



## Web-To-Print (W2P) Workflow Solution

### Situation

A Web-To-Print (W2P) Workflow solution was developed for Printo, India's first print and document services retail chain, by Celstream's highly competent and skilled team. The solution helps authorized users to submit their documents to the portal for printing in a cost-effective, convenient, protected and secure manner.

### Challenge

Celstream's team encountered multiple challenges in this engagement; one of them being the development of a solution that conformed to:

- Print Driver and Port Monitor architecture
- Microsoft Driver Certification and alternatives
- PostScript and PDF Rendering Tools
- Multiple PDF versions
- Secure and Protected Document Transfer
- High Document Quality

- Solution can distribute documents for printing in a cost-effective, simple, and secure manner
- Print command for online printing could be given from any desktop application
- Real-time online proofing
- Online order tracking
- Customizable reports
- Job status notifications

## Celstream Response

Celstream's team of experts devised a flexible and stable solution to suit the business needs of the client. The response included:

- Developing workflows using any desktop application which supports printing, other propriety Imaging applications or submitting PDF documents via the browser
- Uploading of document with all the required fonts and images to ensure high document quality
- Preview of all pages made available
- Obtaining real-time cost of the print job based on the selected print settings
- Inclusion of features like Order Tracking, Extensible Reports, Job Status Notifications via email etc.
- Support for custom branding which could be extended to support other workflows like VDP, Imposition etc.

## Benefits to Customer

- Real-Time Print Costing based on Print Settings
- Extensible for other workflows
- Excellent Document Quality
- Custom Branding

## Technology

In developing this solution, Celstream used the following key software platforms:

- Windows® Print Driver Architecture
- Port Monitor Architecture
- PDF and PostScript® Rendering Tools
- Print Driver Installers
- IIS, Web Services and ASP 2.0
- HTTP
- SQL Server®
- PDF Parsers
- Encryption and Compression libraries
- C, C++ and C#, XML, XSL and scripts
- .NET Framework 2.0

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