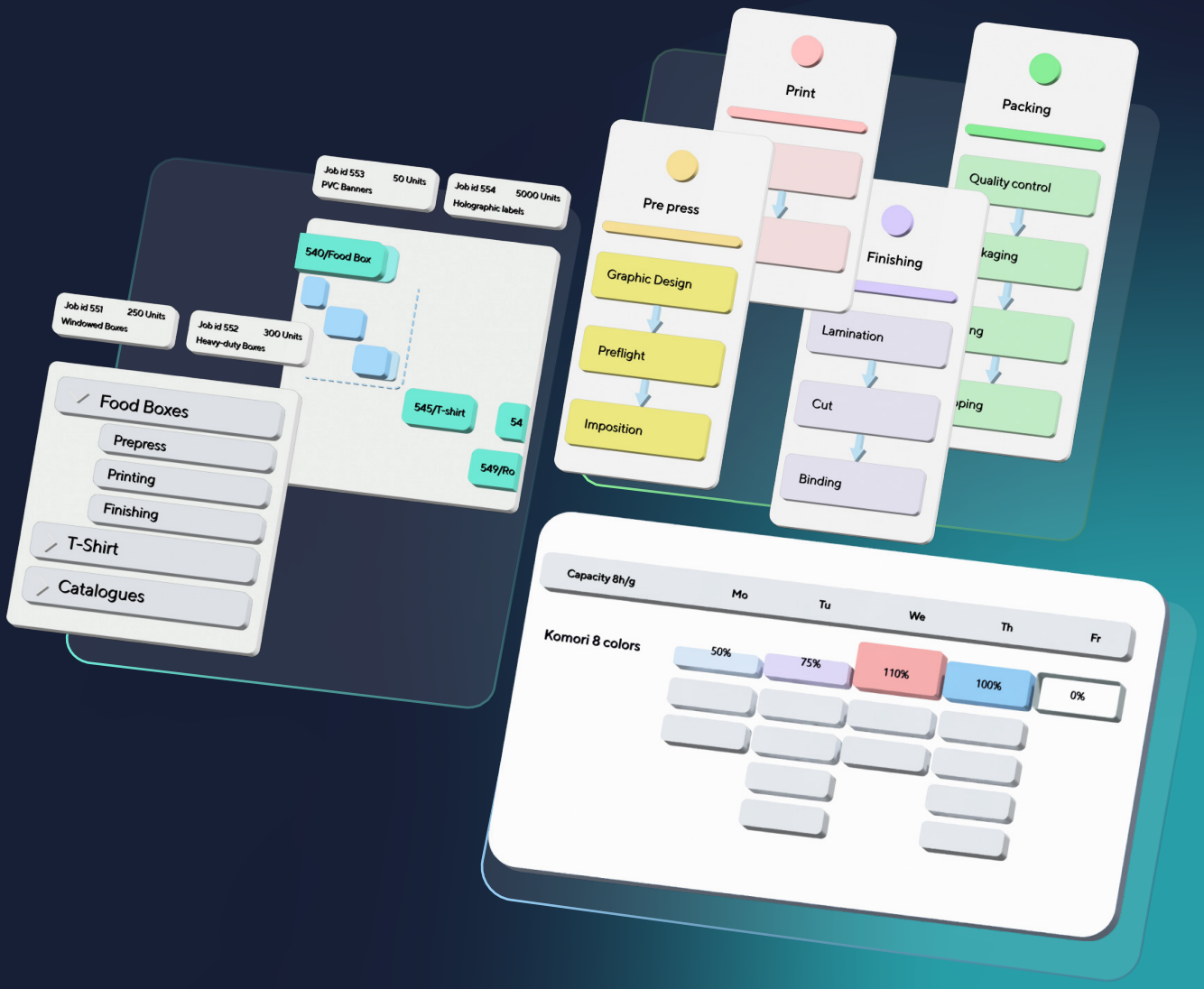
scprinter

# The Three Pillars to Optimize Production in the Print & Packaging Industry



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# Introduction

Excellence in printing and packaging does not happen by chance. Behind every impeccably produced job, every deadline met on time, and every margin intelligently defended, there is a perfectly functioning organizational machine.

In this context, Scheduling, Planning, and Production represent the three pillars on which every modern company in the Printing and Packaging sector is founded. With Wsc Printer, these pillars are no longer managed separately or manually but become part of a single, integrated, intelligent, and responsive ecosystem. Thanks to a complete, modular platform designed for the real needs of the sector, each process can be coordinated, tracked, and optimized in real-time.

