cognitu
CLOUD COMPUTING*

" Cognitu's Web2Print system has helped me retain customers and increase my service offering "

Contents

For more information, video walkthroughs and a live demonstration check out our site at **cognitu.com**

About Cognitu

Cognitu is the latest release from Ivor Solution Limited.

Ivor Solution began developing web2print solutions 12 years ago. As a pioneering and innovative graphic arts company, Ivor Solution recognised the important role that internet technologies would play in revolutionising the visual communications industry.

The Cognitu system has been in use since 1998. Continuously under development, it brings customers the latest that web2print has to offer. In that case you might well ask, why haven't I heard of Cognitu? Our system and expertise is provided to you white labelled, for you to sell on, under your own brand. You can consider us an extension of your own company. One of the main benefits of Cognitu is transparency; our system is discreetly powering 100's of print service providers 24 hours a day.

Founder and Managing Director Ivor Jacobs drew upon his own extensive experience within the design and print industry and recognised the critical role that the internet would play in changing the existing practices within the sector.

Despite the bandwidth issues and primitive nature of early internet use, Ivor Solution perfected their web2print technology to capture customer orders and output print ready files, becoming the first company to bring this technology to the industry.

Numerous awards have been won by the company over the last ten years for innovation and service development. Ivor Solution has even been used for ecommerce benchmark studies and case histories by the UK Department for Business, Innovation and Skills.

> "Cognitu works, it's one of the web's most mature offerings and is future proofed through the use of technology and industry standards"

Cognitu leads the web2print market in terms of functionality, ease of use, WYSIWYG real-time editing and flexibility. Allied with the technology, an experienced team, with a consistent track record of delivering world class solutions, helps its customers to get the best results from web2print.

Cognitu is committed to staying ahead, whilst keeping its customers competitive and up to date. By using XML and cloud computing, Cognitu is as future proof and flexible as any system could be.

Solutions for Printers

Using Cognitu's on-line services enables the selling, supporting and fulfillment of all customer's printing and communications needs quickly and cost effectively via the web. No matter what size of end customer, Cognitu has a solution to help the printer provide a secure and effective platform for receiving customer orders.

Our web2print technology ensures you have instant access to your customers orders, giving you files that are print ready every time.

Cognitu is a Hosted Solution, so there is no hardware investment to budget for. Plus we guarantee your system's reliability, data and security whilst ensuring software updates are immediately available to you.

There is no limit to the number of users you can have. Cognitu will grow with your business as you gain more customers. Cognitu is future proof helping growth, not hindering it.

There is no limit to the number of orders you can handle through the system, therefore no bottlenecks, allowing you to give exceptional service to your clients.

With Cognitu, everything is web based, with permission based access from anywhere in the world. Built in password control and security means you can control access, ensuring only those with permission can gain access to specific areas and features. Cognitu incorporates a multi-level structure for users, so that customer's corporate hierarchy is respected throughout every aspect of the system.

As a software and consultancy based company we can offer unprecedented levels of support, with all web2print systems and services being backed up by our dedicated and expert team.

Effective templates are created through years of experience, backed up by the most effective and comprehensive template technology, designed for ease of use and protection of corporate style.

intuitive use interface

With unparallelled flexibility and ease of use, your users can customise and order a vast array of product types via the web. With features like image upload, text checking and corporate guideline definitions, our system gives total creative freedom whilst maintaining your customers' brand integrity.

Cognitu offers system Integration through XML, the industry standard for 'talking' to other systems. Ensuring that once you are online your workflow runs seamlessly.

Packages

Cognitu is committed to offering a web2print service that gives you value for money. You simply select a monthly package based on the volume of orders you receive from your customers. You can then switch from one package to another at the end of each month, as the volume of orders you receive increases. Initial set up, on site installation and training costs just £999.

Cumulus £200.00 per month

Up to 200 template transactions included.

Any additional transactions charged at £1.50 per transaction.

Up to 200 stock transactions included.

Any additional transactions charged at £0.50 per transaction.

Stratus £300.00 per month

Up to 300 template transactions included.

Any additional transactions charged at £1.20 per transaction.

Up to 300 stock transactions included.

Any additional transactions charged at £0.40 per transaction.

Nimbus £500.00 per month

Up to 500 template transactions included.

Any additional transactions charged at £1.10 per transaction.

Up to 500 stock transactions included.

Any additional transactions charged at £0.30 per transaction.

Cirrus £1,000.00 per month

Up to 1000 template transactions included.

Any additional transactions charged at £0.80 per transaction.

Up to 1000 stock transactions included.

