

# OPS Reseller

## Print eCommerce Guide for Tradeprint Resellers



**Flexible and affordable**  
Low-cost solution with extensive functionality



**Tradeprint API ordering**  
Seamless integration with automated workflow



**Easy to implement & operate**  
Automated product setup and ordering options



**Multiple suppliers**  
Ability to sell own or other supplier products



**Design Customisation**  
Choice of design themes to suit your brand



**Increased revenues**  
Helps you to win a share of the large online print market



**Web to Print Templates**  
Allow customers to select from a gallery of editable templates



**Full Support**  
Access to user guides, training and helpdesk support

# What is OPS Reseller?

Flex4 specialises in providing web to print solutions and digital marketing services for print and graphic design businesses. Established in 2004 we provide access to a wide range of technologies, platforms and skills to help you take advantage of the web, to generate improved revenues and introduce improved administration processes.

Our OPS solution range includes both print eCommerce websites and private branded web to print storefronts. This document provides information on our OPS Reseller solution which delivers a highly affordable entry level print eCommerce website and is aimed primarily at print resellers and design agencies.

OPS Reseller is easy to implement and will help you generate increased revenues from the growing online print marketplace. In addition, the extensive back-office functionality and integration options will help keep your administration overheads to the minimum.

## OPS Reseller - Overview

OPS Reseller is a hosted 'self-build' solution that allows you to easily customise the website design to reflect your business branding. A CSV file upload process is also available to allow you to quickly and easily upload the Tradeprint product catalogue to the website.

In addition to the standard functionality outlined above, there is a range of optional software modules, upgrade paths and implementation services available.

An example of an OPS Reseller website can be seen at - [tpreseller.opsdemo.co.uk](http://tpreseller.opsdemo.co.uk) and the enclosed brochure provides further information on the OPS range of solutions.

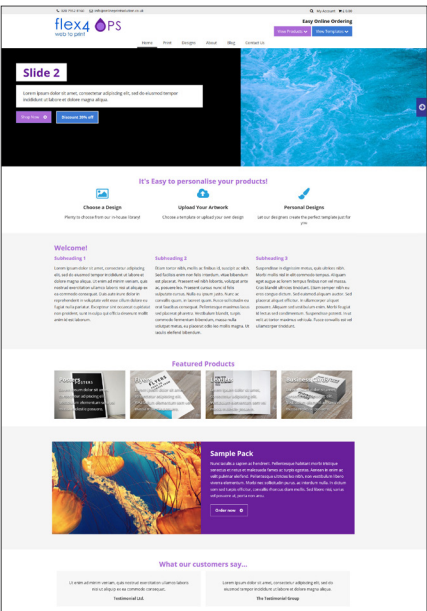
The entry-level package includes:

- Mobile friendly design theme
- Theme customiser
- Business Card template gallery
- Tradeprint product catalogue upload (via CSV files)
- Delivery Countdown Timer
- OPS Back-Office including:
  - Product catalogue management
  - Customer order processing
  - Supplier automation
  - Tradeprint API ordering
  - Reporting
- Wordpress CMS

## OPS Reseller Design Themes

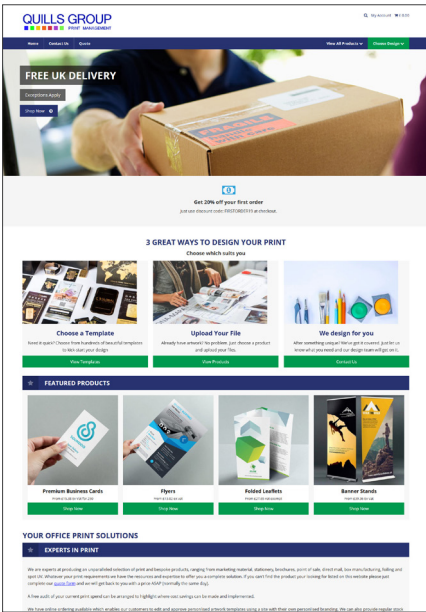
An outline of the main software features, options and upgrade paths is provided below and further details can be found in the appendices. The range of implementation services can be found in Section 3 below.

