



**ONLINE
PRINT
MANAGEMENT**





Is it important for your business to have an Online Print Management System that gives you any or all of this:

- Brand integrity
- Colour consistency
- Local marketing support
- Supply chain management
- Pick & pack and fulfillment system
- Real time inventory update
- Centralised management
- Touch of a button ordering
- Leverage marketing strategies
- Reports to monitor and analyse buying patterns
- Online credit card & EFTPOS payment accessibility

If yes, then join these companies:



And start your Online Print Management system with Dashing Print today!

contents

An introduction into OPM
& what it can offer 5

Your artwork
& other important info 11

Dashing Print OPM Trial site
how to order guide & login details 16

an introduction into OPM & what it can offer

An introduction into OPM & what it can offer

It's cost effective, time saving and guaranteed to protect the integrity of your brand.

Traditional purchasing activities are progressively being replaced by a phenomenon known as 'Electronisation of Economic Activities'. More and more basic business activities from buying your groceries, to running your business are conducted online. Business functions such as: analysis, production, storage, information provisioning, communication and marketing are fast becoming digitalised.

Online Print Management (OPM) is a web based operational tool that allows you to manage your printing needs - electronically. The internet has provided an unprecedented opportunity on a global basis for business to interact with, reach out to and be accessible to their customers. As an innovative modern printer, Dashing Print understands the needs of your business and knows how to fulfill the electronic needs of your customers.

OPM is our tool to bring your business or franchise into an electronic environment...

An introduction into OPM & what it can offer

Features...

OPM is a customised, integrated, end to end tool. Customers can create their own artwork online from company defined templates, bypassing and simplifying the entire artwork creation process. More importantly, OPM allows your business to maintain brand integrity and reinforce your company profile.

Key features of your OPM site...

- How to Guides specific to your company's site
- Real-time access to stock levels
- Individual secure login username and passwords
- Weekly/Monthly reports
- History of all past orders
- Access to a secure payment gateway for all OPM orders placed

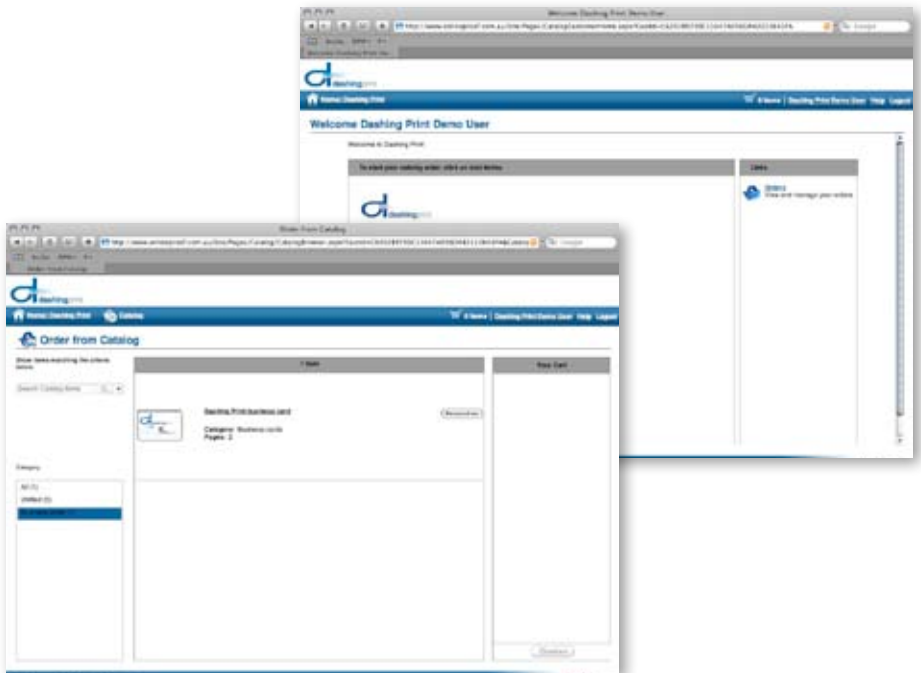
Management...

As a management system, OPM will allow franchisors or managers to have a transparent view over the marketing trends of franchisees. It allows you to monitor and analyse the buying patterns of your associates by tracking the regularity, expenditure and effectiveness of the marketing collateral available to your franchisees.

An introduction into OPM & what it can offer

Ordering...

Using your individual secure login username and password, customers and franchisees have direct access to browse the print products and pre-paid stock, add or remove items to their shopping baskets and place orders online.



An introduction into OPM & what it can offer

Customisation...

