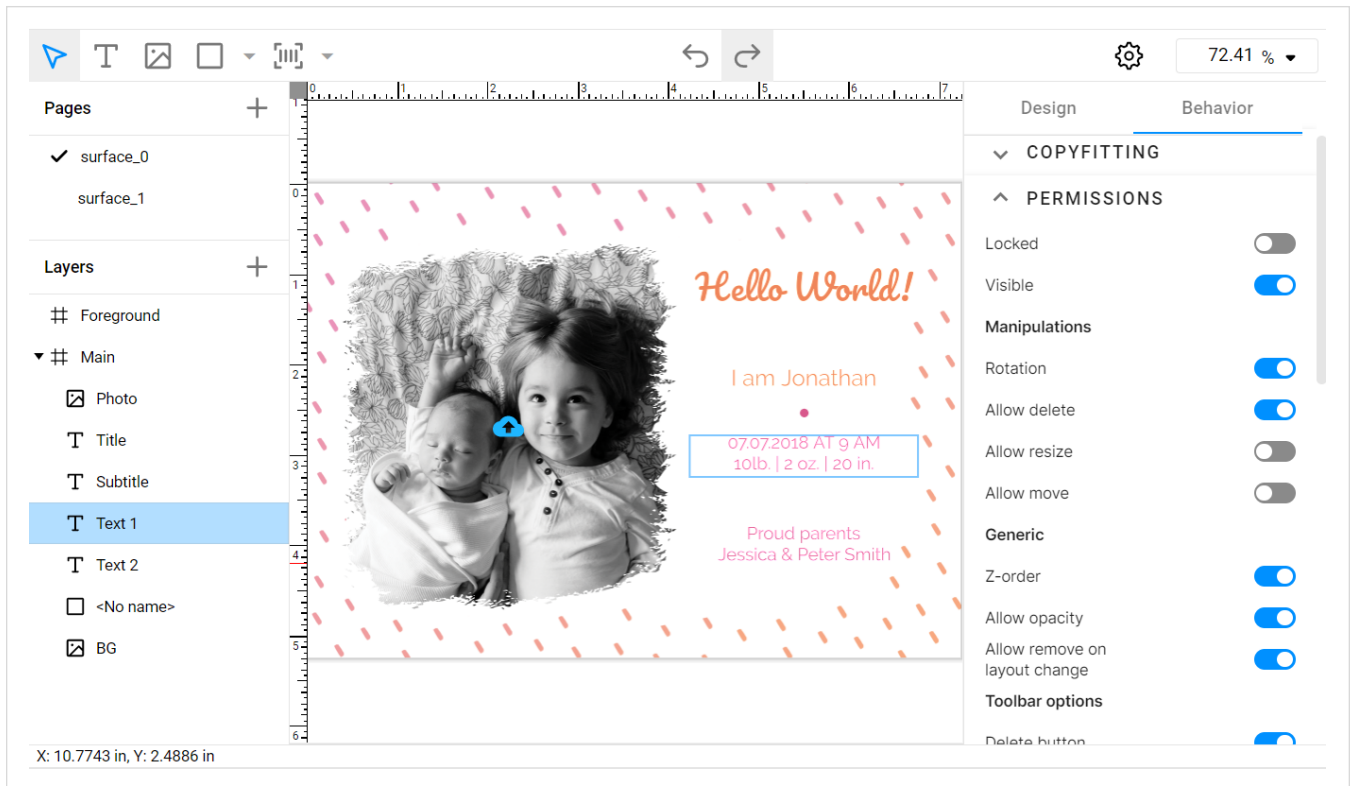
If you've already created templates with Adobe Photoshop or InDesign and added markers, your efforts won't be in vain. You can easily upload them