



# Pressero

## Empowering Web-to-Print

### CASE STUDY

## Mexico's Impresión Integral Brings Online Printing to Businesses and Consumers

### Company Background

Impresión Integral is a full service commercial printer with locations in Mexico City and the City of Querétaro, enabling the company to service country-wide printing needs. In fact, Impresión Integral offers 24-hour delivery of business cards to all of the principal cities in the Republic of Mexico. The firm was founded in 2007 and has 10 employees.

### Challenge

Impresión Integral was seeking a web-to-print solution that would allow it to offer online ordering of custom and template-based business cards to businesses and consumers. The company was seeking a robust, yet easy to use, solution that could grow with its needs as demand for online ordering of printing gained in popularity in Mexico.

### Solution

Working with Datafont, a reseller of web-to-print and cross-media solutions, Impresión Integral chose Aleyant Pressero and eDocBuilder to meet its needs. According to Jorge Avila, Director,

business card and other templates to our customers or to enable them to create their own custom designs. We also wanted to be able to offer our customers the ability to have branded storefronts that would allow their constituents to order printed and non-printed items that we would fulfill for them."

### Results

Today, Avila reports that a growing amount of its work is produced using Pressero. "Most of the jobs submitted by customers through Pressero are B2B; and this is where the attraction to branded storefronts comes in. In Mexico, B2C has not really matured yet. About 15% to 20% of our work comes in directly online via Pressero, and we expect that percentage to grow as we expand our knowledge of its capabilities."

Avila admits that the company is early in the process of using Pressero and eDocBuilder. "The solution has many more capabilities than we are taking advantage of right now," he explains. "I think we are only using 10% to 15% of its capability. Today, we are managing



José Salas (Datafont), Jorge Ávila (Impresión Integral) and Francisco Pérez (Palmar) at Expográfica 2013

take orders online and seamlessly move those orders through the production process has given it a number of competitive advantages, including the ability to offer branded storefronts to its B2B customers as well as to ensure 24-hour delivery of business cards almost anywhere in the country.

Avila also points out that in Mexico, there is a need to train customers to use the system, since they are typically not as familiar with online ordering of printed items as perhaps people are in the rest of North America. "Having a dedicated system manager in place that can focus on that client training will also spur our growth," he says. "We have big plans for Pressero and for our entire online presence."

Avila has been pleased with the support it is getting from both Datafont and Aleyant. "We are very happy with the system, and see tremendous potential for growing it into the future," he says. "We look forward to expanding our online offerings well beyond business cards to encompass all of the printed products we produce." 🌟

*"Pressero is affordable, easy to use and nicely supports our Spanish language needs."*

"While we planned to begin offering online ordering with business cards, we ultimately wanted to make other commercially and digitally printed, as well as non-printed, products available online. Pressero is affordable, easy to use and nicely supports our Spanish language needs. And eDocBuilder gives us the ability to offer pre-designed

the system with myself and one other person, but are in the process of hiring a dedicated employee to be our system manager. Once that person is in place, we will be working with Datafont to rapidly escalate our understanding of the system and the range of online services we can offer to our customers."

For Impresión Integral, being able to