

Case Study: DrawingBoard Printing

How navINK™ solved a technology refresh challenge

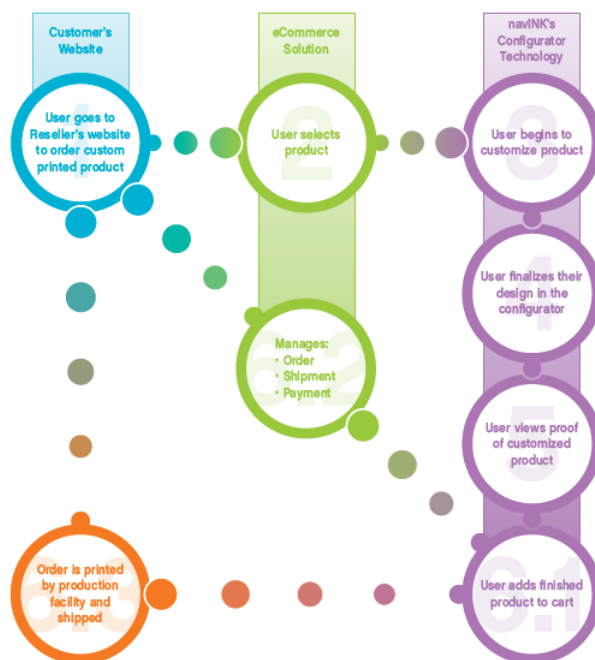
Business Problem:

DrawingBoard Printing realized they needed to upgrade their ecommerce solution and add visual tools and a simpler interface for personalization of the printed products offered to their customers. As their site had aged, fewer programming resources were available to work on the older technology. As with many organizations today, the development team was asked to do more with fewer resources. Customers were shifting from a traditional phone and fax ordering process, to wanting to be able to order online. Their existing website tools allowed for orders to be placed but had no design studio or online preview capability. One of their largest challenges was to build the right “team” internally to accomplish this goal, and not increase their cost profile.

Solution:

Productivity and speed to market were crucial for this project. DrawingBoard Printing looked at many different solutions before selecting navINK™. The ability to integrate a product configurator, in this case DESIGNworks, with eCOMMworks created a fully functional ecommerce solution for both catalog & personalized printed products. DrawingBoard Printing leveraged the expertise on the navINK™ team and internal resources to meet the deadline. The modular platform and service offerings provided a collaborative environment to both launch and enhance the website as business dictated, unconstrained by information technology resources.

- DrawingBoard Printing embarked on a total ecommerce refresh strategy.
- Strategically combined the eCOMMworks and DESIGNworks navINK™ modules.
- Collaborated with distinct competencies aligning so that navINK™ implemented the technology platform and the DrawingBoard team focused on product mix, presentation, new product development & sales.



Results:

The new website allows customers the option to place their personalized print orders online, when and how they want. Customers are able to see real time what they are ordering and we have been able to significantly cut back on fax and email specification exchanges. Prior to the navINK upgrade, 100% of website enhancements required IT development resources, now by utilizing navINK tools, 95% of all website updates are performed by Marketing.

Since they went live at the end of 2013, both web order volume and average order value are trending higher.

“DrawingBoard.com is MUCH improved, and our customers seem to agree. In comparing our site to other online sites, nearly 74% rated it as very satisfied or satisfied, and when specifically asked about site performance – speed, response time, reliability, etc. – over 85% rated it as very satisfied or satisfied.”

Barb McCann, DrawingBoard Printing

navINK™
print. simplified.

“Game changing software; modular, scalable & quick to implement.”

Jason Smith
DrawingBoard Printing