

## Hemlock Electrifies Its Web-to-Print Portal Offerings



Canadian Print Service Provider streamlines the print procurement process for a major electricity supplier.

Hemlock Printers offers an advanced Web-to-Print ordering system with integration to multiple external systems for a key client.

### AT A GLANCE

#### XMPie Customer

Hemlock Printers Ltd.  
[www.hemlock.com](http://www.hemlock.com)

#### The Challenge

To build an advanced Web-to-Print store for a major Canadian utility that could handle hundreds of unique products, multiple integration points to 3rd party systems and advanced credit card handling.

#### The Solution

XMPie's PersonalEffect StoreFlow Pro

#### The Results

The new system offers an exceptionally high level of service, streamlined order taking of popular printed items along with enhanced tracking and monitoring of orders, response times and other vital metrics.

### Background

Founded in 1968, Hemlock Printers has grown organically into the largest full service commercial printing company in Western Canada. The company has built its success on exceptional service and product quality and a commitment to continuous innovation. With production facilities operating 100% carbon neutral in Burnaby, British Columbia, and sales offices in Victoria, Seattle and San Francisco, Hemlock is consistently recognized as an industry leader in both quality and sustainability.

One of their clients, a major Canadian Electricity Supplier, wanted to streamline their print procurement process so that every staff member could order their printing needs via an online portal. They sent out an RFP (Request for Proposal) to a number of local print companies. Hemlock applied and won this tender.



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## Challenge

The Electricity Supplier had several advanced requirements for their Web-to-Print store, including:

- Sophisticated and secure credit card handling, including not charging the card until the job had been shipped.
- User-friendly interface for ordering different materials from different computer platforms and mobile devices.
- Integration with external reporting and order management tools.
- Integration with the existing warehouse management system (Veracore).
- Monitoring of external orders (directly from their MIS system) via the Web-to-Print site.
- Integration with new ticketing system so that Hemlock could separately track response times.

Hemlock was already using an existing Web-to-Print solution for other clients, but understood that this new project would need more powerful software to enable the required multi-system integration and advanced credit card handling:



*We already had over 100 Web-to-Print sites using a different software solution, but the capabilities and customization were limited. We needed to find a new system with an open architecture and APIs to integrate with a variety of other internal systems and 3rd party applications. The fact that XMPie software can work with APIs was a major factor in our decision to use their Web-to-Print solution.*

*Richard Kouwenhoven, President and COO of Hemlock Printers Ltd.*

## Solution

Hemlock used XMPie's PersonalEffect StoreFlow Pro to build a multi-layered Web-to-Print store. The Electricity Supplier's new online ordering system now encompasses virtually all of the print activities that Hemlock provides. It has three main sections: (1) an Online Catalogue for ordering business cards, forms and other common items; (2) an Order Desk to submit estimates, new orders and access useful resources; and (3) a Forms Master section to manage inventoried and print-on-demand materials available for order via the Online Store.

In the Online Catalogue, there are over 200 unique items available, including frequently ordered materials such as business cards, manuals, tags and forms. All of the products are easily searchable by form number or key word description and accessible from multiple devices: desktops, tablets and smartphones. End-users can also upload, customize and order completely new items via StoreFlow's document upload and building tool.

The Order Desk section is for users to request estimates, new orders and access useful resources. It includes a live view on all active print projects within the system, including production specifications, production status and delivery details, easy access to order history for re-orders, single and multi-page views of store items for select products, easy access to order statuses and additional Customer Support features. The orders listed here have also been submitted from outside of the XMPie StoreFlow workflow and include

offset print orders, digital print orders and warehouse orders all in one place.

The Forms Master section is for managing inventoried and print-on-demand materials available for order and reorder via the Online Store. It has a custom-made dashboard to enable Form Owners to effectively manage their materials, access to all Form details including specifications, contacts and pricing and access to live order history data.

The work coming through on the site is produced on HP Indigo and Heidelberg presses. Items are inventoried and shipped on demand from Hemlock's Fulfillment Center.