In this article, we show you how these three elements – if connected, automated, and made intelligent – can transform production from a source of problems to a driver of competitive growth.

# 1. Intelligent Scheduling: Optimize Time and Resources

## Introduction

In the printing and packaging sector, resource scheduling is a daily challenge: urgent jobs, shared machinery, tight deadlines, and a constant variation in the type of work make scheduling one of the most critical phases of the entire production flow. Wsc Printer addresses these complexities with advanced tools that allow dynamic and visual organization of each production phase.
Intelligent scheduling is not just a technical function: it is a strategic element that directly impacts profitability, punctuality of deliveries, and efficient use of company resources.

# Performance in Numbers: Before and After Automation

· **35% reduction in delays**:  thanks to proactive notifications and intelligent alerts that inform in real-time about blocks, changes, and unforeseen events. This allows the production manager to react immediately, avoiding chain repercussions.

· **+40% punctuality in deliveries**: improving resource management and flows, deadlines are more easily met, increasing the reliability perceived by customers.

· **+25% in machine utilization**: thanks to real-time visibility of availability and optimized activity allocation, even unproductive hours are drastically reduced.

· **Complete daily, weekly, and monthly plan**: planning is not limited to the short term but allows for strategic and operational vision, useful for balancing loads, planning holidays, purchases, and maintenance.

· **+30% production capacity without new machinery**: by optimizing sequences and minimizing downtime, what is already owned is better utilized, without having to invest in new lines or equipment.

· **-50% manual rescheduling**: changes in schedule no longer imply phone calls, emails, and meetings, but are managed with a click and automatically notified to all departments involved.

· **+20% efficiency between technical offices and production**: thanks to data synchronization and shared visibility, communications become faster, more precise, and traceable.

· **-65% communication errors**: changes to priorities and orders are recorded and disseminated in real-time, avoiding misunderstandings, double work, or errors.

· **100% historical traceability**: every change to scheduling is recorded. This is crucial for post-job analysis, audits, continuous improvement, and verification of responsibilities.

# Why Your Company Needs It

· **Visual planning with integrated Gantt:** facilitates understanding of the entire production line and offers a strategic and operational vision.

· **Centralized management of all departments**: eliminates information silos and improves multi-plant coordination.

· **Dynamic rescheduling**: useful for urgent jobs or sudden customer changes, with what-if simulations.

· **Integration with the control room and warehouse**: synchronizes production and material availability, improving internal logistics.

· **Drastic reduction of human errors**: fewer verbal communications, more automatic and digital control.

· **Simulation of alternative scenarios**: you can compare different sequences to choose the most efficient one.

· **Workload forecasting**: useful for balancing production and planning ahead for potential bottlenecks.

· **Traceability and history of decisions**: every action is recorded and consultable for audits or analysis.

· **Reduction in decision-making time**: centralized data access allows for quicker reactions to changes.

# Operational and Financial Damages without Automation

According to internal research, companies without an automated scheduling system can lose up to 18% of the annual production value. This loss stems from:

- Chronic delays in deliveries that generate penalties or service disruptions.
- Resource inefficiency with machine downtime and inactivity.
- Errors in managing priorities and urgencies.
- Hidden costs from manual rescheduling, unexpected overtime, human errors.
- Decline in customer satisfaction and loss of strategic contracts.
- Difficulty in reacting quickly to unforeseen events (machine breakdowns, missing materials).

On average, each poorly managed hour in planning can cost up to 300 € due to direct and indirect inefficiencies. Annually, this results in tens or hundreds of thousands of euros that are unrecoverable.According to internal research, companies without an automated scheduling system can lose up to 18% of the annual production value. This loss stems from delays in deliveries, conflicts between departments, wasted man-hours due to manual rescheduling, and underutilization of resources. Additionally, the lack of visibility can lead to incorrect decisions or inefficiencies that impact profit margins and customer satisfaction.

# The Intelligent Response for Your Production Flow

Wsc Printer integrates intelligent planning tools capable of dynamically adapting to workload changes and urgencies. Real-time visibility and the ability to simulate alternative scenarios make scheduling not only reactive but proactive. Operators work more calmly, production managers have total control, and customers receive what they expect more quickly.