Any additional transactions charged at £0.20 per transaction.

Monthly rate includes:

Site hosting, maintenance, bandwidth, guaranteed 99.9%+ server up time and online storage of up to 2gb.

Services

Cognitu offers a range of services to help customers get the most out of web2print. From consultancy and training to template and web site construction, we work with you every step of the way.

Consultancy

Cognitu offers a variety of consultancy services to support customers with their business needs.

- Operational and Workflow
- Strategic and Feasibility
- Sales Support and Partnering
- System Scoping / Defining Project Brief

Technical Services

Cognitu's technical team are here to help you build effective web2print systems. From the simplest template to scoping an enterprise wide opportunity. We apply a methodological and consistent approach. We ensure that nothing is missed in the planning stage and the results exceed your expectations.

Template and Catalogue Creation

Although any printer can become self sufficient through extensive training, the process of creating templates is a highly specialised activity. Our team of implementors have over 40 years of combined experience in VDP, knowing every aspect of the system in depth. By taking advantage of our fully managed service you can rest assured that everything from customer requirements assessment to rollout and handover is dealt with meticulously.

System Customisation

Cognitu's web2print system is highly flexible, containing extensive features and functionality to support a wide variety of business and infrastructure needs. However certain scenarios will require bespoke developments to cater for the customer's requirements. Cognitu's in-house development team can take your requirements from concept to completion, ensuring that your new functionality is not only rock solid but future proof.

Workflow Integration

Our customers have a wide array of workflow systems and offline databases. To be a truly effective business, it is ideal for each system to talk to the next. Cognitu's web2print platform can be integrated with any MIS system or workflow.

Training

Cognitu offers a broad range of structured professional training services, ranging from sales skills and project scoping to using Cognitu and managing your orders.

Switching to Cognitu

Many of our customers have already setup web2print systems for themselves or their clients, often with mixed results.

Our research has shown a great many solutions are out there, often promising the earth in terms of features, scalability and the benefits they will bring to your business. However, the reality is that the vast majority do not deliver against expectations, some have very limited features, some lack interactivity and many are without a proper order management workflow to govern production processes.

Companies have often invested in these services without success. Sometimes with disastrous results, lost customers and revenue.

Cognitu has helped 100s of companies to move away from underperforming systems to adopt Cognitu's web2print approach. There are inevitably costs involved in this process, but our technical team will ensure that the project is firstly carefully planned and understood, and secondly provided to an exact and agreed budget.

We adhere to a simple framework to make sure the switch to Cognitu is managed and executed correctly.

1. Identifying the systems, templates and data to be migrated.
2. Determining the timing and critical path of data migration.
3. Agree timings, costs and implementation plan for migration.
4. Generating the new systems, templates and data.
5. Test new systems against implementation plan.
6. Support customer in switching live processes to new system.

If you are considering changing your web2print services, please contact Cognitu for a no-obligation consultation.

If you feel your web2print provider is not measuring up, talk to Cognitu to see what our web2print services can do for your business.

3 Month Trial

Cognitu – Live Trial £299.99

This is the ideal way to experience the benefits of a real web2print system without the need for long term commitment. This service is for customers who want to try Cognitu for their own business and implement a web2print solution for a specific customer.

The live trial duration is for 3 months from system creation. There is an option to extend for another 3 months on request.

What do I get?

You will get a fully functioning system for the specific client you wish to trial the software with. Cognitu will build the site and construct the templates for you.

You can have up to 3 product templates and 3 stock items as part of the standard Starter Pack.

Your Company account will be created and your web2print portal and system set up.

You get one hour of telephone based support to help you get started with the system.

You will be provided with the System Overview Guide and Documentation.

You will be entitled to free attendance to a half day introductory seminar for one person at our premises. Additional attendees from the same company charged at £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.

How do I start?

Signing up is easy.

Contact Cognitu to begin the live trial.

All you need to do is supply the hi-res artwork to Cognitu. We do the rest.

The Cognitu live trial costs £299.99 and is the ideal way to experience the benefits of web2print for your company without any long term commitments.

Key Benefits for Sales and Key Accounts

Your customers demand an easy to use service that is designed to suit their needs. Cognitu will ensure an effective service is set up with measureable results from day one.

We work with printers to ensure they fully understand web2print and how best to present the benefits to their prospects. We offer consultancy and training for sales staff in how to define the customer needs and gather the right information.

Cognitu systems are fully customisable and scalable to fit the client requirements. They quickly become an integral part of your customers' businesses, vastly improving customer loyalty and retention. Repeat orders and admin tasks are easily managed by the client, letting you focus on maximising your profitability.

