

## What is iCu?

iCu is our online purchasing solution specifically for print. The innovative technology not only allows you to purchase printed products online but to also amend, edit and proof documents, control print budgets, issue user/departmental access and manage product stock levels. This removes the lengthy time consuming steps usually associated with print procurement and helps to reduce costs.

### **1. Stock held products**

You can view all of your stock items such as operational print (corporate letterhead and delivery notes) and marketing stock lines and order these anytime to be delivered within 72 hours.

### **2. Online Document Amendment**

iCu can store any number of design templates. You specify which parts of the content are to remain static (usually the branding) and which sections can be altered e.g. prices, product images. Users then simply select a template and make the necessary adjustments on screen to create totally unique marketing collateral. From business cards to marketing mailers, text or visuals, it empowers your staff to create bespoke artwork whilst keeping within your strict corporate guidelines.

### **3. Upload Print Special items**

Special projects and occasional items

## The Benefits of iCu

### **1. Greater Control**

- You decide which authorised buyers are able to order – password driven for totally secure ordering
- Budget control – pre agreed spend limits with automatic notification to an approver when limit exceeded.
- Order history and reporting functions for instant monitoring at all levels
- One central system stores all of your corporate assets and print items - gives you brand control as departments only allowed to order centrally approved documents
- You can monitor the progress of your printed materials throughout the print process

## **2. Cost Savings**

- Reduces unnecessary costs such as admin
- No more expensive changes to documents required from outside design agencies
- Print the exact quantity you need therefore less waste and less cash tied up in stock

## **3. On Demand Ordering**

- Gives you more online flexibility than ever before
- A multi user system allowing you to spread responsibility
- Make amends to pre-determined design templates
- Access 24/7 so order print at times convenient to you and your business

## **4. Consistency**

- Users only allowed to order pre agreed design templates to ensure consistency in brand
- Ideal for multi-location businesses

## **5. Speed**

- Order your print in a matter of minutes, at the touch of a button
- Get your message to market much faster with turnaround times of 24-72 hours