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**GMC SOLUTION BRIEF**

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**Industry** Print Service Providers

**Application** Web-to-print

**Product** Open Document Publisher

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# Portal Builder – Web-to-print made easy



**Building New Ways to Compete**

## From Novelty to Necessity

Online storefronts have gone from novelty to necessity as print professionals try to shrink costs, increase productivity and keep valuable customers happy. They have become a part of the commercial landscape that print professionals can't afford to ignore.

Now it is critical to offer online services, but many print service providers don't have the skill sets, staff or budget to set up and maintain a complex storefront. And basic tool sets lack the functionality printers need for today's color and variable data communications.

With GMC's PortalBuilder, start up costs and specialized skills are no longer barriers to entry. Companies of any size can afford full-featured storefront ecommerce. Companies that don't have a dedicated web staff can compete with those that do.

### **Become Competitive in New Ways**

You can be competitive in new ways that drive greater efficiency, service and profitability. The efficiencies of web-to-print workflow lets you take on traditionally low-margin jobs, such as business cards, and deliver them more profitably and with less effort.

### **Maximize Your Color Technology Investment**

With PortalBuilder, you can capture more business for your high-end digital color systems and maximize your technology investment. GMC offers some of the best color management tools available, and brings extensive color workflow automation and efficiency to online jobs.

### **Create Integrated Collateral Stores**

As online storefronts evolve for print-based commerce, an integrated portal that supports customized sub-sites has become a common format. These collateral stores might have one sub-site for personalized business cards, while another has templates for postcards or business letters.

### **Extend Your Printing Business**

With PortalBuilder, you can extend your services beyond just printing, to build and manage branded portals for your customers. The customer-facing storefront lets divisions, branches, consumers, agents, franchises and others select, customize and purchase collateral, simple mailing campaigns or other materials from a browser. Even low-margin projects like business cards that weren't profitable as one-off jobs can become annuity-generating business. Your customers save money, speed fulfillment, maintain brand control and deliver better services to their users. You become more entrenched in accounts with long-term value.

## Solution Key Features

### **Geared to Personalization and Color Production**

PortalBuilder offers all the necessary capabilities for online storefronts, like shopping carts, order management, electronic proofing and customized views, but PortalBuilder also supports backend production for complex – and profitable – color and high-volume printing for personalized communications.

### **Desktop with a Difference**

PortalBuilder offers best-in-class tools for web storefronts, but it's the desktop client that differentiates PortalBuilder from other ecommerce tools. General-purpose storefront design tools aren't made for high volume variable data production jobs. PortalBuilder is. Behind the scenes, the administrative desktop client creates and manages templates, variable data processes, production workflow and other fulfillment steps.

### **No Web Experience Needed**

PortalBuilder is designed for document professionals, not programmers. The desktop client keeps things simple and easy to learn providing only the tools you need to get the work done. But these tools are powerful and optimized for printing. Without any web programming experience, users can design, test, and deploy microsites, which integrate automatically into the PortalBuilder storefront.

### **Proof and Deploy from a Laptop**

The desktop client allows real time proofing of sub-site additions and modifications without installing or configuring a local web server. Developers test from their laptop or office, then push the storefront into the server with one click. Sub-sites and templates deploy in minutes instead of hours.

### **Storefront and Desktop in Harmony**

PortalBuilder provides an integrated web storefront and web server, along with a desktop client to design, proof, test and deploy applications into the web storefront. Your PortalBuilder storefront and desktop client stay connected automatically, unlike other tools that require constant attention and manual integration. Changes to one area synchronize everywhere. Each desktop layout automatically flows into the web site storefront. New data collection boxes or fields designed at the desktop client are automatically pushed into the storefront template.

## PortalBuilder Value Propositions

### Familiar Advantage for PrintNet Users

If you already use GMC PrintNet infrastructure to drive color and variable communications, you have a special advantage. PortalBuilder slides smoothly into your existing PrintNet workflow, with a familiar interface and common production engine that speeds deployment and simplifies operation.

### No Special Web Expertise Needed

PortalBuilder is based on the same templates as GMC PrintNet document layouts. Both the web storefront and complex production jobs can be created with the same toolset and staff. No web design experience is required.

