



“Fast, responsive and intelligent – Cognitu support the King’s brand admirably with their eagle eye for quality and brand compliance.”

**King’s College London, Christine Ayre**

## 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.

## Simple, Immediate and Protected

Cognitu provides a comprehensive web to print solution to companies of all sizes. Built on 12 years of experience and our award-winning technology we give you easy to use and effective print ordering across your entire company. The flexibility in Cognitu's approach ensures you have a solution that fits your needs.

Online print ordering has never been easier with our print on demand interface. Browse through a catalogue of your print items, select the one you want, customise and order in minutes. By adopting this approach, Cognitu has helped many companies to save time and money. Not only that, the consistency of the corporate colours and branding is guaranteed.

Cognitu is leading the way in distributed print ordering for marketing and promotional products. Through a secure login, users select the item they wish to order. The user is then presented with the artwork which they can edit directly. Text can be amended, and images inserted via either an image library or by uploading. These can then be enlarged, reduced and cropped to suit. What and how much can be adjusted is controlled by you.

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.

Cognitu helps you to eliminate inefficient ordering methods and reduce costs by giving you one simple secure portal to manage and order your print. This way, you know what is happening at any time. No more colour issues or poor quality artwork. Our web to print technology protects your brand, and ensures that only the highest quality artwork is used.

The key to implementing successful web to print services is planning as no two companies are exactly alike. Cognitu's consultants will guide you through the project, working to your requirements to ensure the result is exactly right for your company. With thousands of development hours, driven and directed by the needs of our customers, the result is a service that will re-define the way you manage your company's print requirements.

Cognitu offers solutions for all types of industries; franchises, universities, retailers, healthcare and the financial sector. We have many customers who are willing to tell their story, explaining exactly how Cognitu has helped them streamline their print and marketing efforts.

## Case Study: King's College London

Cognitu has been working with King's College London for over 10 years. The relationship began when King's Purchasing Services identified the high cost of managing business stationery needs across the College internally. The process was time consuming and bureaucratic, often resulting in significant delays and errors.

After discussing past issues and future goals with Cognitu, it was decided that the entire printed stationery requirement could be outsourced by harnessing web2print to manage the service. Now any authorised member of King's staff can purchase instantly through the university's intranet by calling up a simple user-friendly catalogue of print and related items, which reduces ordering from days to minutes.

At the end of the month, electronic invoice data is sent to the King's Finance Directorate containing all order details along with associated cost centre information. Proof of delivery is available online when required.

The ordering of business cards, compliment slips and posters from well over 500 ordering points is now completely streamlined.

The administration cost per order has been reduced by over 400% and the lead-time from order to delivery has been reduced from 3 weeks to 3 working days.

Not only is the university saving thousand of pounds a month, but service levels have dramatically improved.

### Cognitu - Live Trial £299.99

The best way to experience the benefits of web to print for your company without long term commitment. The trial is for 3 months, with an option to extend for another 3 months on request.

#### What do I get?

- A fully functioning system. Cognitu will build the site and construct the templates for you. Up to 3 product templates and 3 stock items included.
- You will be provided with a system user guide, plus one hour of telephone support to help you get started with the system.
- Free attendance to a half day introductory seminar for one person at our premises. Additional attendees at a charge of £75.00 each.
- Your first 100 transactions are included in your Live Trial price. During the 3 month test drive, all orders will be forwarded to you for production and fulfilment.

#### What do I have to do?

All you need to do is supply the hi-res artwork to Cognitu, and we do the rest.

## meet your personal consultant



### Jeff Birch

Web2Print Consultant

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With an education in product design and computing, Jeff has the ideal blend of design and engineering skills required for tailoring systems to corporate specifications.

After 18 years experience in the print industry, he has accrued a broad spectrum of knowledge. Ranging from design through to plate-making and copiers through to web-offset printing.

Working with Cognitu since 1998, he has taken web2print to the next level, having been integral to evolving the software, keeping it one step ahead of the market and assuring that our customers receive the very best web2print has to offer.

Drawing upon his expertise, Jeff works closely with our corporate customers, liaising with our implementation and development teams to make sure that our customer expectations are exceeded very time.

Having worked on projects for customers ranging from small single site companies up to vastly decentralised multi-national banking organisations, he is used to conversing with clients at all levels.

## meet our other consultants



IVOR JACOBS  
Managing Director



NIKKI BRIN  
Web2Print Consultant



NEIL FORREST  
Web2Print Consultant



JULIE CARNEY  
Web2Print Consultant