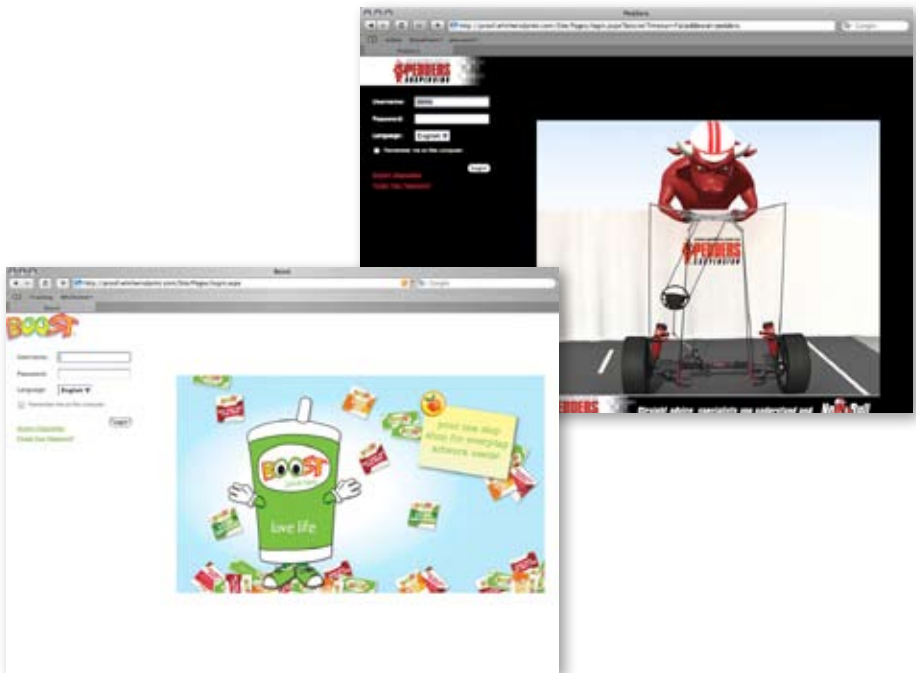
The variable data option provides the facility for customers or franchisees to create and design their own print ready artwork. With customisable templates, clients can personalise templates by adding specific text to a document. As each field is altered, a real-time PDF is displayed that is ready to approve for print. Information and design is accurate and retains design integrity.



An introduction into OPM & what it can offer

Marketing...

OPM is fast becoming the new standard of print purchasing. An online solution is an extension of your ability to service your customers. The level of functionality of the online solution is what gives your business the edge over your competitors.

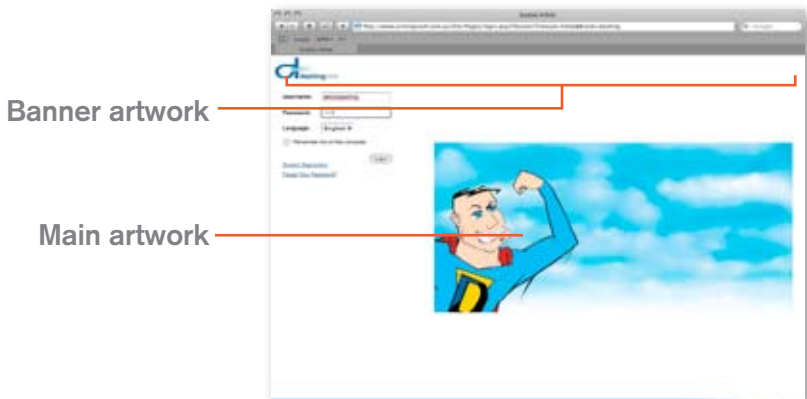


your artwork & other important info

Your artwork & other important info

Customise your OPM skin...

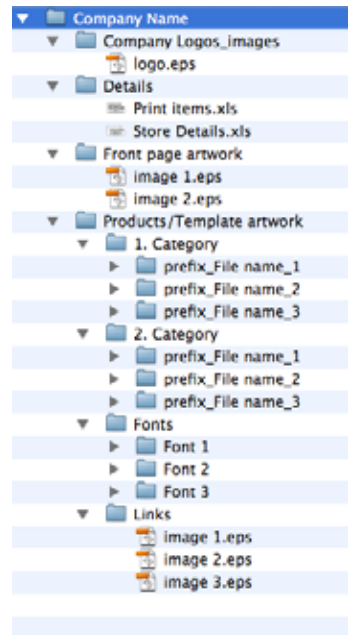
- Supply .eps versions of logo's and corporate images.
- Supply palette of all brand colours.
 - including both RGB and CMYK breakdowns
- If you would like to design your own image for the login page please set up artwork accordingly
 - ➔ Please design banner artwork with the following specifications
 - 58pixels height
 - 600pixels width
 - ➔ Please design main artwork with the following specifications
 - 600pixels height
 - 600pixels width



Your artwork & other important info

Suppling Artwork...

- All files and spreadsheets are to be supplied via disk or via FTP in a zip folder.
- Files are to be divided into categories (please refer to image).
- All files to be referenced with correct naming convention and should correspond with details on excel spreadsheet. Please include prefix codes etc.
- For **Variable templates** packaged Indesign Files are preferred.
- A packaged Indesign file includes:
 - indesign file
 - indesign .inx file
 - all fonts used
 - all linked images
- Variable areas in the artwork are to be highlighted.
- For **Static templates** print ready PDF files are acceptable.
- All files need to be print ready according to Dashing Print specifications.



Your artwork & other important info

Print Specifications...

- CMYK only.
- 3mm external bleed.
- 3mm internal bleed.
- Ink density - maximum of 300% for coated stock.
- maximum of 260% for uncoated stock.
- All black over 30mm sq to be rich black
100%k and 40%c (excluding text).

Store and Customer Details...

- Supply completed excel spreadsheet with all **store and customer details** (please use supplied spreadsheet - Store_details.xls)

A	B	C	D	E	F	G	H
STORE	ADDRESS	PHONE	FAX	EMAIL	USERNAME	PASSWORD	APPROVER

Product/Template Details...

