

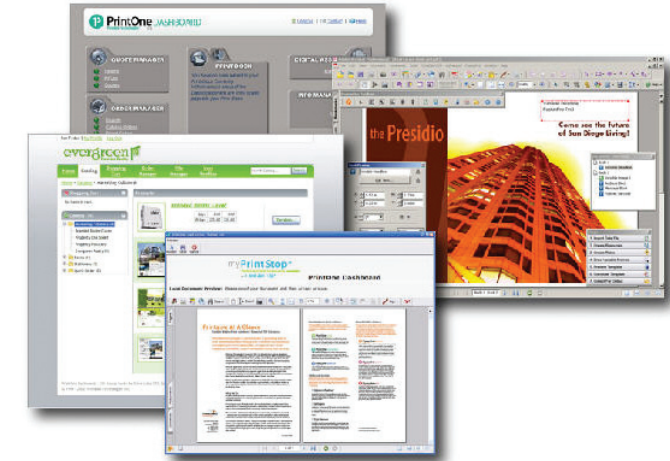
WebDirect Features

Delivery Type	<i>Served Online</i>	Software as a Service (SaaS) requires no servers, no software to download and no internal IT resources
Price Structure	<i>Set-up + Monthly</i>	Measurable, predictable, value-based pricing
Training	<i>Per Customer</i>	Conducted on site or on the web
Customizable Site Appearance	<i>Per Customer</i>	Match your customer's brand with color schemes, logos, graphics, flash branded for your customers
VDP (Personalization)	<i>Integrated, Uploadable</i>	Create personalized documents from your desktop
Role/User Permission Controls	<i>Yes, Complex</i>	Supports nearly any organizational or role structure desired
Customizable Order Process	<i>Per User, Per Client</i>	Screens can be reordered or deleted for specific users or clients
Approval Workflows	<i>Multiple</i>	Varied approval workflows offer flexibility
User Budget Controls	<i>Yes</i>	Customers can control spending per person
Job Tracking	<i>Yes</i>	Multiple order statuses allow detailed viewing from order to delivery
Security	<i>Yes</i>	HTTPS protocol and 128-bit SSL encryption; CyberSource for credit cards; all servers and databases are behind a firewall; quarterly certification by SecurityMetrics
Job Ticketing	<i>Yes</i>	Creates unique identifiers for each order
Impositioning	<i>Yes</i>	Libraries of easily managed and reusable imposition layout templates; gang jobs by quantity or optimized groups, across multiple products and customers
Payment Types	<i>Multiple</i>	Credit card and purchase order
Reporting	<i>Pre-built & Custom</i>	Reports provide detailed information on all system activities
International Language Support	<i>Yes</i>	Store options: English, French, Italian, German, Spanish, or Dutch
Integrations	<i>Print MIS, Production Workflows, Devices, Shipping, Accounting, CRM, ERP</i>	EFI Monarch (formerly Hagen) EFI Pace, HubCast, Rampage, EPMS, Heidelberg Prinect Prinance, Microsoft Dynamics GP, SmartLinc, Kodak Prinergy, Creo Color Server, EFI Fiery, Xerox Free Flow, HP Production Manager, FedEx, UPS, Epicor, SAP, Oracle/PeopleSoft, Ariba, Katera, Microsoft SharePoint
Web Services	<i>Multiple</i>	Examples: Check Order Status, Create Packing Slip, Create Invoice, Delete Line Item, Review Inventory, Update Inventory, Messaging
Data Feeds	<i>Multiple</i>	FTP/SFTP/ HTTP: Sales Work Order, Job Ticket, Invoice, & Uberfeed
Output Formats	<i>Multiple</i>	HP-PPML, JLYT, PPML, VDX, VIPP, VPS, Standard/Optimized PDF, PS, and AFP
Dynamic/Intelligent Form Entry	<i>Yes</i>	Conditional logic removes the need for multiple products/templates
Mailing List Purchasing	<i>Optional Add-On</i>	Real time integrated list purchasing is available through best-in-class 3rd party providers
Ad-Hoc Job Submission	<i>Optional Add-On</i>	JobDirect® enables unique, one-time job submissions with server-side conversion to PDF for a plethora of documents
Image Personalization	<i>Optional Add-on</i>	Unique integration produces high-impact customized print collateral with personalized imagery. Compose directly through WebDirect or take it offline
Email Templates/Campaigns	<i>Optional Add-on</i>	An integration with ExactTarget, a premiere Email Service Provider, allows email campaigns to be executed within an online storefront using uploaded templates
Custom Features	<i>Services Add-on</i>	Our professional services team can review, evaluate, and quote requests for specific functionality to precisely meet customer needs