Wsc Printer responds with a visual and automated solution that allows scheduling, moving, and monitoring every phase of production in real time, ensuring operational continuity and responsiveness.

# The 10 Most Common FAQs about Print & Pack Scheduling

1. **How can I clearly view the entire production plan?**
Through integrated Gantt charts, which graphically represent the processing stages for each order, making the sequence and duration of activities clear. You can filter by department, job type, or priority and get an immediate overview of resource saturation.

2. **Can I modify scheduling in real-time?**
Yes, you can move jobs, change priorities, or reassign resources with simple drag-and-drop operations, with immediate updates across all departments involved. The system maintains a detailed log of every change.

3. **Is it possible to integrate scheduling with the logistics department?**
Certainly. Scheduled order information can be automatically shared with logistics and warehouse to prepare materials on time, ensuring smooth and uninterrupted production.

4. **Do operators receive automatic notifications about schedule changes?**
Yes, the system sends real-time notifications (emails, dashboard alerts, terminal alerts) to involved operators when the sequence or timing changes. Additionally, they can view their personal workload in real-time.

5. **Can multiple production departments be managed simultaneously?**
Wsc Printer supports multi-department and multi-plant environments, allowing you to view and control overall production capacity in a single view while keeping operational logics and priorities separate.

6. **Is there an alert system for delays or anomalies?**
Yes, you can configure thresholds and conditions to receive automatic alerts about delays, machine overloads, or missed assignments. Alerts can also be linked to internal KPIs.

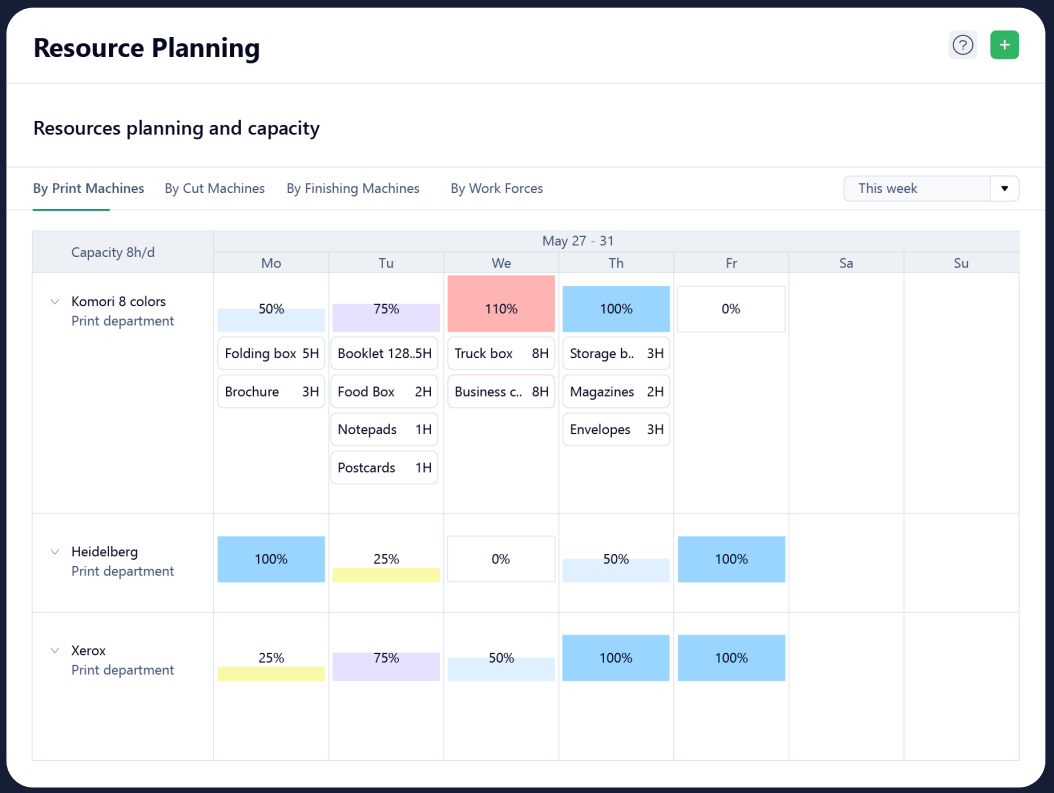
7. **Can I create multiple scheduling scenarios to compare alternatives?**
Yes, Wsc Printer allows you to save alternative versions of the schedule to test and compare different production scenarios before definitively activating them.