- Supply completed excel spreadsheet with all **product/template details** (please use supplied spreadsheet - Print_items.xls)

NO	ITEMS	CATEGORY	TITLE	AVAILABLE SIZE	AVAILABLE PETH (CTS)	AVAILABLE SIZE	AVAILABLE ADDRESS	AVAILABLE EXPIRY	AVAILABLE PRICE	AVAILABLE OTHER	AVAILABLE OTHER	NOTES
1	24720	Blue Shoes	Blue Steel Blue Sneaker	6 (7.5)	60 (20 (11))	1	1	1	1	P. Price: 10.00	1. Price: 10.00	Product storage and/or items

Your artwork & other important info

Have You Got Everything?

Artwork...

- All files and spreadsheets supplied on disk.
- Files on disk to be divided into categories.
- Indesign files supplied.
- Artwork is print ready according to Dashing specifications.
- All fonts supplied.
- All linked images supplied.
- Files are referenced with correct naming convention.
- Specify/highlight variable areas in artwork.

Front Page Design...

- EPS versions of logo's and corporate images.
- Palette of all brand colours - both RGB and CMYK breakdowns.
- Banner artwork (if applicable).
- Main artwork (if applicable).

Store and Customer Details...

- Completed excel spreadsheet with all **store and customer details**.

Product/Template Details...

- Completed excel spreadsheet with all **product/template details**.

Dashing Print OPM Trial site

how to order guide & login details

ONLINE PRINT MANAGEMENT USER GUIDE

Online Print Management (OPM) is a web based operational tool allowing you to meet and manage all your print needs.

Managed via a secure website, OPM provides you with the flexibility to personalise stationery items such as business cards or simply order generic promotional products such as flyers and postcards.

Printing has never been easier.

OPM website: www.onlineproof.com.au/dashing

Trial Username:

Trial Password:

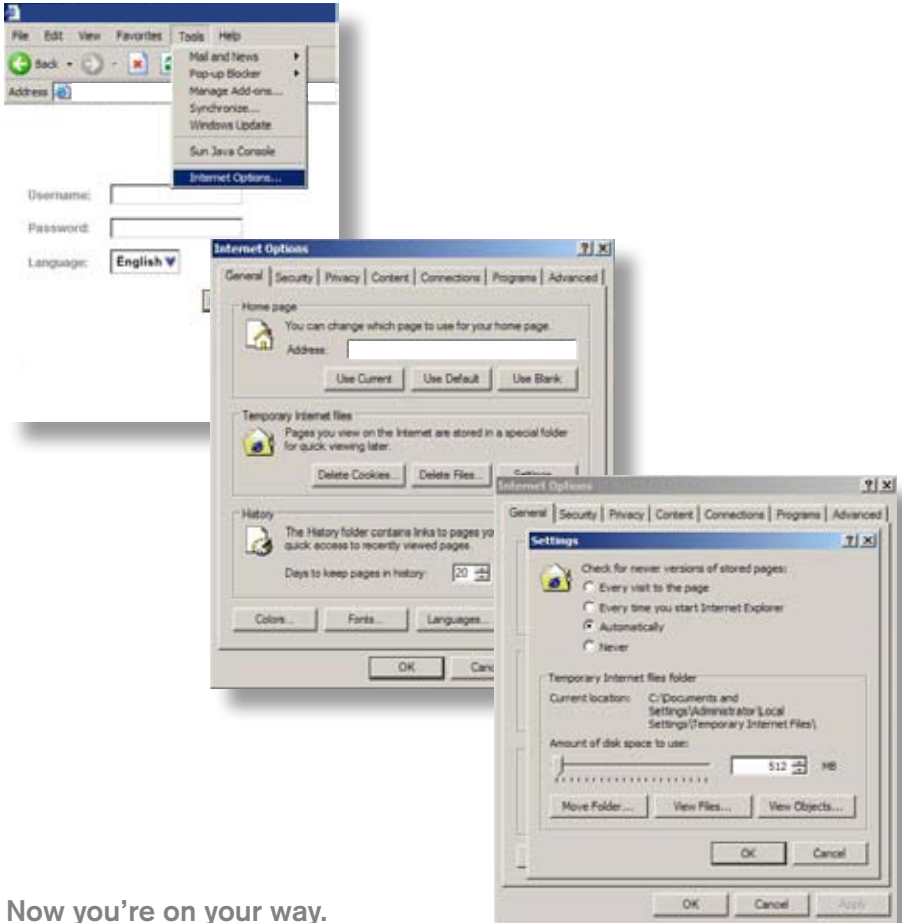
Getting started

Connect to the internet

MAC We recommend Safari

PC We recommend Internet Explorer

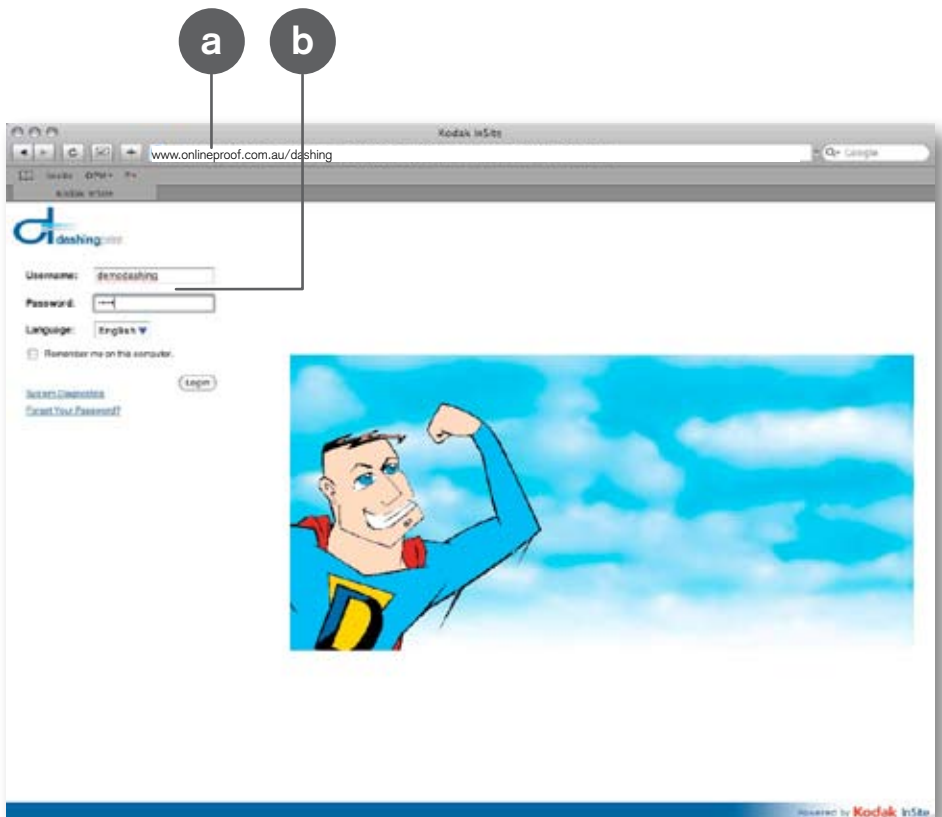
Don't forget to change the cookies – follow these instructions.



Now you're on your way.

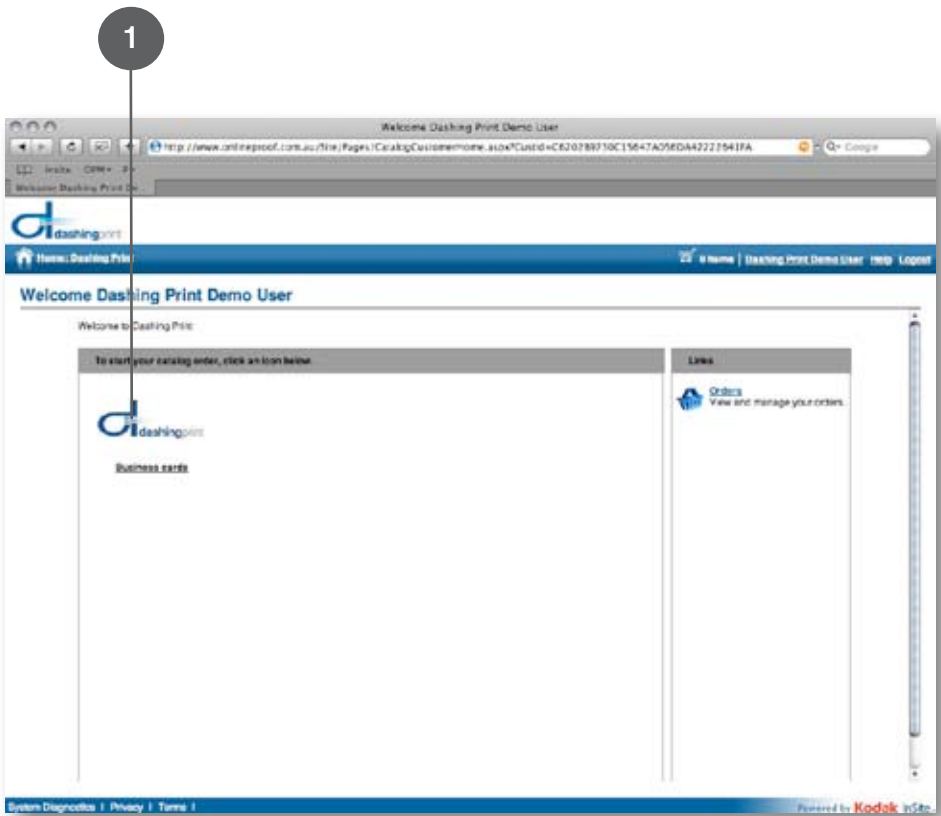
First things first - Login

- a In the URL window, type:
www.onlineproof.com.au/dashing
- b Enter your private username and password



Step 1: Choose your print catalogue

- 1 Select the appropriate catalogue to navigate through products.

