

MANAGE YOUR BUSINESS BETTER WITH **ONLINE ORDERING PORTALS.**

WORKFORCE



SUPPLIERS

DISTRIBUTORS

YOUR BUSINESS, ALL IN ONE PLACE.

ACCESSIBILITY. That's the beauty of an online ordering portal. Whether you have multiple office locations, a distributed workforce or multiple suppliers, it connects the business community with your goods and services all in one place—the Web. At Signal Graphics, we help companies leverage online ordering portals to expand their opportunities and accelerate business growth. We can do the same for you.

CUSTOMIZATION. Every business has its own unique challenges. We tailor a solution to serve your specific requirements using powerful yet flexible technology. From a business application like web-to-print to an enterprise-wide operation, your online ordering portal can scale to your business needs as they develop over time. **Connecting to online users is as easy as 1-2-3:**

STEP 1: *SHARE YOUR PAIN POINTS*

Signal Graphics will design and build a custom solution

STEP 2: *ONLINE ORDERING PORTALS*

We develop the complete shopping experience

STEP 3: *ORDERING & FULFILLMENT*

Signal Graphics can handle all printing needs and even facilitate distribution of non-printed hard and soft goods



GROWTH. Keep up with the evolving and fast-paced demands of business today. Online ordering portals enable you to:

CONNECT to a wide network of online users—geographically dispersed workforce, third-party suppliers, distributors, franchisees

STREAMLINE WORKFLOW with automation, built-in permissions, web-to-print, rules and reporting, inventory tracking, payment and shipping

CONTROL brand integrity, costs and waste

INTEGRATE with existing technologies like warehouse management, accounting, customer relationship management (CRM) and more

Who's using
online ordering
portals?

Is it right for you?

**LET'S TAKE
A LOOK.**

CASE STUDY
WEB-TO-PRINT

LAKEVIEW REALTY



25

EMPLOYEES

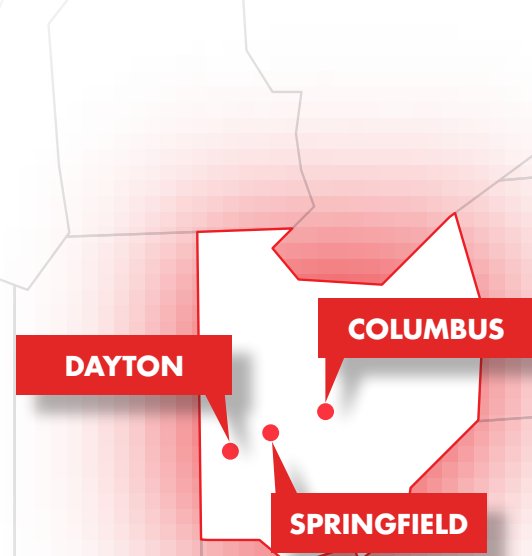


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LOCATIONS



Greater Ohio



CHALLENGE

Lakeview Realty struggled with growing pains that threatened office productivity and the integrity of their corporate identity. Knowing it would only worsen with time, they proactively explored an online ordering portals solution with Signal Graphics.

PAIN POINTS

ORDERING BOTTLENECKS

All three offices utilized company-branded marketing materials. Sales agents emailed their orders to the Columbus office during regular business hours and personalization was handled by an in-house production artist. Fielding and fulfilling simultaneous orders caused setbacks and considerable delays.

BRAND VIOLATIONS

Frustrated with slow turnarounds, many agents opted to produce their own marketing materials, often in violation of brand standards.

COST RECONCILIATION

Bill-backs to agents were processed manually, causing time-intensive paperwork.

SOLUTION

Signal Graphics provided Lakeview Realty with an online ordering portal that makes it easy for agents to customize their own marketing materials, proof online, approve, and upload orders at their convenience—any time day or night. All materials are available online and adhere to brand standards, maintaining the company's corporate identity in the marketplace. Cost reconciliations are now automated, enabling their controller to pull reports and issue invoices by office and/or sales agent.