8. **How is resource saturation managed in case of sudden peaks?**
The system automatically analyzes the overall load and signals overloads by proposing automatic reassignments or suggesting available slots on other compatible machines.

9. **Is it possible to have visibility on machine performance and downtime?**
Absolutely. Each machine has an integrated KPI panel with hours worked, machine stops, and usage rates relative to capacity.

10. **Can the system help me balance urgent orders with planned ones?**
Yes, thanks to priority rules and the decision-making engine, you can insert new urgent orders and see the real-time impact on the entire production, evaluating whether to reorganize or maintain the current plan.

# 2. Automated Planning: Simplify the Pre-Production Phase




## Introduction

In the world of printing and packaging, the success of a production is not only measured when the machine starts but is built much earlier: during the planning phase. It is precisely in pre-production that margins are established, delays are prevented, and quality and customer satisfaction are determined.
However, when this phase is managed with unconnected tools – such as Excel sheets, emails, and scattered documents – risks multiply: errors, rework, time losses, and misunderstandings between departments. Wsc Printer responds to this challenge with an intelligent and integrated planning system. All departments, from commercial to technical, up to prepress and the customer, operate in a single digital flow.
**The Result?** More clarity, fewer errors, timely production starts, and processes that flow smoothly and traceably.

# Real Impact: Numbers that Speak

· **-60% in production start times**: Thanks to the automation of approval flows and the centralization of technical files, Wsc Printer eliminates downtime between order confirmation and the actual start of the job. All involved parties – commercial, graphic, prepress, and customer – operate in a single environment, receiving notifications in real time and performing their actions in sequence, without delays or ping-ponging. This results in a significant reduction in pre-production times, accelerating the entire operational cycle.

· **-45% in rework**: Involuntary file duplication, outdated versions, or the insertion of incorrect specifications are among the main causes of rework. With Wsc Printer, each file is automatically validated (dimensions, margins, resolution, format), avoiding technical errors and ensuring that the production department always works on the latest approved version. Rework is drastically reduced, with a direct impact on times, costs, and customer satisfaction.

· **+35% accuracy in estimated costs**: Often, quotes are prepared based on historical or hypothetical data, with high error margins. Wsc Printer integrates real parameters such as the estimated duration of operations, material consumption, machine configurations, and additional costs. These data are dynamically updated based on each job and crossed with real availabilities from inventory and production. The result is a precise, realistic, and sustainable quote, avoiding surprises on the final invoice.

· **+50% speed in managing customer approvals**: With the Wsc Printer workflow module, the customer receives automatic notifications with documents to approve, deadlines, and can validate or send feedback directly via the portal. No more lost emails or untraceable files: the process becomes linear, monitorable, and unambiguous. The average time to obtain an approval is halved, with direct benefits on the speed of production start.

· **100% integration with prepress and production**: Every piece of information collected during planning – from approved files to layouts, from notes to printing specifications – is immediately accessible to the prepress department and machines. This ensures total operational continuity, with instant updates in case of changes and continuous synchronization between the front-end and the back-end of production.

· **A single data source for all order information**: With Wsc Printer, every element of the order – graphic files, technical attachments, internal notes, pricing rules, approval history – is collected in a single digital card. No duplication, no out-of-context information. This guarantees complete traceability, smooth collaboration between departments, and immediate access to the correct information at any time during the work cycle.

## Concrete Benefits of Automated Planning

· **Automation of pre-production**: Repetitive tasks – such as data entry, manual file sending, version control, or task notification – absorb time and increase the risk of error. With Wsc Printer, these steps are automated: information flows from one point to another without interruptions, leaving teams more time to focus on value-added activities, such as quality verification, cost optimization, and customer management.

· **Structured approval workflows**: Approval processes become traceable, intelligent, and coordinated. The system guides the customer and internal departments through a defined flow: layout approval, file confirmation, technical specification verification. All steps are monitored, notified, and automatically archived. This eliminates downtime, avoids communication errors, and ensures that each step is completed on time.

· **Intelligent file contro**: Before a file enters production, Wsc Printer automatically analyzes it: checking format, resolution, bleed, margins, colors, and ICC profiles. If anything is non-compliant, it notifies the manager or customer, avoiding the error being discovered too late. This reduces rework and guarantees a consistent and certifiable output quality.