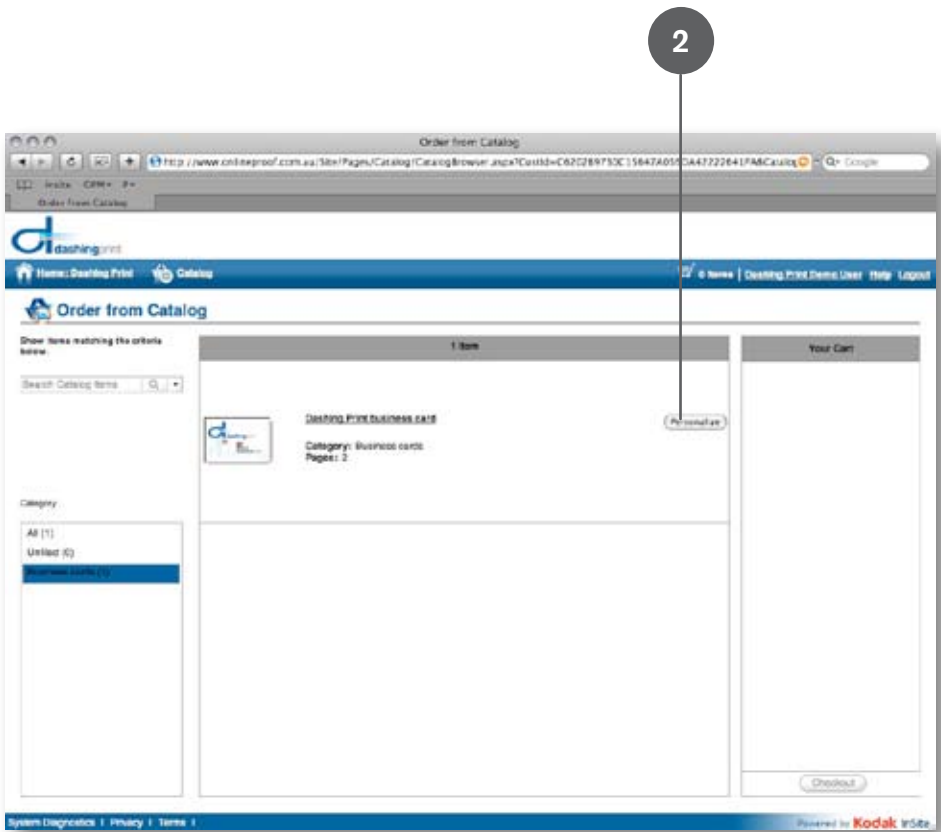


Step 2: Select your product

2 There are two types of files to select from:

Variable - Click on the **Personalize** button.
Variable items allow you to personalise your products.

Static - These products are non-variable.
Contents on these products can not be modified.



Step 3: Personalise your product

- 3a** Simply fill in all applicable blank boxes.
- 3b** Click **Update** to see the results.
- 3c** Click **Page navigation** to navigate between pages of artwork.
- 3d** Double check the information and layout. If all details are correct, select **Order** and proceed to shopping cart.

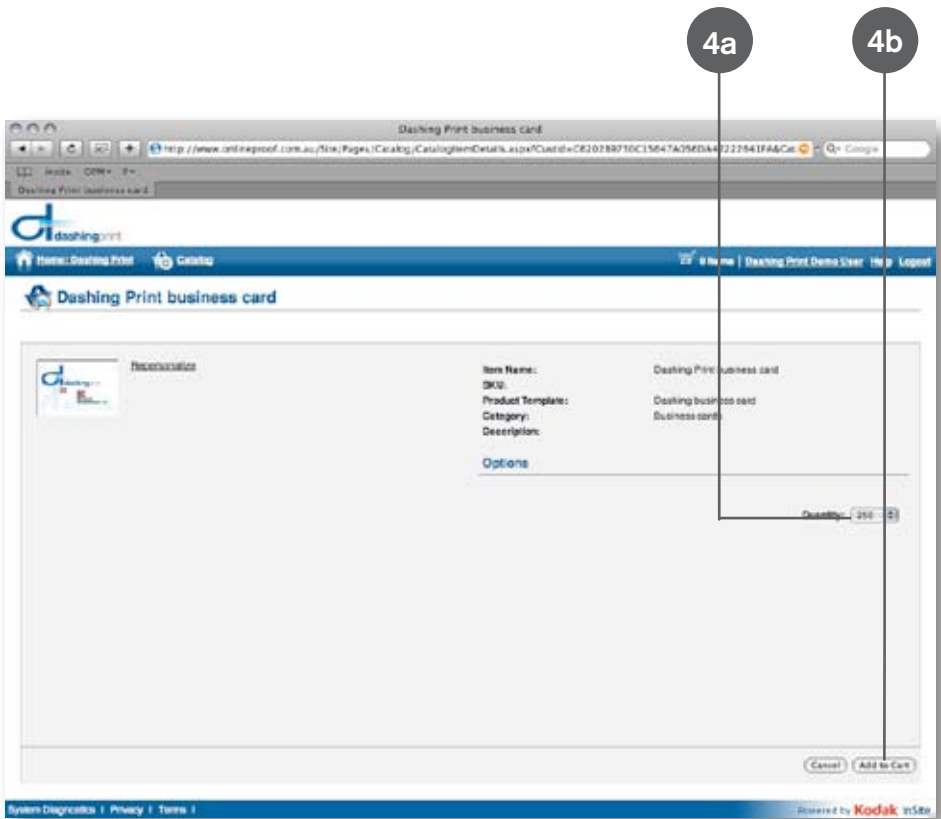


Step 4: Continue shopping

When variable items are checked and complete, return to the products page to continue shopping.

- 4a Click **Quantity:** to choose the quantity to print.
- 4b Click **Add to Cart** to process your print products.

Repeat steps 2 and 3 to add more items.



Step 5: Proceed with your order

Selected print items will be listed with all stock information.

- 5 Click **Checkout** to proceed to your shopping cart.

The screenshot shows a web browser window displaying the 'Order from Catalog' page. The page features a search bar, a category list on the left, and a main product area. A callout bubble with the number '5' points to the 'Checkout' button at the bottom right of the page.

Order from Catalog

1 Item

Showing 1 item matching the criteria below:

Search Catalog Items

Category

- Business cards (1)

Dashing Print business card

Category: Business cards

Pages: 2

Personalize

Your Cart

Dashing Print business card	Remove
Quantity: 250	

Checkout

Powered by Kodak iSite

Step 6: View your shopping cart

The shopping cart is a summary of all pre-purchased items.