to the Template Editor. All markers will work as usual but appear as options you can toggle.
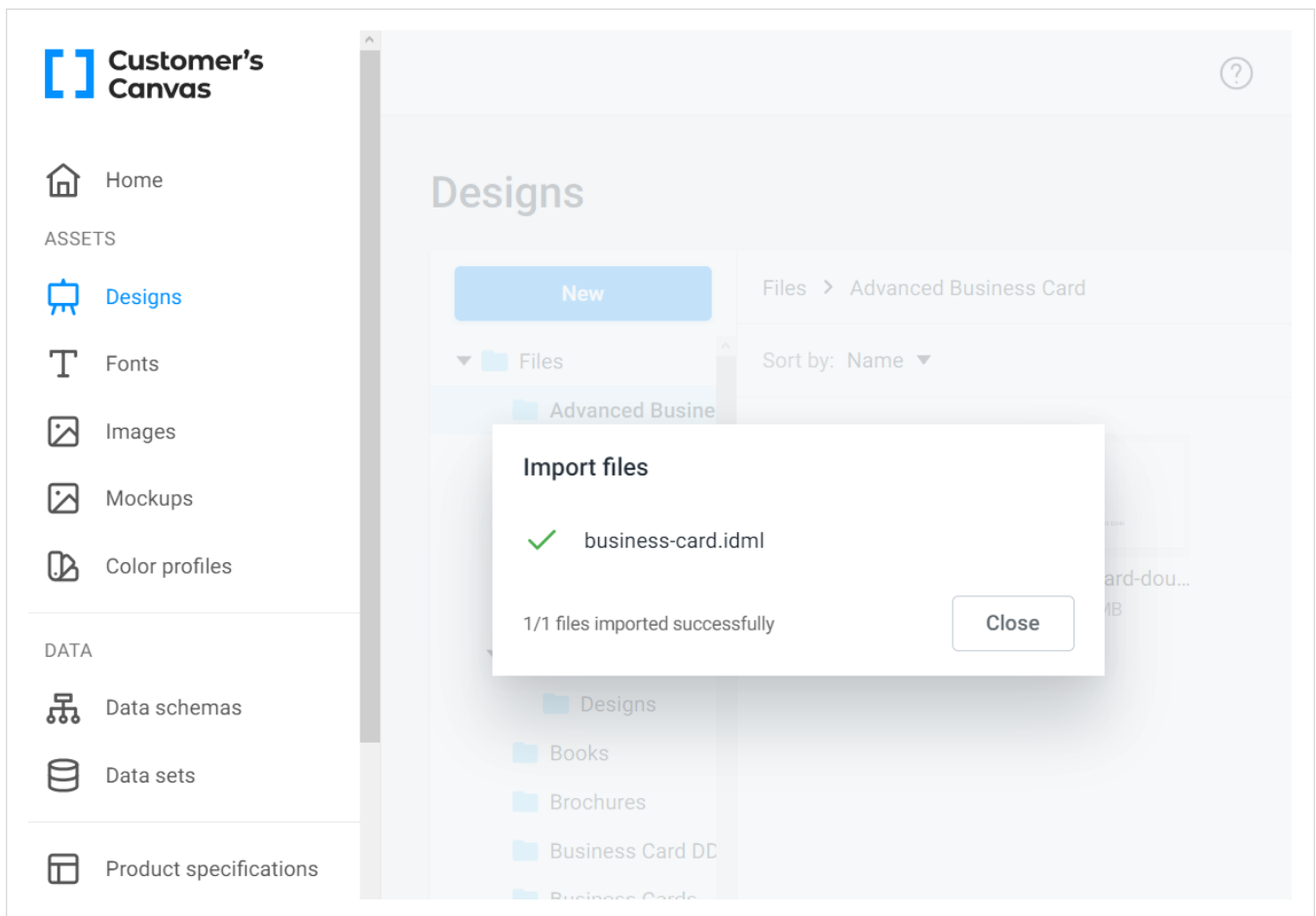
# Smoother product management via the new PIM module