· **Predictive material planning**: Each planned job is cross-referenced with the inventory database to verify the real availability of paper, inks, dies, special supports, or packaging materials. If stocks are insufficient, the system warns in advance and suggests alternatives, avoiding production blocks. This improves purchasing planning and drastically reduces machine downtime.

· **Customized templates for each type of job**: Each product type – whether labels, packaging, flyers, or catalogs – can be saved as an operational template. This includes the planned processes, required materials, necessary approvals, and estimated times. In this way, for each new similar job, you don't start from scratch: a tested, adaptable flow is recovered in a few clicks.

· **Direct connection with job ticket and scheduling**: Everything planned automatically becomes part of the job ticket, which passes to production. Instructions, materials, files, and notes are linked to the job and distributed to the machines and operators. No copy-pasting, no manual transcription: the transition between planning and production is direct, smooth, and traceable.

# Annual Economic Loss: The Price of Inaction

· **Hours lost in collecting and verifying information**: When every piece of information – from the graphic file to customer confirmation – is scattered across emails, local folders, and manual notes, teams waste precious hours searching, validating, and reconstructing the operational picture. This not only slows down the start of production but creates uncertainty and slows down decision-making processes.

· **Errors in transcribing technical specifications**: Without a centralized platform, order specifications are often manually copied from one system to another (quote → job ticket → production), multiplying the risk of human error. Even a single error in format or quantity can lead to rework, delays, and waste.

· **Graphic rework caused by incorrect or outdated files**: Working on wrong files is one of the most common mistakes in pre-production. Without automatic version control or a shared repository, departments risk sending outdated, unapproved, or incomplete files to print, with consequent costly rework and reputational damage to the customer.

· **Material waste due to incorrect settings or outdated layouts**: An outdated setting, an incorrect layout, or an out-of-standard format can lead to scraps of entire rolls or sheets. This impacts both direct costs (materials) and times (reworking and retooling machines), compromising the job's profitability.

· **Delays due to forgotten or partial approvals**: When approvals are managed via email or verbally, the risk of forgetfulness is high. Even a single missing "ok" can block an entire production line. Moreover, partial or untraceable approvals prevent subsequent checks and make it more difficult to protect oneself in case of disputes.

· **Organizational stress due to a lack of a global vision**: Without a unified dashboard and a system that connects all involved departments, each team works with partial, often outdated information. This generates confusion, last-minute urgencies, continuous phone calls, and a climate of tension that lowers the overall quality of work.

· **The real cost of non-automated pre-production**: According to internal analysis, an unstructured system in pre-production can cost companies between 8% and 14% of the overall value of each job, in hidden costs, slowdowns, errors, and waste. Adding rework, scraps, overtime, and inefficiencies, the economic impact is often underestimated but can exceed tens of thousands of euros a year.

## How Wsc Printer Solves Every Resource Planning Problem

The pre-production phase no longer needs to be a bottleneck. With Wsc Printer, each step is transformed into an intelligent, smooth, interconnected digital process.
From creating the offer to verifying files, from customer approval to the automatic generation of job tickets, each activity is:

- ✓ Tracked
- ✓ Synchronized
- ✓ Confirmed in real-time

Information is no longer lost among emails, local folders, and Excel files. Each department works on the same flow, with assigned tasks, clear deadlines, and automatic notifications. The result is a system that anticipates problems, reduces times, and improves the quality of the entire production process.

# With Wsc Printer, you obtain:

- ✓ Fewer errors thanks to automatic checks and structured approvals
- ✓ Less time lost thanks to the automation of repetitive tasks
- ✓ Greater efficiency in managing files, materials, roles, and communications
- ✓ Maximum responsiveness to changes, urgencies, or last-minute requests
- ✓ Better collaboration between commercial, technical, prepress, and customer
- ✓ A continuous and transparent flow, where each phase is under control

Pre-production is no longer a critical point. It becomes your competitive advantage.

# Everything You Need to Know about Automated Planning

1. **How can I structure approval flows automatically?**
With Wsc Printer, you can create customized workflows based on the job type, with approval steps for customers, graphic departments, and commercial departments. Each step is tracked and notified.

2. **Can I immediately know if a file is suitable for printing?**
Yes. The system performs automatic checks on resolution, format, margins, and colors. If it detects errors, it notifies the manager or customer in real time.

3. **How is the version of files in progress managed?**
Each revision is saved in an orderly and consultable manner. It's impossible to work on a wrong version because the system blocks obsolete files.