You have the option to change the quantities, add items or remove unwanted products prior to checkout.

6

Confirm the shipping address as required. Click [Ship to a Different Address](#) to create, edit or select from the list provided.

6

*All prices are inclusive of GST and delivery.

The screenshot displays the 'Shopping Cart' page for Dashing Print. The browser address bar shows the URL: <http://www.dashingprint.com.au/site/pages/shoppingCart/viewCart.aspx?custid=6823289730c1364780580a47226621a>. The page header includes the Dashing Print logo and navigation links: Home, Dashing Print, 1 Item, Dashing Print Demo User, Help, Logout. The main heading is 'Shopping Cart' with a sub-note: 'Please review the contents of your order for accuracy before placing your order.' Below this, there are sections for 'Shipping Address' (with a link to 'Ship to a Different Address'), 'Shipping Method' (with a 'Read' link), and 'Cart Item'. The cart item is 'Dashing Print business card' with a quantity of 2500. At the bottom, there are links for 'Add Recipient', 'Import Recipients', 'Add More Items', and 'Next >'. The footer contains 'System Diagnostics | Privacy | Terms |' and 'Powered by Kodak i55e'.

Step 7: Confirm your delivery address

- 7a Confirm the shipping address as required. You can create, edit or select from the list provided.
- 7b Click **Next >** to confirm shipping details.

The screenshot shows a web browser window displaying the 'Shipping Cart' page. The page title is 'Shipping Cart - Shipping' and the URL is 'http://www.onlinetest.com.au/Store/Pages/ShippingCart/ViewCart.aspx?custid=CG2289730C15647AC16DA4222641FA&OrderID'. The page features the DashingPrint logo and navigation links. The main content area is titled 'Change Recipient' and contains a list of recipients. The first recipient is 'Dashing Print Demo User' with an 'Edit' link. The second recipient is 'Demo User Dashing Print' with 'Edit' and 'Delete' links. A 'Next >' button is located at the bottom right of the page. Two callout boxes, labeled '7a' and '7b', point to the 'Edit' link for the first recipient and the 'Next >' button, respectively.

Shipping Cart - Shipping

http://www.onlinetest.com.au/Store/Pages/ShippingCart/ViewCart.aspx?custid=CG2289730C15647AC16DA4222641FA&OrderID

Home | Dashing Print

1 Item | Dashing Print Demo User | Logout

Shipping Cart

Please review the contents of your order for accuracy before placing your order.

1. Shipping | 2. Payment

Shipping Address | **Ship**

Demo User Dashing Print
Dashing Print
53 Berry Street
North Sydney, NSW
Australia 2060
(02) 9622 2700

Cart Item

Change Recipient

Choose the recipient of the order from your address book and click Select

<input type="radio"/>	Dashing Print Demo User Dashing Print Australia	Edit	This is your personal contact information. This is your default shipping and billing address.
<input checked="" type="radio"/>	Demo User Dashing Print Dashing Print 53 Berry Street North Sydney, NSW Australia 2060 (02) 9622 2700	Edit Delete	

New Address

Cancel Select

Add Recipient Import Recipients

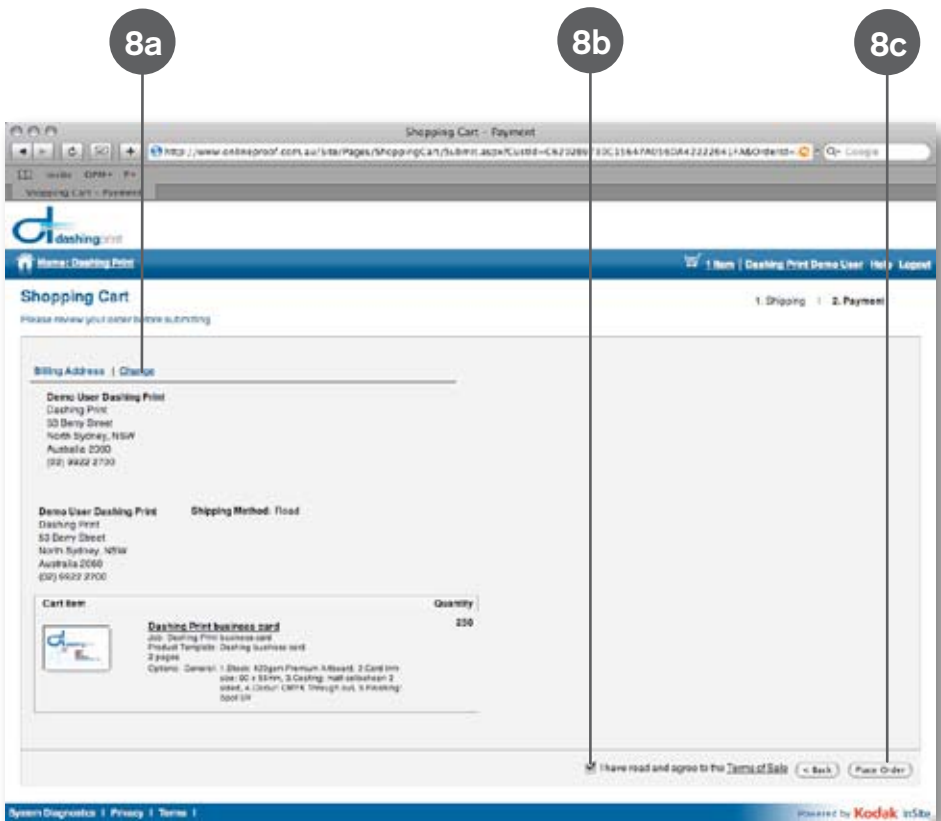
Add More Items Next >

Custom Diagnostic | Privacy | Terms | Powered by Kodak iSite

Step 8: Confirm your billing info

Billing information refers to the delivery address for your invoices.