WebDirect®

*Powerful SaaS Web-to-Print System Helps You Grow & Compete
– a product of Wright Business Graphics*

WebDirect is a vendor-hosted (SaaS) web to print system that provides an automated solution for creating, printing and managing the delivery of static, versioned and variable data pieces. Using predefined, press-ready PDF templates, print customers use this browser-based system to request items and follow jobs through the production and fulfillment process. With WebDirect, your customers have real-time access to produce and order the materials they need.



No Servers, No Software, No Development Costs

WBG's software as a service (SaaS) vendor-hosted model has the ability to quickly launch a web-to-print offering with minimal impact to your in-house resources.

Say Goodbye to Missed Opportunities

Provide branded online storefronts for your customers' marketing materials. Expand prospects and increase revenue with a wider product offering that strengthens your business partnerships.

Infinite Integrations, Ultra-Customized Workflows

Share the benefits of a software application that seamlessly connects end-users with all of the automated systems they need, including ERP, accounting tools, intranets, digital production workflows and print MIS systems.

Features, Features, Features

Sell your services to a wider customer base with a feature-rich offering that provides the full array of functions required. Ranging from complex VDP rules, to customized workflow approvals, to intelligent form displays that provide a rich user experience.

Help Your Customers Reduce Waste and Go Green

Deliver a significant boost to your clients' efforts to go green. Be a better partner first to your customers by producing only the materials that their end users need, so nothing goes to waste.

WBG offers state-of-the-art technology solutions to our partners.

WebDirect technology enables our distributors to converge a wide variety of deliverables into a streamlined, easy-to-use check-out process.

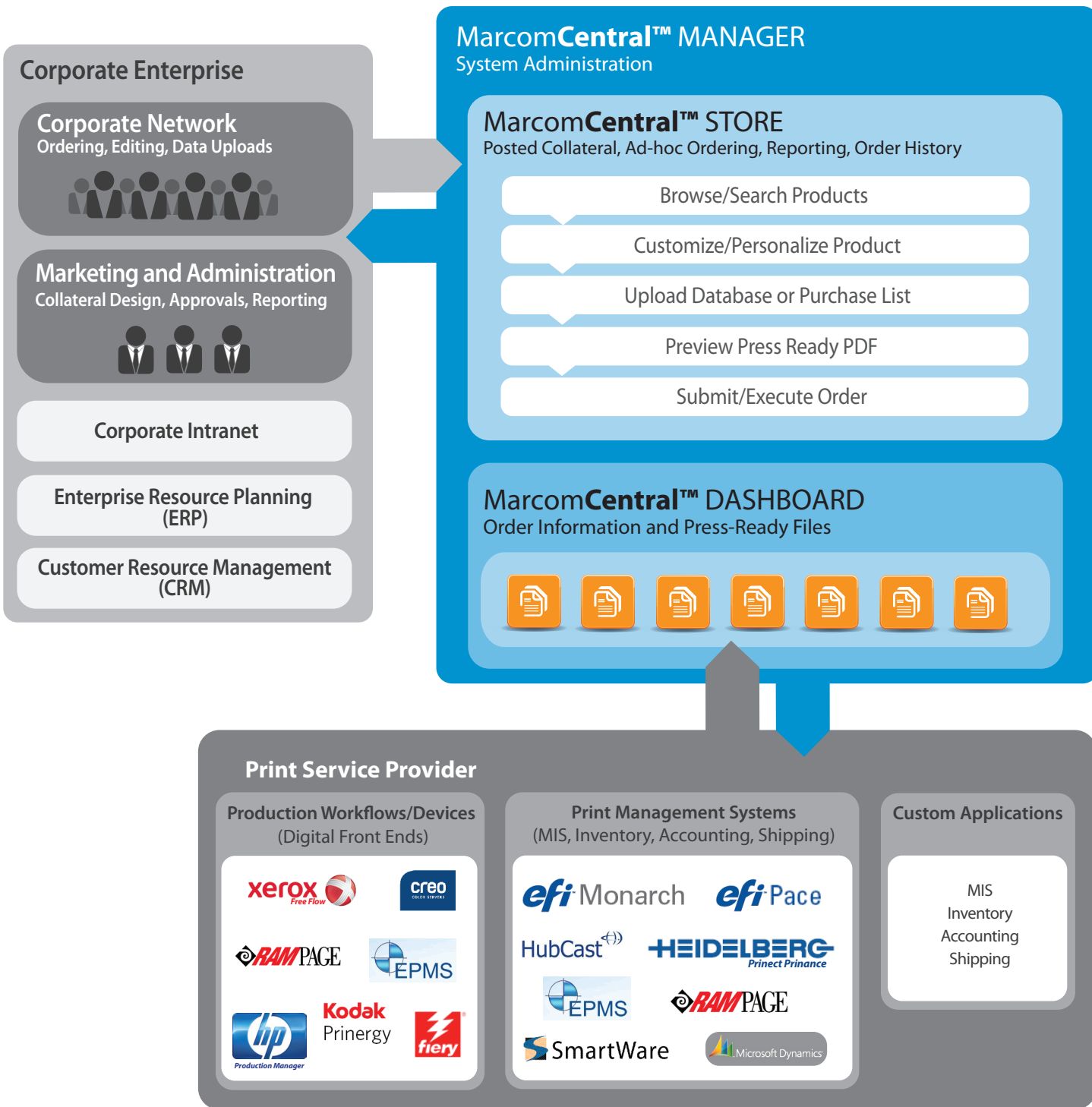
These products include: Static Print, Variable Data Publishing (VDP), E-mail Campaigns, Personalized URLs (PURLs), Targeted Mailing Lists and Promotional Products.