4. **Can I verify if materials are available before confirming the job?**
Yes. The planning module is connected to the warehouse and signals in advance any stock shortages, suggesting alternatives or reservations.

5. **Is it possible to involve the customer in the process?**
Certainly. The customer accesses a portal where they can approve, reject, or comment on documents and view the status of the work.

6. **Can the system suggest the necessary processes?**
Yes, based on the product type and set parameters, Wsc Printer automatically proposes the sequence of expected processes.

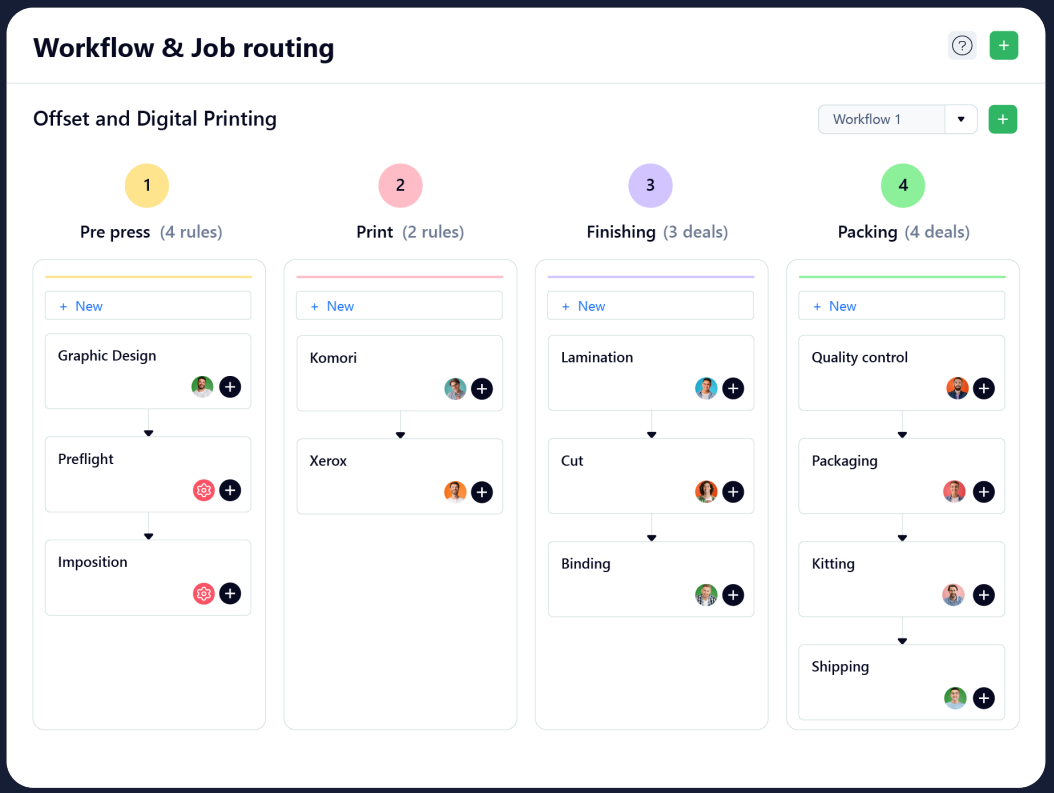
7. **How are tasks assigned to the technical team?**
Each task (file creation, verification, approval, layout) is automatically assigned to a role or an operator according to defined rules, with notifications and deadlines.

8. **Can I have a global view of all planned activities?**
Yes, through dashboards and calendar views, you can filter by department, customer, job, and progress status. The view is always up-to-date.

9. **Does the system allow planning for recurring jobs?**
Certainly. You can create planning models for repetitive jobs (e.g., monthly labels, quarterly catalogs) and relaunch them in a few clicks.

10. **Can I analyze deviations between the budget and the actual results?**
Yes. Wsc Printer tracks times, materials, and changes, allowing a comparison between forecasts and actual results, highlighting critical issues.

# 3. Workflow & Job Routing




## Introduction

In the printing and packaging sector, standardizing operational processes is what allows scaling, maintaining quality, and meeting deadlines. However, many production flows are still managed manually, with informal communications, paper sheets, or simple Excel files, making it difficult to ensure consistency, control, and repeatability. With Wsc Printer, workflows become digital, configurable, and traceable.

Thanks to Job Routing Templates, you can create predefined production paths for each type of job, automatically assign tasks to operators, and monitor each phase in real-time.

