



User Site Registration for Web 2 Print Deployments

Controlled access via username and password vs. open access with no registration.

When setting up a Web 2 Print deployment, the question occasionally arises as to the value of requiring a unique log-in account for each user, particularly when there will be many users who order infrequently.

The primary concern expressed is that requiring the user to log in and set up an account will discourage them from accessing the site and placing orders.

This may be the case in an open market, but when it comes to offering controlled collateral this becomes a non-issue.

In reality, it is a minor inconvenience considering the many benefits, which are outlined below.

1. Maintain a separate order history for each user:

With a history of all orders the user can refer to past orders for easy reference to dates and content. Reordering is also simplified, whether the new order is exactly the same or modified.

2. Ability to pre-populate variable fields based on individual user profiles:

User account profile fields can be referenced in variable fields within documents to automatically populate when a product is selected.

3. Control which products are available to different users and user groups:

Users are assigned to a group structure which allows for control of access to products. Pricing/discounts and content can also be varied by user group.

4. Set different payment options based on users and user groups:

Payment options can be varied within a based on individual users and user groups.

5. Change site skinning based on different users and user groups:

Site skin and branding can vary based on user and groups within a single deployment.

6. Insure compliance with company branding standards:

With open access to branded variable products the potential exists for a user to make modifications that do not comply with company branding standards.

Order authorization structure can be imposed that permits review of proofs and approval before products are produced. User accounts are required for notification of order rejection or approval.

7. Prevent unauthorized ordering of customizable products:

Controls can be imposed on user registration for each deployment. User accounts can be set up in advance through administrative channels, or self-registration can be set to require approval.

8. Protect against abuse or misuse of company identity:

Controlling user access prevents unauthorized access to important company identity material for potentially fraudulent or illegal use.

9. Optional order approval processes can be customized to the clients need and structure:

Approvals can be set to be required for specific users and user groups. If order approvals are desired that can be structured for single or multiple tier approvals. For single tier approval notifications can be sent to multiple approvers, with only one required to approve. Multiple tier approvals can be structured so that an approval at the first level moves the order to the next level.

10. Creating new users is a simple process:

From the administrative level, users can be added manually or by uploading a formatted spreadsheet list.

The deployment can be set up to allow users to self-register, with the option of requiring authorization before the newly registered user is able to access products or place orders.



If the client is already utilizing a login account web interface, a secure link can be created between the client server and W2P deployment server to allow users to seamlessly move between the two with a single login and password.

In A Nutshell...

With all of the benefits, and little downside, it seems to be an easy decision to require registration for each unique user.

You don't have to look far to see that virtually all web e-commerce sites now require user account registration, from small limited user sites to giants like Amazon and iTunes.

Any individual who orders on the internet will be familiar with this requirement and appreciate the benefits that come with registration.

To find out more about the vast benefits of Web 2 Print services, contact your Peczuh Printing sales rep, visit us online at peczuhprinting.com, or call us directly at: 801-292-2005.