Brands usually offer customers several product options. For example, a flyer can have rounded, curved, or rectangular edges and be printed on matte or glossy paper. You should know going into this endeavor just how tedious it can be to set up templates for all the individual options.
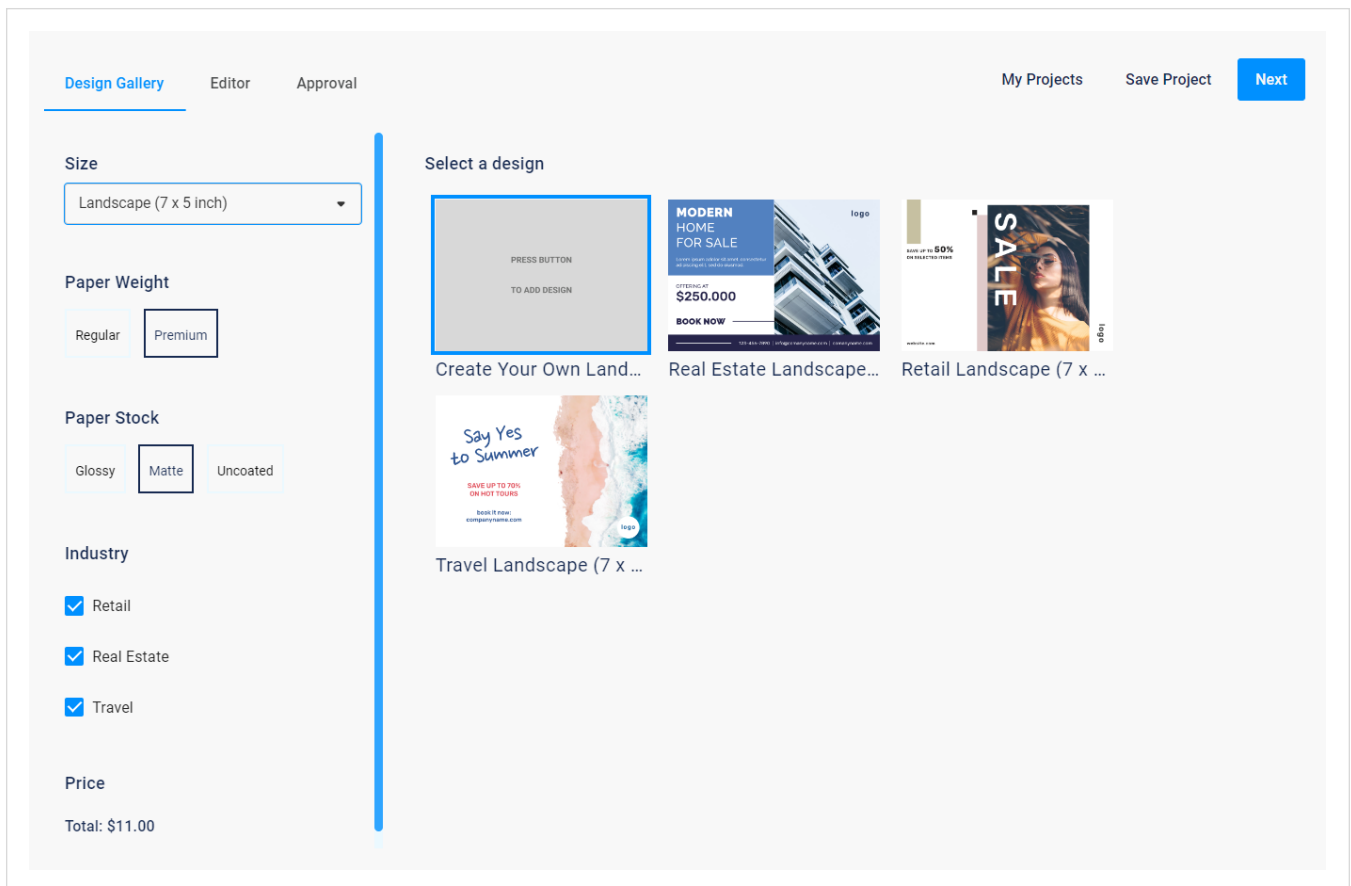
We've got you covered! Our team has developed a new Product Information Management module (PIM) that automatically generates mockups for different set of options.