# Operational KPIs: What You Gain with Automated Workflows

· **+70% consistency in work flows:** The introduction of Job Routing Templates has allowed many companies to eliminate improvisation in processes. Each job follows a predefined and validated path, with coded phases, clear responsibilities, and established logical sequences. This leads to high operational uniformity among similar orders, reduces result variability, and improves long-term work quality.

· **-50% start-up times for operations in the department**: Forget last-minute operational briefings or waiting for instructions. Thanks to digital workflows and already configured job tickets, operators immediately receive all the necessary information (machine, process, materials, times). This speeds up the start-up and allows more orders to be processed in less time.

· **+60% efficiency in managing internal transitions**: Cutting, printing, folding, packaging... each phase is guided by rules and digital checklists. Tasks are notified to the next department only when the previous one is completed and validated, avoiding overlaps, doubts, or incomplete work. The efficiency in transitioning from one phase to another improves significantly.

· **+35% reduction in errors in operational phases**: Errors arising from unclear instructions, subjective interpretations, or operational oversights are drastically reduced. Templates associated with each type of job include standard instructions, correct materials, and visual references: the operator no longer needs to ask, they can act immediately with confidence.

· **+90% visibility on the progress of work**: Each planned activity is monitored and updated in real time, with dashboards showing the status of jobs, the workload of resources, and possible delays. The production manager has complete control over everything that happens, can intervene before a problem becomes a blockage.

· **100% traceability of completed tasks**: Each executed phase is recorded: who performed it, when, on which machine, with what outcome. This not only allows reconstructing each job in case of a complaint or audit but fosters a culture of continuous improvement and operational accountability.

# From Chaos to Clarity: The Power of Automated Workflow

· **Creation of custom workflows for each type of product, process, or customer:**
Each type of job – from large-scale offset printing to small digital productions – can have different operational needs. With Wsc Printer, you can configure specific flows for each product category, customer, or process. This ensures that each job follows exactly the optimal path, avoiding errors and improving quality.

· **Elimination of downtime between phases, thanks to the automatic passing of tasks:**
When an operation is completed, the system automatically activates and notifies the next one, without the need for manual interventions. This eliminates idle moments between departments and drastically reduces delays due to missed communications or waits.

· **Dynamic assignment of tasks based on role, machine load, or priority:**
Tasks are no longer distributed randomly. The system assesses the workload, the skills of operators, and urgencies, assigning each activity to the most suitable resource at the right time. This balance optimizes resource use and speeds up production times.

· **Integrated operational checklists for each process, accessible even from department terminals:**
Each production phase can include digital checklists that guide the operator step by step, reducing the possibility of error. Checklists are directly accessible from touchscreen terminals in the department or mobile devices, making interaction simple and immediate.

· **Automation of the distribution of job tickets to machines and operators:**
Once approved, job tickets are automatically sent to the department and machines involved. No need to print or transcribe anything: the instructions arrive already complete with layout, materials, and set parameters, ready for execution.

· **Continuous monitoring of production status and performance:**
Each executed task is recorded and associated with real-time KPIs. This allows monitoring individual performances, machine saturation, work progress status, and anomalies. Managers can intervene promptly and constantly improve operational performance.

# How Much Does Each Process Error Cost You?

· **Misaligned workflows between departments:**
When each department follows different rules or uses unconnected tools, processes become misaligned. This leads to forgotten steps, duplicated tasks, or tasks performed out of sequence, slowing down production and creating confusion among teams.

· **Incomplete or difficult-to-interpret job tickets:**
Without a centralized and visual system, operational instructions risk being incomplete, ambiguous, or distributed in different formats. This leads to machine stops, operational errors, and the need for rework.

· **Lack of visibility on ongoing tasks:**
If it is not known what has been done, by whom, and in what state an order is, it is impossible to react in case of problems. Anomalies are detected too late, after the damage has already been done.

· **Continuous repetition of operational briefings:**
Without digital flows and automatic task assignment, managers must continually explain priorities, changes, and urgencies. This subtracts precious time from supervision and continuous improvement.

· **Processing errors due to non-standardized instructions:**
Oral instructions, paper notes, or personal annotations generate confusion. The lack of standards leads to inconsistent executions, non-compliance, and often the complete repetition of a phase.

· **Waste of paper, time, and materials:**
Every communication error, every wait between phases, every rework not only slows down production but generates measurable waste in euros, materials, machine time, and human resources.