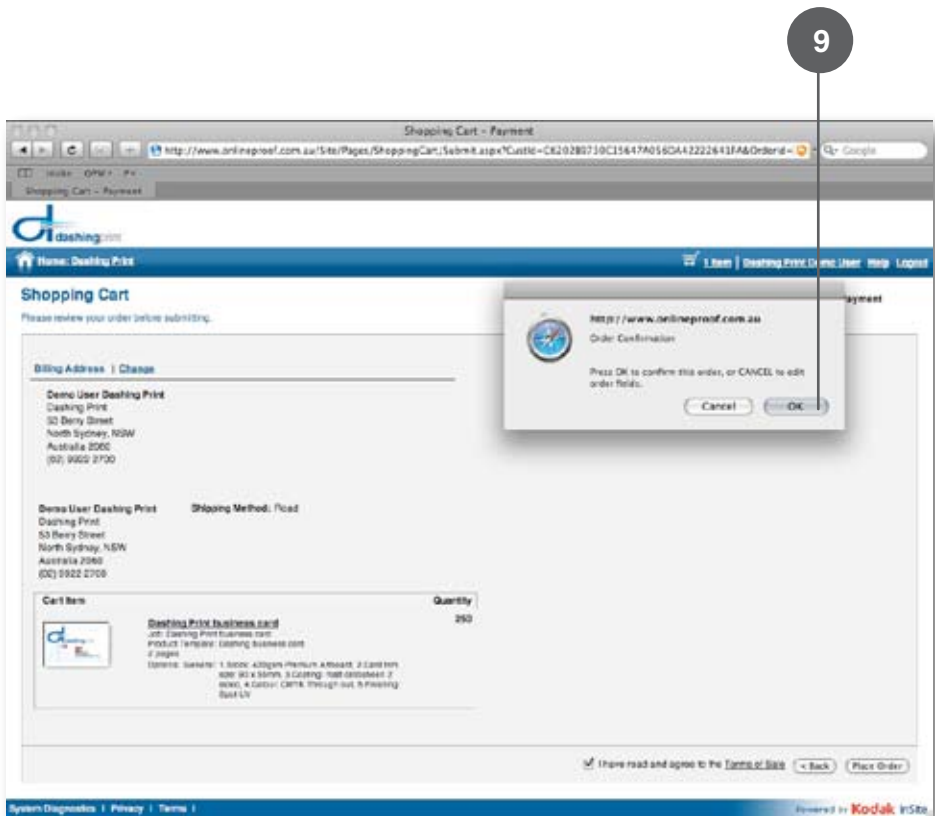
- 8a If billing information is different to the delivery address simply click the **Change** button.
- 8b Click the **I have read and agree to the Terms of Sale** box to agree to the supplier terms of purchase.
- 8c Click **Place Order** to finalise your order.



Step 9: Proceed with your order

9

You will receive a final confirmation box. To confirm your order click OK.



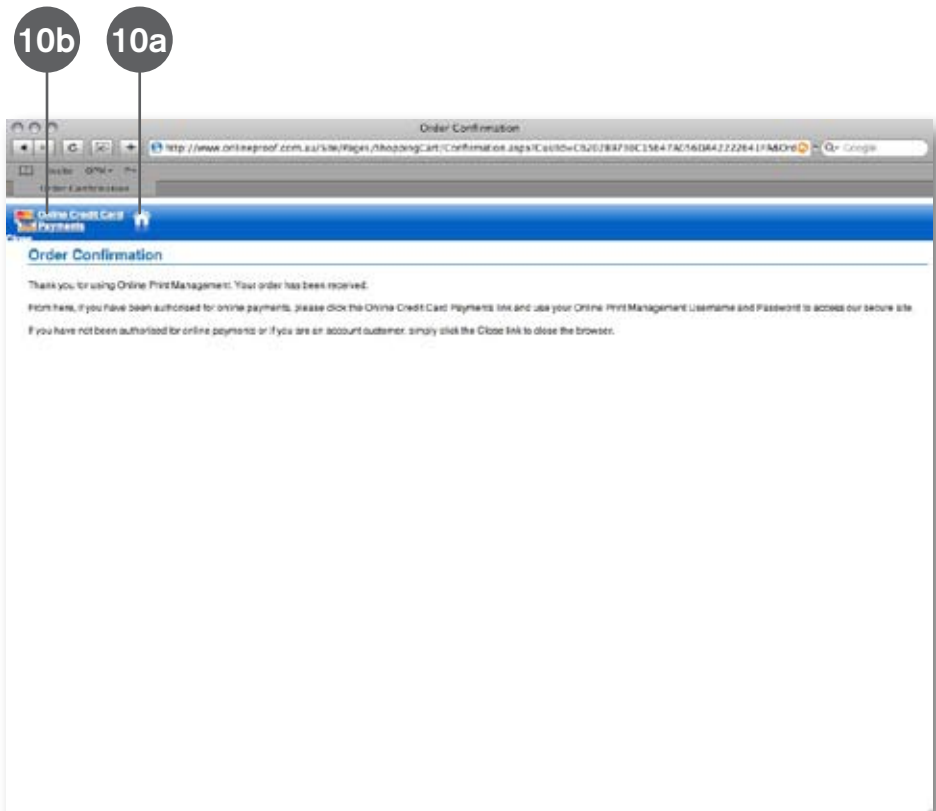
The screenshot shows a web browser window titled "Shopping Cart - Payment" at the URL <http://www.onlineproof.com.au/Site/Pages/ShoppingCart/Submit.aspx?Castle=C820280710C156479A050AA2222641FAA&OrderID=>. The page displays the "dashingprint" logo and navigation links. The main content area is titled "Shopping Cart" and includes a "Please review your order before submitting." message. It shows the billing address for "Demo User Dashing Print" at 50 Berry Street, North Sydney, NSW, Australia. The shipping method is "Road". A table lists the cart items, including "Dashing Print business card" with a quantity of 250. At the bottom, there is a checkbox for "I have read and agree to the Terms of Sale" and buttons for "Back" and "Place Order". A modal dialog box is overlaid on the page, titled "Order Confirmation" with the URL <http://www.onlineproof.com.au>. It contains the text "Press OK to confirm this order, or CANCEL to edit order fields." and buttons for "Cancel" and "OK". A large number "9" in a circle is positioned above the dialog box, with a line pointing to the "OK" button.