You only need to prepare templates once for each case, upload your designs to BackOffice, and add the metadata (for example, a flyer will have a landscape size on matter paper stock). The system will automatically distribute the templates and show the client the desired template.
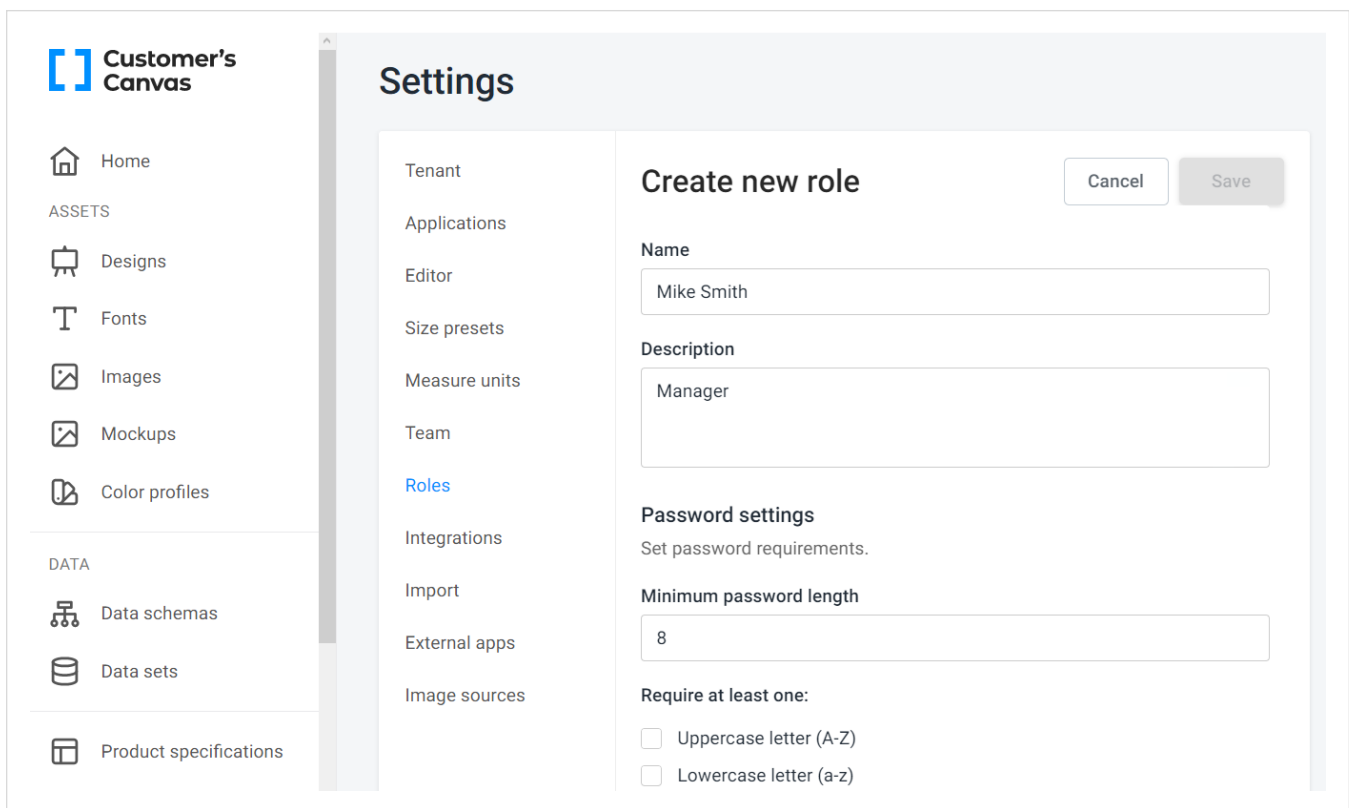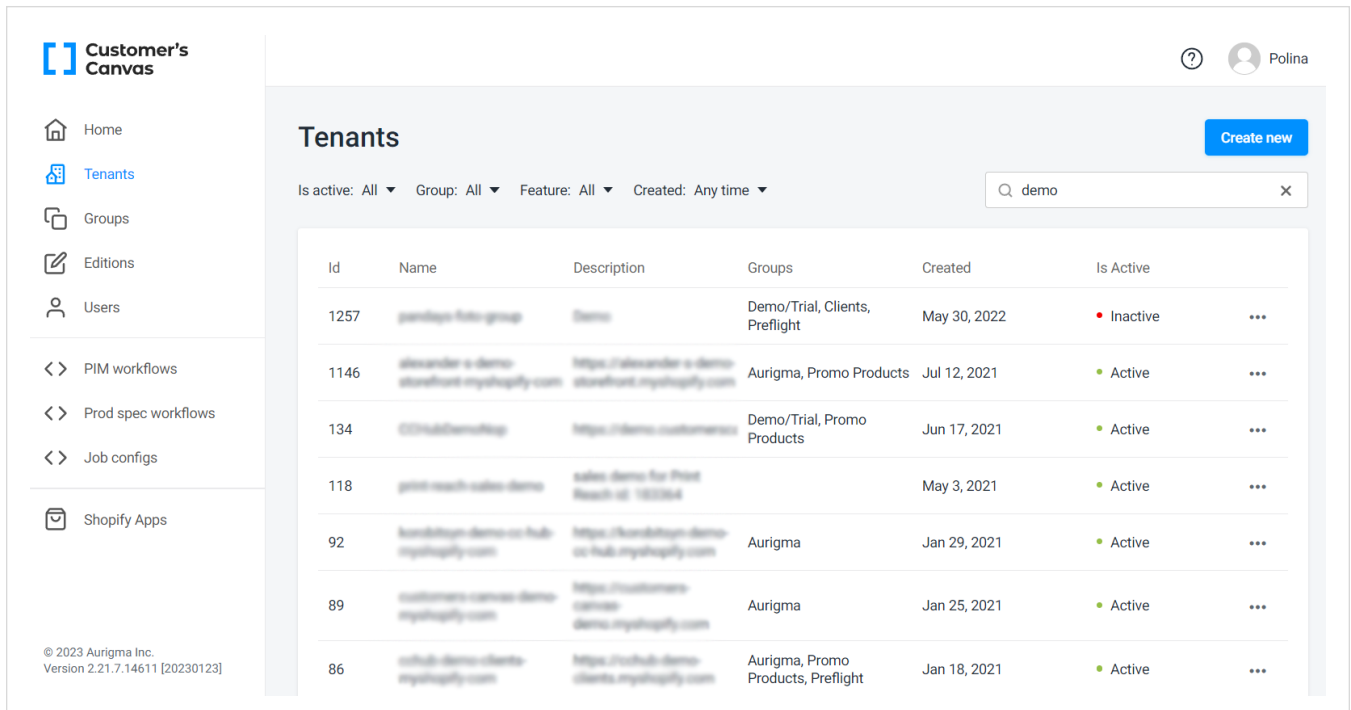
# Improved collaboration between teams