· **Impact on the numbers:**
Companies that do not standardize flows lose up to 12% of potential productivity, according to internal Wsc Printer studies. Additionally, they typically record more than 20% of avoidable

· In a company with 4 active production lines, this can equate to tens of thousands of euros per year in lost margins, wasted man-hours, and unused materials.

# The Concrete Solution for Organized Production

In the competitive landscape of printing and packaging, it is no longer sufficient to "follow" operational flows. It is necessary to guide them, anticipate them, and control them at all times. With Wsc Printer, production is no longer a set of disconnected tasks, but a structured, intelligent, and reactive ecosystem.
Thanks to Job Routing Templates, you can design and optimize each process visually, dynamically, and perfectly adapted to your way of working.

· **With Wsc Printer, you can:**

- ✓ Standardize each production phase with precise sequences, checklists, and operational rules
- ✓ Distribute tasks efficiently, based on machine load, priorities, and the role of the operator
- ✓ Connect resources, operators, and machines in a single synchronized and transparent flow
- ✓ Track every activity, every step, every action performed, for complete traceability
- ✓ Intervene in real-time in case of anomalies or delays, thanks to control dashboards and automatic alerts
- ✓ Increase punctuality, quality, and profitability, transforming production from a cost center to a competitive lever

· From order to delivery, every process is under control. There is no longer room for improvisation: every phase is visible, optimized, and replicable.

· Your production is no longer a reaction to the flow. Your flow follows your strategy.

# Operational Answers to Your Doubts about Routing

1. **How can I create different workflows for different customers or products?**
With Wsc Printer, you can define specific flow templates for each type of product, customer, or recurring job. Each template includes the phases to follow, automatic assignments, materials to use, and operational rules, customizable through a drag-and-drop interface.

2. **Can the processing templates be reused or duplicated?**
Absolutely yes. You can save a workflow as a reusable template, duplicate it, and modify it for similar jobs. This allows you to standardize processes, reduce planning times, and maintain operational consistency between similar or recurring orders.

3. **Is it possible to monitor the progress of phases in real-time?**
Yes. Each phase of the job routing can be monitored via dashboard. You can see what has been completed, what is delayed, and who is responsible for each task. The data is accessible to managers, operators, and offices connected to the system, in real-time.

4. **Can I connect the workflows directly to machinery or terminals in the department?**
Certainly. The job tickets generated by the templates are automatically distributed to machines, digital printers, offset, or touchscreen devices present in the department. Operators receive instructions on the terminal and update the progress of the phase directly from there.

5. **How are extra or out-of-standard jobs managed?**
You can integrate manual phases or exceptional approvals into the flow. Moreover, every workflow is modifiable even in progress, without losing process tracking. This guarantees operational flexibility without compromising traceability.

6. **Does the system send notifications in case of delays or blocks?**
Yes. You can configure personalized alerts in case of expired tasks, inactive or anomalous tasks (e.g., skipped task, missing material). Notifications arrive at the involved users via email, internal system, or visual alerts in the dashboard.

7. **Is it possible to integrate workflows with existing ERP or management software?**
Yes. Wsc Printer is designed to easily integrate with ERP, MRP, CRM, or other systems through REST APIs, webhooks, or custom connectors. This allows centralized and consistent data management.

8. **Is a complete history of performed tasks available?**
Every activity is recorded: who performed it, when, on which machine, and with what outcome. This history is filterable by date, job, customer, department, and is essential for internal audits, performance analysis, or complaints.

# Conclusion – From Order to Outcome, in Total Control

In the world of printing and packaging, competitiveness is not only played on price or speed but on the ability to coordinate each phase with precision, efficiency, and strategic vision.
The three pillars – Scheduling, Planning, and Production Workflow – are not just features, but represent the new operational standard for companies that want to:

- Reduce times and waste
- Improve punctuality
- Increase profitability
- Offer impeccable service to their customers

With Wsc Printer, these three areas merge into a single intelligent and integrated platform, capable of connecting people, machines, and data in real-time. Every job starts on the right foot. Every department works in sync. Every customer receives exactly what they expect — on time and with the promised quality.
The future of Print & Pack production is not just faster. It's smarter.

wscprinter

# One platform to streamline all Print business workflows

- Cloud based Print MIS softwar
- All in One Web To Print solution
- E-procurament and Brand portal solution

Try Wsc Printer