

What's your biggest on-demand publishing challenge?

Integrated Fulfillment? E-commerce? Custom Projects? Variable Data?

SOLUTION: **cSHOP**TM

Your Secure Hub for Online ProcurementTM

Establishing an on-demand workflow has its challenges, but with the right solution those challenges become opportunities to increase revenue. Cadmus understands the publishing process from beginning to end and has used that expertise to develop an on-demand publishing solution that integrates secure digital rights management with print-on-demand and inventory management. Our cSHOP solution is the only single source secure hub for online procurement that allows publishers to manage electronic deliveries with hardcopy print-on-demand through a single storefront. cSHOP is integrated with Cadmus' digital print and fulfillment operations so it supports a fully automated web-to-print workflow to create, print, and deliver static, versioned, and variable data products including e-prints, reprints, custom projects, direct mail marketing pieces, and more. cSHOP has turnkey e-commerce capabilities that include support for credit card, P-card, spending account, and purchase order payments. Our cSHOP can be an integral link in an enterprise supply-chain management workflow by placing print-on-demand decisions at the users' discretion. If you have a project you want to test, just "cSHOP it" and we'll do the rest!

cSHOP simplifies on-demand publishing by centralizing the creation, ordering, manufacturing, and fulfillment process in a single solution. Publishers can use cSHOP to collect author fees, manage reprints, offer custom publications, and manage inventory.

Author Services

If you are looking for a web-based solution to automate the fee collection process for author fees, look no further. cSHOP transitions the invoicing and collection of publication fees from an ancillary process to an integral part of the publishing workflow by integrating with Cadmus' production management systems to automatically send web-based invoices to authors based on specific trigger events. Authors can then pay their fees online using the e-commerce functionality of cSHOP. In addition to collecting publication fees, publisher can use the author services feature to solicit reprint orders from authors and co-authors, promote membership, and more making this author-friendly service an additional opportunity to grow revenue.

Reprint Services

cSHOP provides publishers with an opportunity to market and deliver content directly from a branded secure online storefront. Through cSHOP, users can order e-prints with full digital rights management protection and hardcopy reprints in the same purchase regardless of the order quantity. cSHOP makes purchasing content a one-click process that allows publishers to the flexibility to market their content at every cSHOP touch point creating more venues to increase reprint revenue.

Custom Publications

Are you maximizing the value of your content? The custom publication feature of cSHOP is the ideal solution for repurposing valuable content. Through the system, publishers can create custom publications to market and sell and allow users to create their own customized project from available content. Publishers have complete control over the custom options available to users including the ability to use cover templates with or without variable data fields. Having the ability to create user-generated custom publications on-demand opens the door to new revenue without the expense of market research or the costs associated with producing start-up or one-time projects.

Key Benefits:

- Automate author fee collection and reprint ordering
- Increase revenue by repurposing content through custom projects and reprints
- Capture revenue from formerly "out-of-print" products
- Reduce the waste associated with obsolescence
- Sell all products for electronic or print distribution under one storefront

Print-on-Demand

On-demand printing has many advantages from eliminating out-of-print scenarios to reducing the waste of obsolete inventory but without an efficient on-demand solution, these advantages are difficult to realize. Cadmus understands the need for efficiency in an on-demand workflow and created cSHOP with that understanding. cSHOP is fully integrated with Cadmus' manufacturing and fulfillment systems as a single source for online procurement from author services to inventory management. cSHOP is a product lifecycle solution that simplifies and consolidates the on-demand publishing workflow within a single storefront. With the ability to print-on-demand, publishers can reduce the risk of start-up publications, extend the life of mature products, and revive backlist inventory without the fear of printing too little or too many copies.

In addition, the on-demand functionality and integration with Cadmus' systems allows for unprecedented inventory management. Publishers can set order points, management inventory, and view reports for products warehoused by Cadmus using a web interface. These unique features make cSHOP not only an on-demand solution, but also an enterprise workflow solution.

For more information about cSHOP, contact your Cadmus representative or e-mail us at solutions@cadmus.com