### From PrintNet to PortalBuilder

Anything created in PrintNet, such as variable data fields, personalized images and color specs can become part of the storefront offering without any loss of functionality. PortalBuilder uses the same full strength PrintNet T production engine capable of handling millions of variable documents a day. As your business grows, your storefront services scale with you. You can support the very

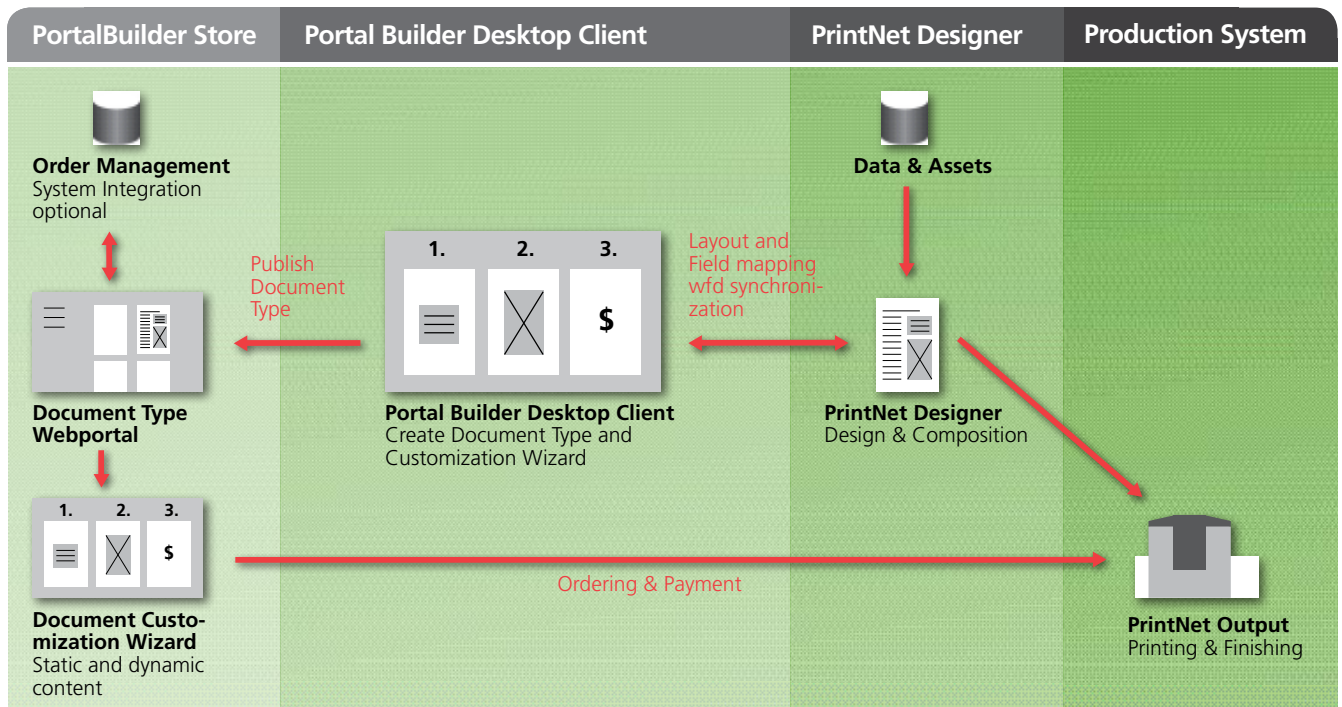


small jobs to the very large, even when they are submitted via the storefront.

### Connect Storefront with Existing Workflow

All PortalBuilder and PrintNet products are created and supported by the same vendor and are designed to work together. The full suite is available within the PortalBuilder storefront. It's simple to add pieces like process automation, postal consolidation, post-composition, and version control without tricky programming and testing.

## Web-based Access with Portal Builder



## Value Statements

### Management: Extend Your Reach

- Seamlessly and easily extend your total business to a wider market of new customers
- Gain more business from your current clients through valuable, loyalty building services

### Marketing: Brand Management, Message Control and Compliance

- Consistent brand management for collateral and other materials maintained by approved templates
- Message and content management with flexibility and control for personalized communications
- Establish and enforce parameters for any documents subject to regulation and compliance

### Finance: Expand Capabilities, Reduce Costs

- Bottom lines flourish as you gain more revenue from existing customers and acquire new ones, all with less overhead, labor and cost
- Web-to-print projects represent long-term, ongoing revenues for more stable, predictable revenue streams
- Web-to-print storefronts can result in significant cost savings and operational efficiencies
- PortalBuilder integrates with your existing PrintNet investment for a more cost-effective storefront solution

### Operations and Output Services: More Value Using Existing Resources

- Online automation delivers many operational benefits, and PortalBuilder delivers more than most because it maps to your existing PrintNet workflow
- Add a PrintNet process automation component, and the productivity improvements multiply.
- Both your technical and non-technical staff can realistically manage deployment and modifications



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**GMC Software** helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Our award-winning software serves thousands of users worldwide and is based on ISO 9001:2000 certification and CMMI development methodology.

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