

February 2016

## It's Leap Year - enjoy your extra day this month!

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**Print Shop Pro**<sup>®</sup>  
**2016 User Group Meeting**  
March 20-22  
San Diego, CA

### **We are ready for you! Only 30 days left until our User Group Meeting!**

The plans are all coming together. Thanks to the input and suggestions from our User Group Steering Committee we have an exciting agenda in place. Here is a sneak peak...

#### **Session Topics**

- Enhancing Work Flow
- Incorporating Wide Format
  - Best practices for using Template Builder
- Optimizing the Print Shop Home Page
- Implementing the Bar Code Module
- Adding new revenue streams
- Handling Add-Ons
- Creating effective e-mail templates
- Great features you may not be using
- New Enhancements Ideas

There will be Round Table Discussions, Break Outs and Show & Tell sessions.

Come and network with other PSP<sup>®</sup> users. There will plenty of time for socializing at our exciting evening events.

Early Bird Registration Special and Discounted Room Rate good until February 26, 2016

**REGISTER TODAY!**

[2016 User Group Registration](#)

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# SOU

Southern Oregon University is a public liberal arts college located in Ashland, Oregon, just North of the California border. Founded in 1926, it is a four-year institution specializing in liberal arts, sciences, select graduate and professional programs. SOU has an enrollment of approximately 6,300 students, with an average class size being 25 and a faculty/student ratio of 1:21.

John Silverman moved from San Diego to Oregon and took on the position of managing SOU Print operations less than one year ago. Following a brief time of focusing on learning protocols, billing index codes and assessing equipment replacement needs, John began investigating print management software solutions. He wanted to automate, streamline and improve processes in support of his goal of growing the business and recapturing a lot of business that was being outsourced. And, he needed to accomplish this with only 2 print shop staff members!

Okay, fast forward three months...yes, just three months following his first conversation with Judy Triba and doing a web demonstration to see Print Shop Pro<sup>®</sup> in action...SOU joined the edu family of users in late June!

John set an extremely aggressive goal of going live by September 1st, and worked with edu's support and training staff to reach that goal! With the diligent efforts extended, John has set what we believe is a new record for completing all the phases of installation, configuration, training and launch of Print Shop Pro<sup>®</sup> in just two month's time!

We asked John how things were going. Here is what he said.

### **How is the online ordering processing through PSP's Webdesk working for you?**

"Our website is humming along" stated John. He shared that they have somewhere between 1100-1200 jobs in the system now. While there are still a few customers using NCR forms, John estimates that 98% of all print requests are being submitted through Webdesk. For those few customers still filling out the NCR forms, the print staff is entering their print requests through Webdesk on behalf of the customers and encouraging the customers to use the staff created orders for submitting reprints.

### **Have you seen an increase in business since launching Print Shop Pro<sup>®</sup>?**

"When I put the numbers on a chart, the line goes straight up!" said John. With less than one year on the job, so far this FY the print operation has seen a 53% increase in business...with a whopping 4000% increase in student business.

### **How did you accomplish such growth in such a short time?**

John said little to no efforts had been made in the past to market the print shop's services to the campus....and especially to the students. John created a how-to card on steps to access PSP® Webdesk and place online print requests and extended efforts to market the shop's services to the entire campus and student body. After that, he said that things just started rolling along with new customers continually coming onboard.

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### Embedding Images in the Home Page that serve as links to the Order Screen

*Ever wanted to upload an image to your Home Page that the user can click on to place a new request? It's easy to do. Here is how.*



1. Upload an Image that you want to appear on the Home Page of Print Shop Pro®.

- Go to **Website > Images** and left click **Add New Image**.
- Name your image, select the category **Other**, then browse to your image and left click **Add Image**.

2. Get the Path to the Image.

- Go to **Website > Images** and filter the images to show just the category **Other**.
- Locate your image and left click on it. (This will show your image on the screen.)
- Copy the web address in the Address Bar of your Browser. (This is the link to the image.)

3. Add the Image to your Home Page

- Go to **Administration > Modify Home Page**.
- Go to the section where you want the image to appear (e.g. **Left Body** in the **Left Column**).
- Left click on the image icon in the *HTML* editor for that section.
- Paste the copied value into the URL field.
- Type in the name of the image into the **Alternative Text** field.
- Set the width or height as needed and left click **OK**.

4. Add a link to that **New Image**

- Hover over the **Menu Item** that you want your link to redirect to.
- Write down the link that displays in the bottom left of your browser while you are hovering your mouse over the menu item.
- On **Modify Home Page**, left click the newly uploaded image in the section, then left click on the image icon of the HTML editor.
- Left click on the Link Tab.
- Type in the destination URL  
(e.g. [http:// https://edusales.webdeskprint.com/psp/appnet/PrintOrderPublic/OrderRedirect?](http://https://edusales.webdeskprint.com/psp/appnet/PrintOrderPublic/OrderRedirect?))
- For Target, select **Parent Window**, then left click **OK**.

5. Left click **Save** at the bottom of the page.

6. Visit the Home Page and test your new linked image.

You should now be able to left click on image(s) on the Home Page and be taken to an Order Screen.

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#### QUESTION:

*If there is a **Maximum Single Order Amount** and an order exceeds that amount, will a notification then go to the approver?*

#### ANSWER:

Yes, if configured properly, the Approver will be notified if an order exceeds the set **Maximum Single Order Amount**. Here is how you can configure that.

1. Go to the user's profile in **User Management** and select the **Edit** link under the **Account Numbers** column.
2. To the far right column of the **Account Number** you can set the **Threshold Amount** limit. The Admin will only see emails for orders above the amount you set.

Note: **Allow Ordering** must be checked for the **Threshold Amount** to be visible.

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## Welcome Aboard!

Congratulations on successfully completing the intensive process of print shop software evaluation and selection! We are proud to be your partner and look forward to helping you achieve your ambitious goals.

Colgate University  
Community Bible Church  
CoxHealth  
Macomb Community College  
University of Central Missouri

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### CURRENT RELEASE VERSION - v12.1.1

Make sure you have the latest Print Shop Pro® version. The release date was December 15, 2015.

To obtain this update and release notes go to <http://printshopprosupport.com/kb/RequestSupport.aspx> and simply enter "Send me the latest update."



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### Print Shop Pro® Mail - 15% off

PSP® Mail integrates seamlessly with Print Shop Pro® Manager and gives you the same operational efficiency. It can help to streamline your bulk mailing process. Here are some features:

- Easy online request form



- Dashboard for easy tracking of mail service request by Job Status
- Workflow tools to automate job tracking
- Easy uploading of mail list
- Billing and Productivity reports by account number, service type and site/department
- Convenient uploading of post office statement for customer visibility

If you need an easy-to-use software solution that can save you time and money then call us today for a quote and take advantage of the 15% discount until March 15, 2016.

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### Upcoming 2016 Events:

#### **Print Shop Pro® User Group Meeting**

March 20-22, 2016

San Diego, CA

#### **ACUP**

April 10-14, 2016

Alberquerque, New Mexico

#### **IGA - Industrial Graphics Association**

May 26-27, 2016

Palm Springs, California

#### **IPMA**

June 20-24, 2016

Denver, Colorado