



DOING BUSINESS ONLINE
JUST GOT EASIER

 **ePowerhouse**
Digital Storefront Powered by **PCI** 



Commerce Software Designed To Power Your Business

Powered by PCI's productivity software, e-Powerhouse is a digital storefront that is revolutionizing the way business is conducted around the globe. Executives across all business platforms are reaping the benefits of this powerful, innovative tool. The Digital Storefront (DSF) is a fully customizable website, online portal, or storefront that enables users to establish quickly an easy to use ordering system of the company's marketing assets. DSF's ordering system allows company associates/customers to access the company's marketing materials with just a few key strokes; anything from business cards to large signage and everything else in between.



Designed To Simplify & Expedite Your Business

e-Powerhouse Digital Storefront simplifies and expedites your business presence online. e-Powerhouse Digital Storefront's innovative tools allow the user to quickly and effortlessly publish a customized Web page that meets the company's needs. The fully branded, user-friendly digital storefront allows clients to order and see, in real time, the company's inventory of printed and non-printed products and much more with just a few clicks.

Designed To Grow At The Speed Of Your Business

e-Powerhouse is designed with the flexibility to adapt to your business needs. With proven scalability, DSF will grow as your company needs expand.

- **Transactions:** e-Powerhouse can accommodate transactions ranging from hundreds to millions of orders per year — effortlessly.
- **Architecture:** e-Powerhouse has the flexibility to accommodate and meet the needs and size of your business. e-Powerhouse is tailored to work with companies of all sizes ranging from small single location businesses to mammoth retail organizations with over 1,500 locations and everything else in-between. The architectural platform adjusts to meet your business' current and future needs.
- **Integration:** As part of PCI's Productivity Software Suite, e-Powerhouse Digital Storefront is tailored to meet your ever-changing needs. The architecture allows you to expand your footprint with award-winning PCI solutions.

Cross Media Integration

e-Powerhouse DSF uses the latest in responsive technology for Web-to-Print, ensuring print accuracy and reducing approval wait times. With your DSF, you can create high-impact campaigns and enable your clients to order and execute them directly from the Web-to-Print site. A game changer for expediting the print process.

From a simple design to a complex mailing campaign, variable data printing, or comprehensive marketing response tracking, e-Powerhouse has the solution.

SmartStores

SmartStores allow users to customize their storefront by applying their brand colors, design, and logo. The new generation custom storefront features the latest responsive technology.

- **Mobile Friendly** Smoothly and rapidly transition from desktop to tablet to mobile device.
- **Approval Queue** With the Approval Queue, agents/customers can order corporate materials when it is convenient for them. It also gives you and your team the opportunity to approve, modify, or decline orders as they appear in the queue. You maintain overall control of your inventory and of the ordering process — a real game changer.



SmartStores use the latest responsive technologies (HTML5 and CSS3, SmartCanva) to allow storefronts to scale smoothly from desktop to tablet and mobile devices. In addition, customizing printed material from your storefront is a breeze.





Variable Data Processing (VDP)