SALES AGENT



BENEFITS:

- Manage brand standards
- Personalize marketing materials
- Web-to-print
- Automate reporting and invoices
- Scale to the growing needs of the business

CASE STUDY
WEB-TO-PRINT & ORDERING

EUREKA COFFEEHOUSE



400

EMPLOYEES

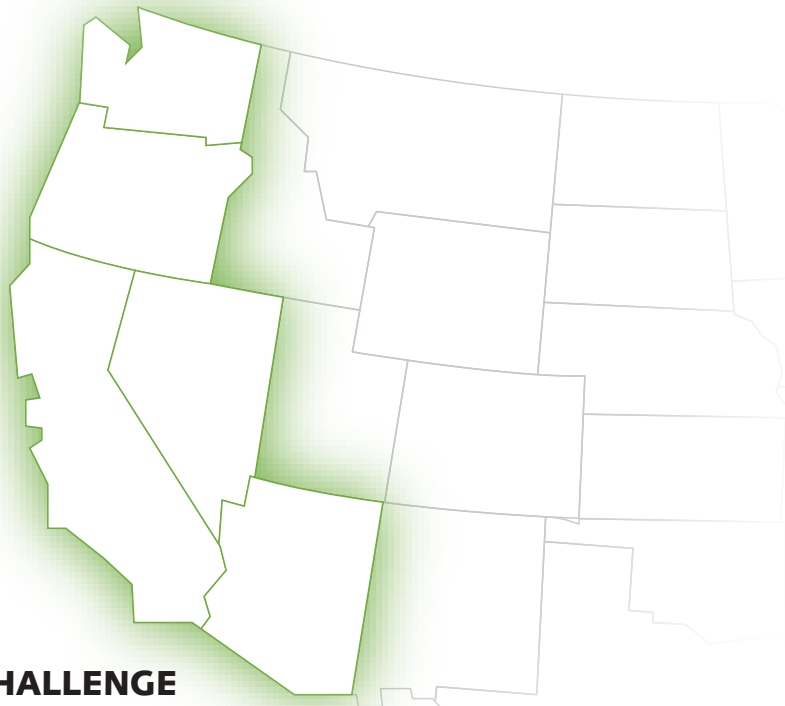


43

LOCATIONS



Western Region
(CA, AZ, NV, OR, WA)



CHALLENGE

Eureka Coffeehouse is a regional franchise with a vision of going nationwide. Hindering this business goal were operational inefficiencies that stalled revenue growth and caused poor in-store management of goods and supplies.

PAIN POINTS

ANEMIC MARKETING

Although Eureka Coffeehouse had an existing customer relationship management (CRM) system, marketing materials still had to be ordered during regular business hours—a time when owners/managers are typically busy with customers. Marketing Ad Fund promotions were under-utilized, limiting any potential ROI.

SUPPLY FLUCTUATIONS

No automated ordering system was in place connecting franchisees and their staff to third-party suppliers. Every order—from sign stands to coffee beans—routed through corporate. Slow turn times, lack of order tracking and human error caused unacceptable supply fluctuations.

SOLUTION

Signal Graphics solved Eureka Coffeehouse's operational challenges by providing a self-serve ordering technology that integrated with their existing CRM system. Now, Eureka locations can go to their centralized online ordering portal and place orders for marketing materials AND supplies whenever it's convenient for them. They can also customize their local store marketing and track deliveries to better manage their business.

FRANCHISEE



ORDER
SIGN STANDS
FROM
METALCRAFT
INDUSTRIES

ORDER
COFFEE
SUPPLIES
FROM
PINNACLE
FOODS

ORDER
POSTERS,
TABLE TENTS
AND FLOOR
GRAPHICS
FROM SIGNAL
GRAPHICS



Tiramisu In A Glass.

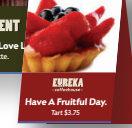


Good To Go.



EUREKA MOMENT

Everyone Can Have A Love Life.



EUREKA

Have A Fruitful Day.

See \$3.75



BENEFITS:

- 24/7 ordering accessibility and tracking capabilities
- Easy customization and product updates
- Full integration with existing CRM system
- Scalability and flexibility to serve future franchise needs

CASE STUDY
WEB-TO-PRINT • ORDERING •
FULFILLMENT

TERRA GARDEN SUPPLY

511 EMPLOYEES
1 LOCATIONS
10 REG. SALES REPS

National
(PLANT IN ROCHESTER, NY)



CHALLENGE

Terra Garden Supply manufactures garden tools with nationwide distribution that includes hardware chains, big box stores and local nurseries. With more than 500 distributors across the country and sales representatives in five regions, the company was burdened by an e-commerce system that no longer scaled to their needs.