## RESULTS

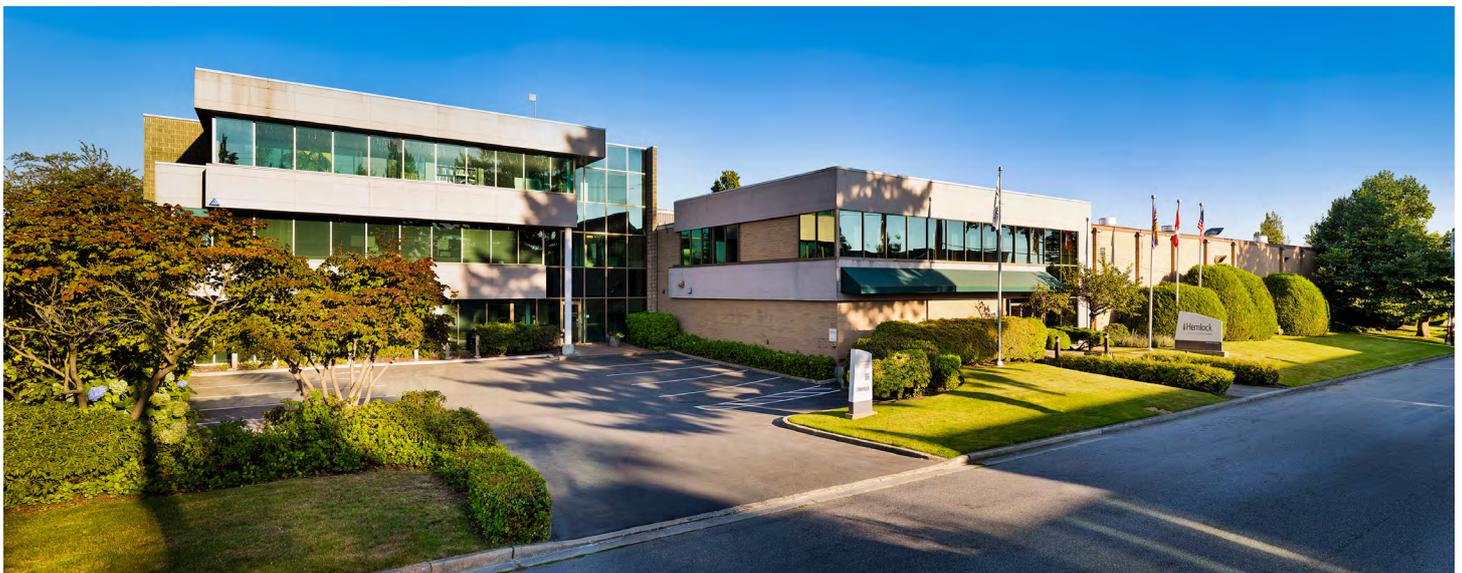
- The system launched in March 2016 and was instantly and easily adopted by users; it has been running smoothly since the launch.
- Print-on-demand, shell-based and pick and pack products are being ordered and all are shipping from Hemlock's Fulfillment Centre, centralized through their Warehouse Management System, Veracore.
- Customer Service requests have been streamlined through a centralized ticketing system, which is used by a number of internal 'agents' within Hemlock who collaborate on addressing incoming customer requests, saving time and improving overall service levels.

### Critical Success Factors

1. The flexibility of XMPie's software capabilities was critical. The Electricity Supplier had a number of unique and complex requirements. Because StoreFlow is an extendable platform, it could be customized to any such environment or need.
2. Hemlock reached out to XMPie's Professional Services team, who helped to develop and implement an extra plug-in for creating customized payment pages whereby custom content could be added to the payment page.
3. Hemlock added a training section to the site with written and video instructional content to help users make the most out of the new features available to them.

### Lessons Learned

1. For certain situations, a full solution for a large customer will require the integration of multiple systems. Having an open Storefront system that can be integrated through APIs, like that offered by XMPie, is critical to addressing complex customer requirements.
2. A collaborative approach is important to determine the best workflow and to fully meet the customer needs. Involving key stakeholders in capturing system requirements is the linchpin to delivering the right solution.



[www.xmpie.com](http://www.xmpie.com)

[marketing@xmpie.com](mailto:marketing@xmpie.com)

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