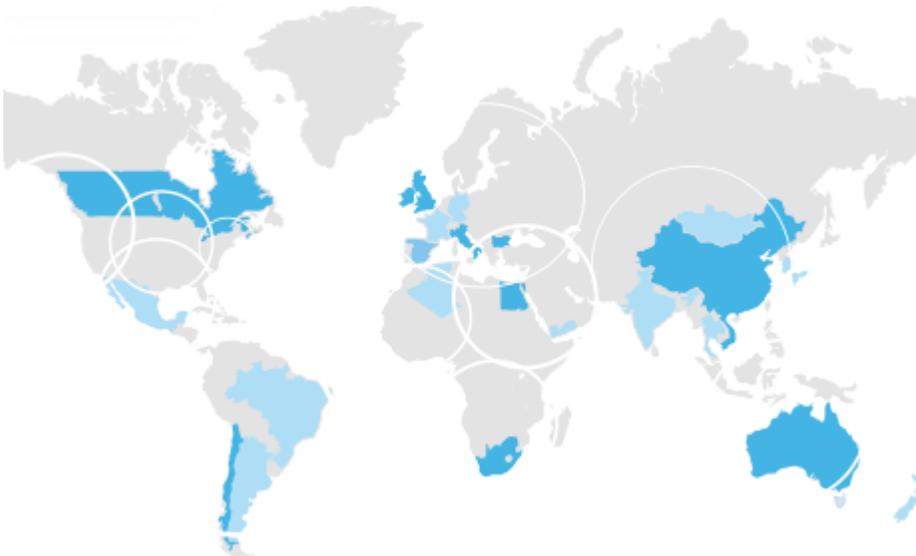


Why Print Supply Chain Platforms Must Be Comprehensive, Integrated, and Global

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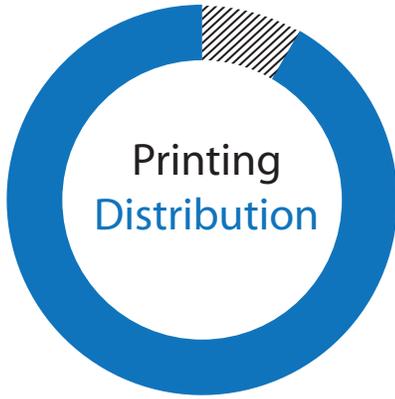
According to industry estimates, the average company spends about three percent of its gross revenue on production and distribution of printed materials¹. For every \$1 spent on print, organizations spend another \$8 to \$14 on the print procurement process² including shipping, warehousing, fulfillment, and obsolescence. Managing the print procurement process including, content management, ordering processing, shipping, and fulfilling worldwide literature requests, adds additional expense and consumes valuable manpower resources.

When properly implemented, print supply chain management solutions create a better business process, reducing the amount of time, expense, and waste associated with the print process, while delivering a faster and better service to users. But, to meet enterprise goals for operational efficiency and effectiveness, global print supply chain management solutions must be comprehensive and automate the entire print procurement process. Every step in the process must be integrated, monitored, and measured.

Print solutions that address only a portion of the supply chain may solve discrete problems, but do not support enterprise requirements for global consistency, quality, and broad-based access to corporate-approved materials. Typical web-to-print or print-on-demand services, for example, offer online ordering, which addresses only one piece of the print supply chain.

HubCast's print supply chain management platform differs from web-to-print and print-on-demand services because it encompasses all aspects of print procurement, from end-user ordering, to order processing, quality management, and routing to production, delivery and reporting. It comprises document management, user management, budgeting, reporting, and automates the processes involved in ordering, manufacturing, and delivery of print. None of these are available with traditional print-on-demand solutions, which reduce their usefulness to enterprises seeking to proactively manage and reduce the cost of print supply chain processes.

In this white paper, we will discuss the technology that powers HubCast's print supply chain management platform, providing a comprehensive, integrated, and global solution to meet the needs of geographically distributed enterprises.



Putting ink on paper is the least expensive part of the printing process.

¹ 2012 State of Marketing, CMO Council, p18

² Sources: Cap Ventures

The HubCast Print Supply Management Platform

HubCast developed a comprehensive print supply chain management platform based on innovative cloud-enabled print supply chain technology, rigorous process controls, and workflow automation. It utilizes transaction processing software, with innovative pricing, routing, quality and color management engines to simplify complex enterprise-wide processes, providing centralized control, expansive global access, fast turnaround, and consistent quality on projects printed anywhere in the world.

HubCast's print supply chain management platform automates the entire print procurement process, managing more than 60 variables including, pricing, routing, color management, taxes, tariffs, and delivery. Unique technology and algorithms link HubCast Print Service Providers around the world through a secure private network, providing real-time pricing and fast, cost-efficient production and delivery, anywhere in the world.

Improving the User Experience Increases Compliance

Print supply chain solutions can be effective only if they have broad employee acceptance and are utilized throughout the enterprise. HubCast has optimized its print supply chain management platform for globally dispersed employees and channel partners by enabling self-service ordering, from anywhere in the world, through a corporate branded storefront. Users log into the storefront from anywhere in the world, select a file from the document library or upload a new print file, and input the parameters of the print project, such as size, quantity, and delivery destination. The HubCast system automatically generates a price, verifies the file, and routes the project to the appropriate HubCast Print Service Provider for production and delivery.

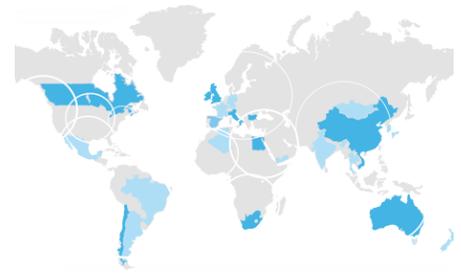
HubCast uses permission-based access to link users directly to an online document library of corporate approved, up-to-date print files, file verification software, and HubCast's proprietary pricing and routing engines. Its transaction processing software supports thousands of users and provides online document storage for up to 250 gigabytes of data.

To manage global accessibility, HubCast provides robust administrative tools allowing system administrators to authorize users based on their organization's specific requirements, such as product, region, language, or cost center. Permission-based access to materials allows enterprises to maintain control over messages and quality while expanding access to materials.

HubCast has built industry-standard security into its application, using SSL (Secure Sockets Layer) encryption software, the industry's dominant encryption software, for secure IP (internet protocol) transactions.

Automatic pre-press verification

High-quality print begins with the quality of the original print file. When users upload a file, HubCast software automatically begins verification to ensure the



HubCast's print suppliers are located around the world so quality printing is never far from home.