Theme L1



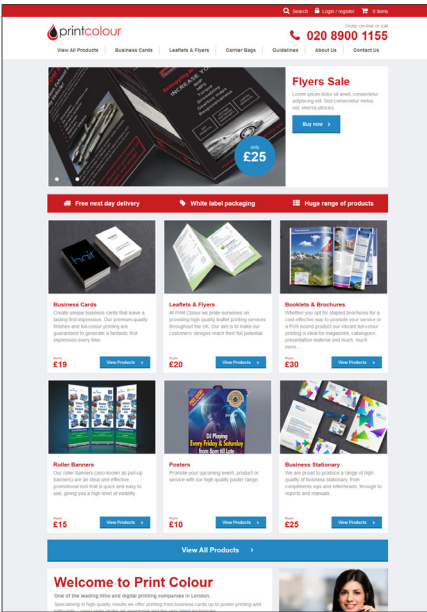
[tpreseller.opsdemo.co.uk](http://tpreseller.opsdemo.co.uk)

Theme L2



[www.quillsuk.co.uk](http://www.quillsuk.co.uk)

Theme L3



[www.printcolour.co.uk](http://www.printcolour.co.uk)

There are also premium themes available as an additional cost option and examples of these can be seen at:

**Theme P1:** [www.instaprint.co.uk](http://www.instaprint.co.uk)

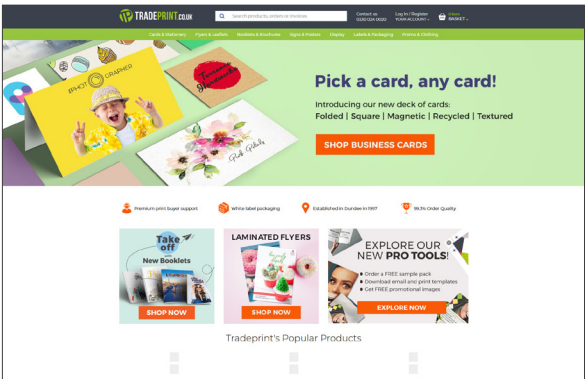
**Theme P2:** [www.opsdemo.co.uk](http://www.opsdemo.co.uk)

# OPS Reseller Features

## Tradeprint Product Catalogue

A range of CSV files have been made available for each Tradeprint product that is available for ordering online. This makes it easy to upload and automatically create the categories and products included within the Tradeprint range.

The range of products currently available can be seen at <https://www.tradeprint.co.uk/>, although generally, only the traditional print products are currently available for order via the API.



## API Integration

Each product assigned to Tradeprint for ordering can be configured so that orders are either processed through the API interface and placed on Tradeprint automatically, or via a simple administrator review process being used before the orders are released to Tradeprint.

The integration with Tradeprint includes OPS order status updates, so that customers are able to see the status of their orders through the OPS Reseller My Account area.

To help streamline administration processes further API integration is also available with popular accounts packages (e.g. Xero and Sage One) and with courier systems (e.g. APC, DPD etc).



## Countdown Timer

Tradeprint offer three standard turnaround times and these are used with the OPS Reseller product catalogue to display a 'countdown timer' showing the customer how long they have to place an order if they wish to receive their print order by a certain date.

ORDER WITHIN THE TIME BELOW

22

HOURS

50

MINS

20

SECS

COLLECT BY

27-08-19

DELIVERY BY

29-08-19

## Supplier Automation Module

This is module allows each product in your catalogue to be allocated to both a default (typically Tradeprint) and secondary suppliers using a rules based approach (e.g. above a certain quantity an order could automatically be routed to the secondary rather than the default supplier).

Dashboard : Configuration : Suppliers

Suppliers

Default Supplier

In House

Update

Business	Address	Postcode	Email		
Milbrook Litho	8 Milbrook New Hutton	LA8 0BD	mhwkins@hotmail.co.uk	Edit	Delete
Tradeprint	Test Street	LA94BD	matthew@bluejay-e.co.uk	Edit	Delete

Add a new supplier

Business Name

Address

Postcode

Email

Contact Firstname

Contact Surname

Town/City

Telephone

County

Website

Email Supplier

Add

# Search Engine Marketing

## Increase the visibility of your brand

Today the starting point for the vast majority of individuals looking for print products or services is to carry out a search in Google. Other people may start by seeking recommendations from friends or colleagues and much of the traditional ‘word of mouth’ marketing now takes place online, using social media platforms like Facebook or LinkedIn.

It follows from this that, to be successful, any print eCommerce website needs a long-term commitment to search engine marketing and, provided such a commitment is made, there is a great opportunity to gain an excellent return on the investment involved.

## Our Approach

The objective of search engine marketing is to maximise the number of conversions achieved by a website. In the case of a printer website, a conversion is usually either an enquiry or an online order, although other types of conversion are also possible (e.g. free sample pack request).