Web2print allows you to cross sell additional services and increase your return from each customer.

Cognitu gives you more time to build a real understanding of your clients' businesses and look at ways to improve the effectiveness of their print communications.

Although Cognitu prides itself on it's usability, there will be occasions when you will need to provide customer support. Cognitu gives you immediate access letting you see what your client sees and help them resolve any issues efficiently.

User creation and management tools let you control who can order which products and whether they are authorised to do so. Pricing for all items is set by you within the catalogue and can be updated quickly across multiple products at any time.

Adding products to the system and updating stock levels is simple using Cognitu's intuitive admin tools. You have total control over quantities and call offs. Once a template is created, you can set the parameters of its use, in terms of the need for authorisation, quantities that can be ordered and who can use it.

As always if you cannot resolve a customer support issue, Cognitu will help you to do so. As your web2print technology partner, we not only ensure you have the best training but also the expertise at hand for the unexpected.

Key Benefits for Prepress and Production

Handling orders with Cognitu is designed to give you the best balance of efficiency and flexibility. Web2print systems often lack the tools to help you control your production and ensure orders are produced as efficiently as possible.

Our tools are designed to manage artwork for any press with unmatched agility and control. As a key component of Cognitu, our workflow offers an array of productivity enhancements that reduce the time, waste and steps between fulfilling customer requirements and boosting your bottom line.

From the point of ordering right through to the finished printed output, Cognitu gives you total efficiency and control.

Multiple queues can be created to separate types of work for different production teams, devices or geographic locations. Therefore providing you with an ultra-efficient strategy for controlling and synchronising all printers and presses with a single, unified system manager.

multiple job queues

Job queues will automatically group orders with similar characteristics, ensuring that the batching process is intuitive and streamlined. This allows you to sort files by device, size, stock, quantity and sheet size, to name but a few.

intelligent batching
with just-in-time editing feature

Cognitu's intelligent real-time batching wizard ensures you minimise any waste and optimise each sheet plan on every print run.

File imposition is fully configurable, allowing you to adjust ticks, gutters and flow with ease. Custom imposition modes can also be created by our dedicated development team, as and when necessary.

The system also gives you the power to intervene at any stage even once an order is in the print queue. Real-time edits to live orders can be made if mistakes are spotted by you or your customers. Adding yet more potential quality control points to the workflow.

Where quality management or proof reading is required you can achieve fine grained control by importing artwork files into Quark Xpress, using our custom application extension.

> "Ordering small items now becomes hugely efficient for myself and my clients."

Where total automation is key Cognitu will send your print ready files to you, using our traffic management service.

With each and every piece of artwork received from the Cognitu system, you can rest assured that our flexible templating tools have locked down your customers' corporate and brand guidelines. Everything including layout, text content, file versions, corporate colours and fonts, can be managed by our online system. Thereby allowing you to focus on producing orders efficiently and on time, rather than worrying about the details of maintaining your customers' brand integrity.

> "Cognitu is much more flexible and less static than other systems."

To ensure the system caters for the widest range of products Cognitu supports a variety of colour models including CMYK, Pantone and Multi ink. Other production information can be embedded within files for spot UV, dye cutting and other post-press processes.

With such a broad array of tools it is vital that your staff understand how to gain the maximum benefit from them. With Cognitu's training and support we make sure that each key member of your staff are given the confidence and ongoing help to drive your company forward.

Key Benefits for Accounts and Administration

Accounts

One important aspect of web2print that is not always considered is the data for billing and invoicing. If a system cannot provide accurate information to ensure that billing information is correct, detailed and relevant to the client, it fails to perform its role within the business.

> "Since it's introduction, Cognitu has streamlined what was a very complex and time consuming job."

The buying practices of companies vary enormously in terms of who can buy what, the authorisation they need and the specific data they must provide in terms cost codes or purchase order references. Clients will insist that you ensure that the purchasing procedures are kept to by your staff when using a web2print system.

This aspect is therefore a factor in winning new business as well as retaining existing clients. You must be able to present a flexible ordering system that will support the customer's needs, or risk losing customers or potential prospects.

Through our experience in developing effective web2print services, Cognitu recognises that data capture and visibility is a critical component of any good web2print system.

We provide fully customisable data capture when orders are placed. Fields for cost codes, purchase order numbers and any other information can be captured with the order. This data is available through the site administration tools, and can be downloaded as a CSV for import into MIS systems or Excel for offline analysis.