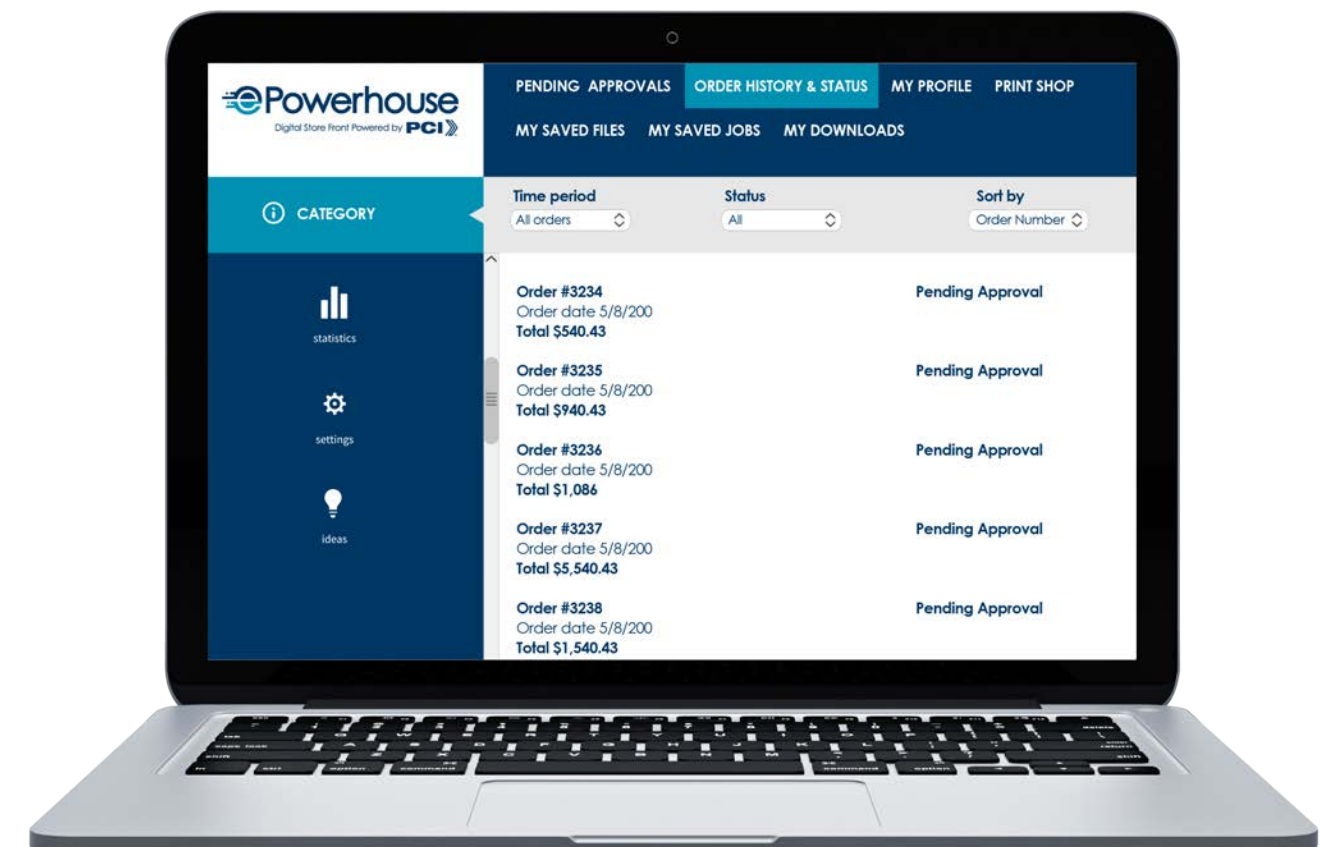
Taking the time to personalize the communication you send to your customers shows you value their business and you know who they are. Variable data processing (VDP) is the way to reach your target market.

Create personalized marketing campaigns with the VDP.

- From business cards, postcards, and more, the VDP software includes advanced features to customize products based on Rules-Driven Personalization.
- Whether you are looking to integrate the VDP software into your current marketing campaign or use the Direct Mail Automation workflow that is part of the e-Powerhouse, we have you covered.

3-Step Process For Online Job Submission And Management

- **Order Placement:** A fast and seamless workflow sequence expedites the process. Effortless transition from placing the order, to checkout, to tracking the order.
- **Order Management:** Buyers can create orders, check production status, and reorder products all in one location.
- **Approval Process:** Once the order is placed it is sent to the designated approver where they can update, accept or reject the entire order or a single item within the order.





Capabilities + Advantages

- » Custom Branded Portal
- » Low Cost
- » Ease of Use
- » Streamline Inventory Management
- » Simplified Reordering Process
- » Improved Purchasing Decisions
- » Order Approval Process
- » Access Management
- » Mobile Friendly

Shopping Cart, Payment Methods, And Approvals

- **Shopping Cart:** The intuitive checkout process of e-Powerhouse DSF makes it easy for users to place their orders and checkout.
- **Payment Methods:** e-Powerhouse DSF offers several payment options. Users can select to pay by cost center, purchase order, custom accounting codes, or by credit card.
- **Approvals:** Different workflow approval levels can be established based on the dollar amount and product. Once an order is placed, the designated approver is notified of the pending order requiring authorization. The designated approver can update, accept, or reject the entire order or a single item within the order.

To learn more about e-Powerhouse DSF and how it can help your bottom line, schedule a personalized demonstration by calling **800.430.7241** or email npenalver@originalimpressions.com today.



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TAKE IT TO THE POWERHOUSE™