To achieve this objective it is first necessary to gain a high level of online visibility, particularly rankings in search engines like Google and an active presence on social media platforms like Facebook, Twitter and LinkedIn.



This visibility helps drive high levels of visitors to the website and, provided that the website is based on an attractive / intuitive design and contains relevant, high quality content, these visitors will “convert” into enquirers or customers. This process is illustrated above in the diagram:

## Campaign Options

On-Going On-Page Optimisation	Local Digital Marketing	Full Digital Marketing
<ul style="list-style-type: none"><li>Keyword Research</li><li>On-Page Optimisation</li><li>Google Analytics Setup</li><li>On-Going Monitoring</li><li>On-Page Optimisation Updates</li><li>Landing Page Creation</li><li>Google My Business</li><li>Monthly Reports</li></ul>	<div>Ongoing On-Page Optimisation</div> <div>PLUS:</div> <ul style="list-style-type: none"><li>Social Media Account Setup</li><li>Monthly Blog Article Creation</li><li>Local Directory Listings</li></ul>	<div>Local Digital Marketing Campaign</div> <div>PLUS:</div> <ul style="list-style-type: none"><li>Fortnightly Blog Article Creation</li><li>Hub &amp; Spoke Content Strategy</li><li>National Directory Listings</li><li>Link Outreach</li><li>Local Micro Date Creation</li><li>Annual Review</li></ul>

## Why Invest?

By combining the flexibility and power of an OPS Reseller website with both search engine marketing and automated ordering via the Tradeprint API, Flex4 is able to offer print resellers an outstanding business opportunity.

The Flex4 search engine marketing services are designed to generate increasing levels of visitors over time from the large and growing online marketplace for print products and services.

Visitors to your website will be able to easily browse, select and order items from your range of print products and services using the OPS Reseller website.

Orders placed by visitors will smoothly flow through to Tradeprint via the API integration which means that any administration overheads are kept to the absolute minimum.

The combination of increased revenues and low administration costs, provides a highly profitable business model that can be implemented quickly and easily.



## Case Study: KST Marketing

The KST Marketing website ([www.kstmarketing.com](http://www.kstmarketing.com)) is a recent example of an OPS Reseller website featuring our Tradeprint integration. KST Marketing are a graphic design and web development company who complement their design skills by reselling print sourced from Tradeprint.

KST have launched their website alongside a local digital marketing campaign delivered by Flex4 with the aim of building search visibility in their local area. Since the website launch in July 2019 the website, has already begun to build visitor numbers and attract online print orders.

Here's what KST Marketing said when we asked them if they were happy to recommend us:

*"Flex4 have a very unique offering and easily allowed me to not only enhance my business services, but help automate the whole process and increase profitability. The customer service received has been second to none."*



# Implementation

OPS Reseller is a ‘self-build’ system and we provide both user guides and helpdesk support to assist you to implement your website as quickly as possible. We also offer a range of optional and affordable implementation services.

The following optional services are available and the prices shown are all one-off fees and are payable with the order:

Service	One-Off Fee
<b>Design Customisation</b> Flex4 will customise the design for you based on the in-built customiser tool and a simple design brief.	£65+VAT
<b>Bespoke Customisation</b> In this case Flex4 will provide a totally bespoke customisation service based on one of our OPS themes and your design brief.	£250 + VAT
<b>Product Catalogue Creation</b> Flex4 will manage the setup of CSV files based on your chosen mark-up or margin and upload the CSV files to the website to create the category and product catalogue.	£150 + VAT
<b>Category / Product Images</b> Flex4 will create the category images for you based on either standard mock-ups or the example PDF's you supply.	£5 + VAT per image
<b>Website Setup</b> Flex4 will carry out the following based on the brief you supply: <ul style="list-style-type: none"><li>- Create home page sliding banner images</li><li>- Customise home page's USP's</li><li>- Setup contact page details including map</li><li>- Setup footer details including payment types and social media icon links.</li></ul>	£50 + VAT

The various service options can be selected individually based on your needs, or are available as a discounted package as follows:

- Design customisation
- Product Catalogue Creation
- Category / Image Creation (includes up to 10 categories and 40 products)
- Website Setup

Total Package Price (One-Off Fee): £495 + VAT

## Support Services

Our objective is to develop a long-term relationship with our clients and we provide a range of training & support services to help you successfully implement your OPS Reseller website .

The range of services includes:

- User Guide
- Helpdesk support (Monday to Friday 9am to 5pm)
- ‘Go-Live’ support
- Professional datacentre hosting
- Daily backup service
- Website updates

Online training for both OPS Reseller and Wordpress is also available as an optional service (see Investment Options for details).