This variety allows our distributors to create powerful targeted marketing solutions that are suited perfectly to their customers needs.

Wright Business Graphics
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www.wrightbg.com

Interested in a Product Demo? Call 800.547-8397



Software as a Service (SaaS) Infrastructure

Get up and running easily with WebDirect's SaaS (Software as a Service) delivery model. Sites are launched quickly without the headache of servers, software, and other resources. Hosted at a state-of-the-art data center and certified quarterly by SecurityMetrics®, WebDirect provides the ultimate security.



Variable Data Publishing (VDP)

WBG's best in class product line helps produce completely personalized marketing materials with dynamic text and imagery. Design templates are quickly and easily built using industry leading software.



Internationalization

Store navigation and functions can be quickly and easily displayed in a variety of international languages. Users can select from English, French, Italian, German, Spanish, or Dutch when logging in to the store. Additionally, WebDirect allows documents to be typeset and personalized in Unicode languages.



Personalized Email Campaigns

WebDirect seamlessly integrates with ExactTarget® for the best in email marketing. An intuitive interface helps create rules and logic for personalized email campaigns that can compliment direct mail and other print collateral. Adding email services is critical for print service providers who want to grow with their customers.



Image Personalization with FusionPro Expression®

WebDirect integrates with FusionPro Expression to produce amazing, eye catching, personalized marketing materials. Personalized imagery uses a combination of unique fonts and images to produce life like messages that provide increased response rates and improve customer engagement.



Integrated List Purchasing

WebDirect offers fully integrated mailing list solutions that automatically provide targeted demographic lists for direct mail campaigns.



TransPromo

Our Transpromotional solution provides personalized promotional messaging strategically placed on transaction documents to create results oriented direct response pieces.



Intelligent Forms

WebDirect can produce versioned documents with dynamic forms that use conditional if then logic to control form elements, eliminating the need for multiple templates.



Ad hoc Job Submission

Using WebDirect, clients can estimate and submit unique orders without using predefined templates. The WebDirect PDF conversion tool automatically converts more than 200 document formats including Microsoft Word, Excel, PowerPoint and Publisher.



Web Services and Data Feeds

Achieving the ultimate workflow requires integrating 3rd party applications. WebDirect's software as a service infrastructure allows it to connect to virtually any system using an array of web services and data feeds, providing maximum flexibility.



Comprehensive Feature Set

WebDirect is the deepest, most comprehensive, feature rich solution on the market with an astounding 59 configurable features for administrators. The feature flexibility allows print service providers to provide an ultra-customized solution to their customers.