

“Cognitu has been an indispensable partner. Their system provides a flexible foundation that enables StickyFAN.com to deliver graphics to our customers with unparalleled speed and personalization.”

StickyFAN.com, Doug Smith



\*CREATIVE FREEDOM for consumer sites

## About Cognitu

Cognitu leads the web to print market in terms of functionality, ease of use and flexibility. Allied with the technology is our experienced and expert team. Having a consistent track record of delivering world class solutions, helping its customers get the best results from web to print.

## Complete Creative Freedom

Cognitu works with companies who want to offer bespoke online ordering solutions to consumers. For any company wishing to offer consumers the means to design or customise products online, Cognitu provides the infrastructure to power these services.

Cognitu's system supports products from photo gifts and bespoke items through to wide format posters and free standing graphics. Cognitu excels at providing a robust and user friendly workflow from order creation to production.

Our system allows you and your web designers to create standards compliant web sites with total creative freedom. Cognitu's site engine then automatically converts your site into a fully dynamic e-commerce site on the fly.

The engine's administration features give you fine grained control over your sites pricing, for bulk pricing, special offers and vouchers.

Credit card system integration and custom delivery methods make sure each and every order is captured and delivered correct and on time, every time.

Every part of the print supply chain is powered by Cognitu; from Printers, Print Managers and Corporate customers alike. By using hosted solutions, Cognitu is as future proof and flexible as any system could be. We are committed to staying ahead, keeping our customers competitive and up to date.

### Case Study: StickyFAN.com

StickyFAN are a very proactive and forward thinking company, tackling the little league market in the USA head on and using our system to gain a significant slice, with 20K+ teams currently on-line.

Due to the significant number of files involved the project urgently required a robust digital asset management system. Custom file search facilities were implemented to ensure customers were instantly recognised and served their own branded team merchandise.

As with any consumer site a continual marketing strategy is needed for success. Using Cognitu's voucher system StickyFAN has expanded and maintained it's consumer base, keeping each user informed of any new products or offers. In addition Cognitu's special offers, bulk pricing and total saving indicator are used in full to increase the shopping cart value of every visit.

StickyFAN's managing director, Doug Smith, recognised that creativity was key, especially given the age group of their end users. Our site engine allowed their team of designers to concentrate on

the visual aspects, creating an exciting site in simple standard HTML. The system's engine takes care of the rest, converting the site into a fully fledged system.

To ensure the site remains fresh all products on the system were designed to be modular. This enables stickyFAN to rapidly roll out new designs, that keep their users coming back for more.

Given the family orientated target audience, ease of use was imperative throughout. Cognitu worked closely with the site's team to ensure the flow of the ordering process was as intuitive as possible.

StickyFAN already had a server coordinating their design collaboration workflow. A 2-way integration was implemented with this server, ensuring data is passed efficiently between all parties and that order data is directed seamlessly to their suppliers.

Cognitu integrates easily with Google Analytics. So once live StickyFAN closely tracked all user interaction, continually fine tuning their offering.

We work very closely with StickyFAN to ensure they are getting the best out of our system and the current market, providing consultancy as needed and keeping them up to date with all system enhancements.



### Case Study: [popuppeople.co.uk](http://popuppeople.co.uk)



A UK based company with a unique life size product. When Minford approached us with their product idea we knew that they would need an equally unique ordering system.

Our development team created an intuitive image upload and tagging system, that integrates with their production department seamlessly.

### Case Study: [ipic-uk.com](http://ipic-uk.com)

An injection moulding company with a keen eye for business opportunities, bringing a distinctive memento product to the events market.

I-pic required a simple and cost effective solution that would allow consumers to personalise event branded mementos with uploaded imagery.

Cognitu's agile implementation process has been a key part in i-pic's offering, enabling them to be quick to market with any saleable event.



## meet your personal consultant



### Julie Carney

Web2Print Consultant

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From her first day at Cognitu, Julie Carney has taken our web design team from strength to strength.

Having studied in multimedia, her understanding of development and design is ideal for creating today's web applications.

After leaving University with a thirst for commercial knowledge, she travelled around the world, working in numerous senior designer positions and gathering a wealth of international experience. This knowledge has helped many of our customers realise their global ambitions.

Since starting at Cognitu, Julie has played a pivotal role in auditing our customers' marketing requirements, designing their sites identity, then working with the development team right through to launch. Having also worked alongside top search engine optimisation and management experts, she plays a key part in helping customers track site statistics, improving their offerings on an ongoing basis.

Whether it is project management, design, implementation or marketing, Julie's design strengths and commercial savvy, has enabled her to become a keystone in our consultancy team.

## meet our other consultants



IVOR JACOBS  
Managing Director



NIKKI BRIN  
Web2Print Consultant



NEIL FORREST  
Web2Print Consultant



JEFF BIRCH  
Web2Print Consultant