PAIN POINTS

HIT AND MISS MARKETING

Sales representatives in all five regions received identical marketing materials from corporate that often proved ineffective. For example, a snow blower promotional poster was a hit in the Midwest but a miss in the South.

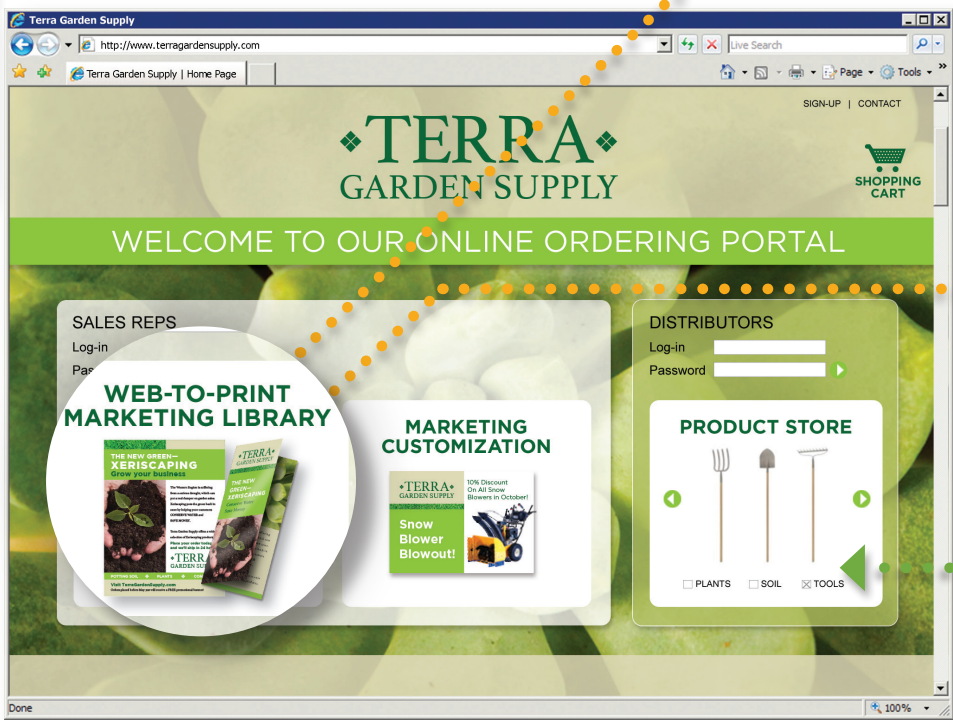
INVENTORY MANAGEMENT

Although a self-serve ordering system was in place, it did not provide notifications of low inventory levels, nor were distributors able to place orders or track back orders.

SOLUTION

Signal Graphics upgraded Terra Garden Supply's existing B2B e-commerce system to include web-to-print marketing that enables sales representatives to order promotional materials suitable for their regions. Distributors can also go direct to the online ordering portal and reorder products to fulfill inventory needs, thus avoiding empty shelf space.

TERRA GARDEN
SALES MANAGER
WEST REGION



ORDER
RACK
BROCHURE
FOR LOCAL
STORE

ORDER
INCENTIVE
SALES SHEET
FOR HARDWARE
CHAIN



RE-ORDER
75 SHOVELS



BENEFITS:

- Customize marketing materials for greater effectiveness
- Improve cash flow
- Mitigate inventory fluctuations
- Enable tighter budgetary control

COME TOGETHER.

Your business all in one place. That's the power of online ordering portals with Signal Graphics. From web-to-print and ordering to fulfillment, businesses like yours have the flexibility to scale as their operations evolve. And, it doesn't have to end there. Signal Graphics is also a one-stop resource for all of your printing, signs and marketing needs.

Our industry leadership and 50 years of experience deliver an unparalleled breadth of capabilities under one roof. Why not leverage them to achieve your business objectives? We specialize in a best-practices approach to marketing, delivering cohesive campaigns that resonate across multiple media channels—from signs, posters and banners to websites, direct marketing and much more.

Streamline your business with the one company that brings it all together.



PRINTING GRAPHIC DESIGN
SOCIAL DISTANCING AND SAFETY CREATIVE SERVICES
TRADESHOWS **BROCHURES**
MAILING SERVICES
DIRECT **SIGNAGE**
MARKETING **PROMO PRODUCTS**
FULFILLMENT **EVENTS** SOCIAL MEDIA
PACKAGING LABELS
ONLINE ORDERING PORTALS



With you at every stage.