Cognitu gives you total visibility over your operation, ensuring accurate billing whilst giving you instant access to help you manage your business effectively.

flexible budget system

Administration

Effective support of web2print is an important aspect of the service you provide your customers. That is why Cognitu is designed to help you to access the information you need quickly and without having to memorise access codes for every customer. Your customer's needs are dynamic and ever changing. New users will need to be given access, just as new products and services will be added to their e-catalogue and ordering platform.

Carrying out these tasks with Cognitu is straight forward and efficient, working directly within the site to perform key tasks when needed. User management allows you to assign roles to individuals or groups of users. This governs what they can see and order, and whether or not they need authorisation. Managing budgets is controlled through the same easy to use interface with the option of individual or departmental budgets and can be quickly setup and applied to groups of users.

It is easy to find the information you need with intelligent search options and customisable reports. Cognitu provides a full audit from customer login through to your production and accounting systems. Every aspect of

the order is captured from the content itself to the accompanying administrative data needed to fulfil the request.

> "Cognitu has helped my internal workflow, expecially for small items that previously involved a high level of administration."

Cognitu can send you an itemised report directly to your inbox detailing the transactions and orders placed so you always know exactly what is happening. Reports can be set up for one or many clients, over any time period and customised to give you the data you need.

easy access to all order information

Key Benefits for I.T.

Ease of Roll-out

Cognitu are with you every step of the way, during both the roll-out and use of the system. We ensure everything is set-up to your exact requirements and key staff are fully trained before going live.

To guarantee you success, when introducing the solution to your clients, we take an equally hands on approach. We help you with any implementation or support issues you may encounter during the process.

Total Control

An overview of the entire system can be accessed via secure login, allowing easy access to all areas of the software. This level of control can be given to key individuals requiring top level access, for administrative or support purposes.

Ease of Support

To minimise the level of support you need to provide your customers the Cognitu system is designed from the ground up to be as intuitive as possible. Our software is fully cross browser and platform compatible to eliminate most technical headaches associated with deploying new systems.

From a single login point each support user can quickly navigate through all system catalogues, enabling them to solve any customer enquires as efficiently as possible.

"Our clients can see everything they need to easily manage and place their orders."

When providing support, you can easily switch between users, allowing you to place orders on their behalf or just see an issue through their eyes.

act on behalf of other users

Cognitu's integrated messaging feature allows support or update messages to be broadcast to all or specific users throughout the system. This unique tool makes the dissemination of any information, from holiday period notifications to catalogue updates, incredibly simple.

Whether it's support for your own staff or 2nd line customer support, Cognitu is always a phone call away.

Highly Scalable

Cognitu's cloud computing infrastructure gives unprecedented scalability, with powerful servers at your disposal and bandwidth on demand.

Seamless Integration

Cognitu's development team have extensive experience in integration, guaranteeing that if your current MIS can talk to the web or import data, we can integrate with it.

Air-tight Security

From our system and hardware, through to our staff and procedures, at Cognitu we take security very seriously. All server maintainers have been checked with the Criminal Records Bureau to guarantee that your data is in safe hands.

All our servers are dual firewall protected to lock out even the most determined hackers.

To give you maximum control over what your own users can do or see, Cognitu provides a fine grained permissions system. Intuitive roles can be set up and rolled out across your user base.

Multiple Contingencies

Your data is protected via multiple secure backups:

• RAID at the server level.
• Real-time database backups on a mirrored server.
• Off-site backup to a remote secure secondary hosting centre, via a gigabit link.

To protect against external issues our data centres are environmentally controlled, with surge and UPS protection throughout.

Cost Effective

Using cloud computing we provide our robust and scalable solution at a highly competitive price. This ensures that you only pay for the resources you use.

Nikki Brin
Web2Print Consultant

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With over 10 years experience in the printing and media industry Nikki has proven herself as a valuable asset to the Cognitu team.

She held a senior account manager role at Fresh Media Group, devising and implementing complex pre-press workflows for multinational publishing clients. Her experience in building close relationships with people all along the print supply chain from designers, through to IT, pre-press, and manufacturing is second to none.

Using her colour management knowledge she was integral in implementing the UK's first fully online magazine proofing system.

This was a pan-European project: Images were retouched in the UK, approved in France and printed in Poland. The workflow reduced production time and saved money by negating the need to produce and transport paper proofs.

She has worked closely with a large number of clients, creating tailored Web2Print systems - consulting with them on their requirements and liaising this back to the software development team to ensure a smooth production workflow.

meet our other consultants

IVOR JACOBS
Managing Director

NEIL FORREST
Web2Print Consultant

JEFF BIRCH
Web2Print Consultant

JULIE CARNEY
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