You probably don't need to grant all of your team members full rights to work with BackOffice. Sometimes it can be unsafe or overload your employees with unnecessary data. Our web-to-print platform allows you to define roles.

For example, you can assign one administrator and grant other team members limited rights. You can also create a sign-on system (SSO) that will authenticate users.

You can set up BackOffice interface for different audiences. For example, managers will see information about client projects, designers will be able to edit client files, and printers will receive print-ready files without the ability to make changes.



**Note:** You may add more than one storefront and manage product personalization for different websites from a single location.

# Higher performance with cloud-native architecture

The load on your web-to-print solution can significantly increase during high-traffic events like holidays and Black Friday. Without balancing the load, it may overload or freeze up the system.
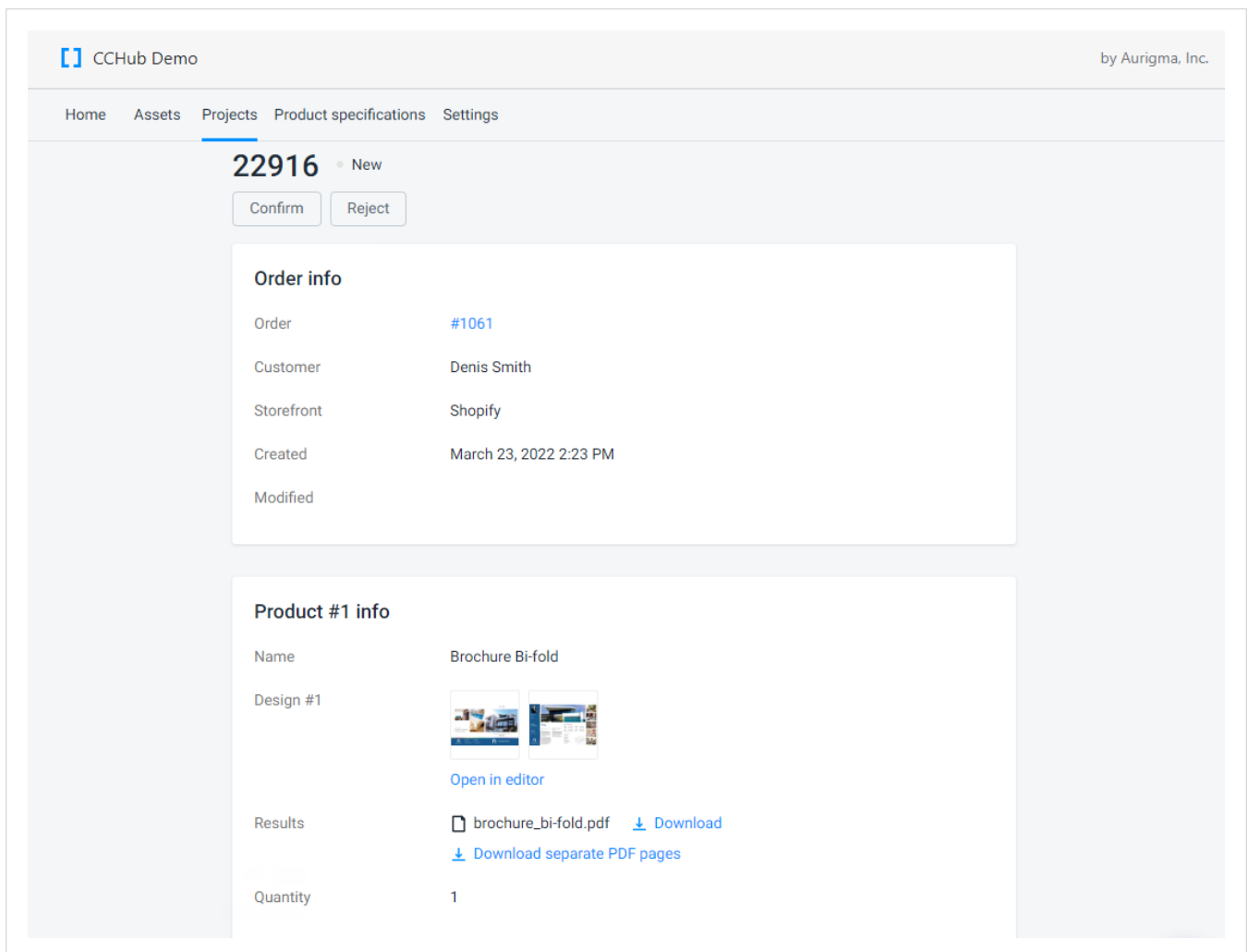
With the web-to-print solution deployed in the Azure or AWS cloud, our engineering team is better equipped to handle peak loads and process huge volumes of data.

The Customer's Canvas web-to-print solution is based on a cloud-native architecture that allows us to rapidly respond to your feedback for continuous improvement.