Step 10: Payment Gateway

Congratulations, your order has been submitted. You will automatically be brought to the Payment Gateway to make your payment (if authorised).

10a Click on  to make payment instantly (if authorised).

10b If you have not been authorised for online payments or if you are an account customer, simply click  to return to OPM home page. **Please go to Step 11: Checking Orders**



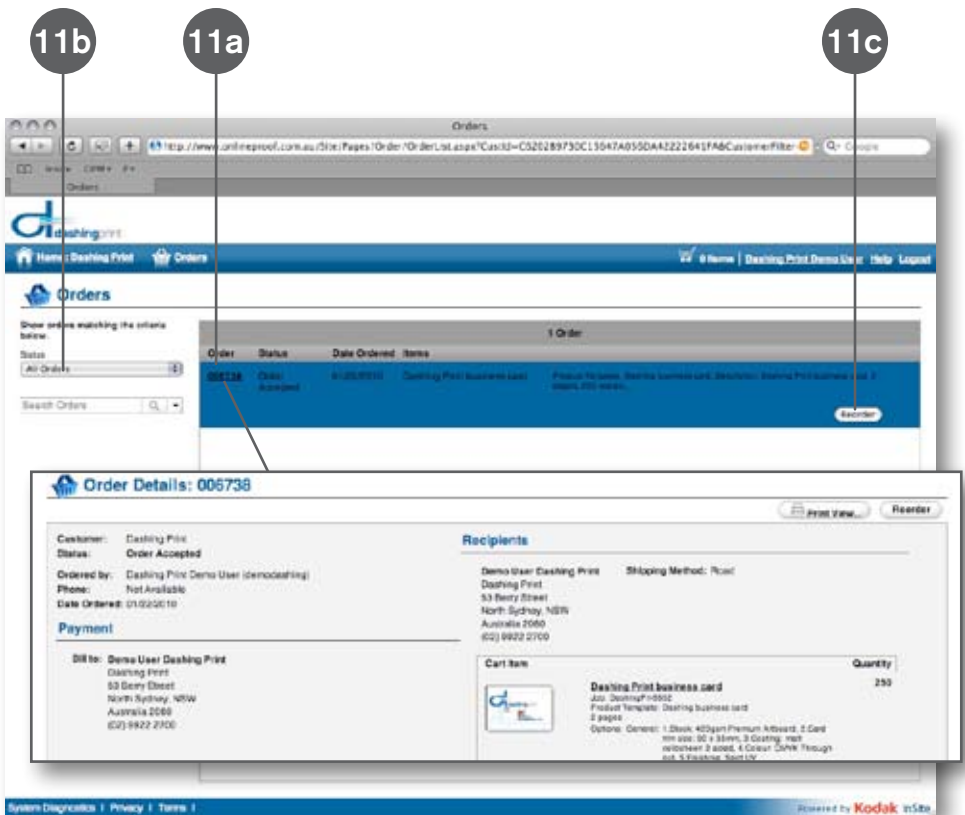
Step 11: Checking orders

The status of your active and pending orders can be found on the welcome page by clicking on  [Orders](#).

11a Click on the order number to see the status of your print job.

11b Incomplete orders can be found under the .

11c To reorder a previous order, please click .



The screenshot shows the Dashing Print web interface. The top navigation bar includes 'Home', 'Dashing Print', and 'Orders'. The 'Orders' section displays a table of orders with columns for Order, Status, Date Ordered, and Items. A callout box labeled '11b' points to the 'Status' dropdown menu, which is set to 'Active Orders'. A callout box labeled '11a' points to the order number '006738' in the table. A callout box labeled '11c' points to the 'Reorder' button next to the order. Below the table, the 'Order Details: 006738' page is shown, featuring sections for Customer, Recipients, Payment, and Cart Item. The 'Cart Item' section lists 'Dashing Print business card' with a quantity of 250. The footer includes 'System Diagnostics | Privacy | Terms |' and 'Powered by Kodak iSite'.



Your Dashing Print Contact

Deni Boyd | Production Coordinator

t 02 9922 2700

m 0411 849 111

e deni@dashingprint.com.au