# Investment Options

The range of OPS Reseller packages are shown in the matrix below and each package includes different levels of OPS software modules and search engine marketing services. The section that follows the matrix provides a range of additional options and explanatory notes.

Feature	Reseller-1	Reseller-2	Reseller-3	Reseller-4
Website				
Mobile Friendly Design Theme	✓	✓	✓	✓
Drag-and-Drop Content Pages	✓	✓	✓	✓
Enquiry Form & Map	✓	✓	✓	✓
eCommerce				
Print Product Catalogue	✓	✓	✓	✓
Business Card Template Gallery	✓	✓	✓	✓
Matrix, Lookup & Large Format Printing	✓	✓	✓	✓
Shopping Cart & Secure Payment Gateway	✓	✓	✓	✓
Integrated Artwork Upload	✓	✓	✓	✓
Customer & Order Database	✓	✓	✓	✓
Management Reporting	✓	✓	✓	✓
Modules				
Supplier Automation	✓	✓	✓	✓
Product Lead Times	Option	Option	✓	✓
Back-Office Order Entry	Option	Option	✓	✓
Quotation System	Option	Option	Option	✓
Online Proofing	Option	Option	Option	✓
Template System	Option	Option	Option	Option
3rd Party Software Integration	Option	Option	Option	Option
Marketing				
On-Going On-Page Optimisation	Option	✓	✓	✓
Local Digital Marketing Campaign	Option	Option	✓	✓
Full Digital Marketing Campaign	Option	Option	Option	✓
Support				
User Guide	✓	✓	✓	✓
Online Training	Option	Option	✓	✓
Helpdesk Support	✓	✓	✓	✓
Subscription Fees				
Monthly Subscription (excluding VAT)	£50	£95	£145	£195



# Investment Options

- 1. OPS Reseller is the entry-level to a range of OPS print eCommerce and web to print solution packages. You can start with OPS Reseller and upgrade by adding various options, or simply upgrading to another package level at a later stage.
- 2. The range of software options for OPS Reseller is outlined below:

Back-Office Order Entry	£10 per month
Quotation System	£10 per month
Online Proofing	£10 per month
Template System	£45 per month
Accounts Integration	£10 per month
Courier Integration	£10 per month
M.I.S. Integration	POA

- 3. In addition to the software options above, it is also possible to upgrade to other OPS package levels and the upgrade cost is the difference between the monthly subscription fees shown below:

Solution Level	Monthly Subscription
OPS Reseller	£50
Professional	£150
Enterprise	£250

- 4. In addition to the implementation services described above, online training is also available to supplement the user guides. The price for this is £95 for up to 1 hour of training.
- 5. The monthly fee is payable monthly in advance and there is no setup fee or minimum term.

Flex4 and Tradeprint have worked together to make the OPS Reseller website as quick and easy to implement as possible.

Please note however, that the on-going fees are payable regardless of whether the website is live or not and that, although Flex4 and Tradeprint will provide maximum support, the time it takes to reach the go-live stage is mainly dependent on your own time and effort. Flex4 reserves the right to remove access to the software platform if monthly payments are not received.

- 6. All prices are exclusive of VAT which will be charged at the standard rate.

## Return On Investment

Today, the vast majority of individuals and businesses search online to find products and services. To take advantage of this you need a website with a design that enhances your brand, clearly presents your range of products and services and encourages visitors to place enquiries or orders.

To attract visitors your site needs to be highly visible online, which is where our proven search engine marketing services play a vital part.

Provided you make the right level of investment in search engine marketing an OPS solution offers a tremendous return on investment.

## Important Customer Notice

Despite what other search engine marketing companies claim, no person or company can guarantee top search engine placement because there is a 3rd party who has all of the control, namely the search engines.

The services Flex4 provides are based on our own research and technical experience spanning the last 10 years working in the field of website design and search engine optimisation.

Search Engines amend their individual algorithms on a regular basis. The algorithms are directly responsible for the keyword related positioning of websites, within the natural search engine results pages.

Major changes to search engine algorithms can have both negative and positive effects on positioning within the natural search engine results pages.

We will assist you with correct keyword selection, keyword placement, and optimal HTML coding to help make your site more search engine friendly for the current search engine algorithms.

We will work within the rules of the published Google webmaster guidelines as regards obtaining backlinks and on-page website optimisation.

We will endeavour to monitor and report on algorithmic changes as and when they are made public knowledge.

# Investment Options

Contact us today to find out how the OPS Reseller website can help boost your business!

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