# Work more efficiently on client projects

Implementing client projects previously depended on the host platform. Now it works as a built-in feature. All projects are stored correctly and timely deleted after completion, allowing you to provide streamlined order processing.
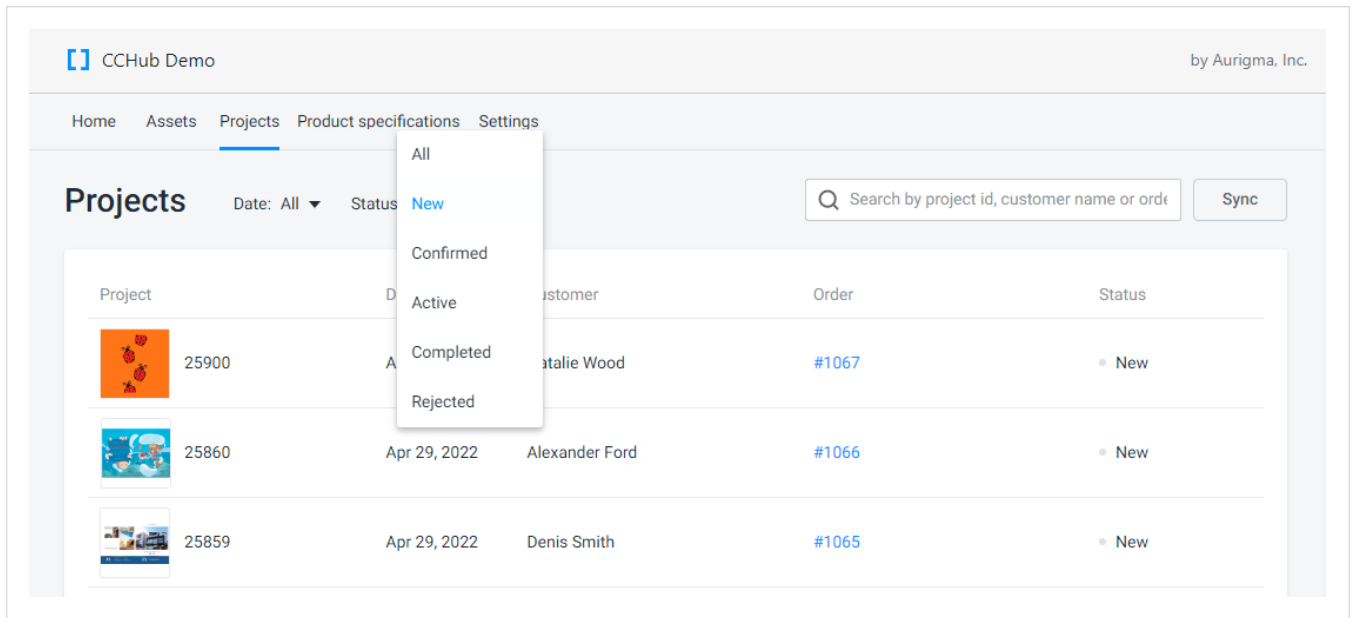
Our web-to-print cloud has a Projects section related to the Orders section in your e-commerce system. When a customer purchases something in your online store, the order information, like the date, shipping address, and other details, is automatically stored in your e-commerce platform.



When a customer submits an order, Customer's Canvas creates a project for a product item that contains the personalized design and other information you need to fulfill the customer's order.

# Enhanced print file quality with advanced Rendering Service

Our platform now utilizes a more advanced Rendering Service that can render files asynchronously and more quickly perform post-processing operations like page separation, color inversion, or imposition. The service provides an overall improvement in the quality of print files.

We can generate large volumes of fault-tolerant PDF files with variable data technology, imposition, or other file processing techniques. The platform works automatically like a conveyor belt: you set tasks, and the Rendering Service executes them and delivers files to your order fulfillment system.

# Stay in compliance through our EU-based data center

We understand the crucial need for our customers to guarantee a fast web-to-print editor for their end-users while also complying with the General Data Protection Regulation (GDPR) requirements. To meet this need, we've deployed an EU-based data center available to our customers in Europe.

# How can you start using the cloud-based web-to-print solution?

If you would like to start using Customer's Canvas Cloud or switch from on-premises hosting to the cloud, our support engineers are ready to help organize a smooth transition for your business.

Contact us to get a free cloud version trial and see firsthand how it can simplify your online business.

**Contact our team at:** info@aurigma.com