The printing industry is in the midst of rapid evolution. No longer a static standalone channel, print now works across channels like web, mobile, and social. When blended with digital technologies, print becomes a powerful multi-channel marketing and communications tool.

The drastic evolution doesn’t come without challenges. New technologies, business models, workflows, products, and services present significant hurdles for many printing companies. Today, the corporate sector places high demand, including innovative print softwares to augment revenue. To ensure that companies remain up to date, digital print solution providers have introduced various packages, with a focus on reducing labor costs and enhancing product value.

Thus, innovative print management solutions such as Print MES, Print ERP, Print Production Automation, Print Workflow Management and Web-to-Print solutions are enriching the printers to go beyond customer expectations.

In the last few months we have looked at hundreds of solution providers who primarily serve the Commercial Print Management industry, and shortlisted the ones that are at the forefront of tackling challenges faced by this industry.

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P3 Software caters its software services to industry-specific needs, attracting three types of buyers. First, corporations, which include corporate buyers and non-profit buyers like universities, associations and government, helping them formulate better procurement practices and save labor time. Second, resellers and print management organizations, needing an efficient yet powerful system to manage a critical workflow. And finally, print manufacturers who are looking to expand their menus of products and services in part by sourcing production.

One of P3 Software’s clients, a pharmaceutical manufacturer has six primary print buyers. Using the P3 system’s competitive bidding and procurement tools, they were able to document over $10 million per year in savings. “Our system helped them document all of the information, bringing out key details to their management team. It was remarkable how just six users were able to achieve such astonishing results for their company,” says Tower.

Included in its product offerings, P3 software does initial webinar training with users and provides technical support to customers worldwide. The company views support as a critical function that also helps maintain long term relationships with clients. “Some of our competitors, offering print procurement solutions at a premium cost, are really selling their software as a consulting service,” says Tower.

Everyone involved in the print procurement process can easily interact on the same web based system, thus enabling access and oversight throughout the entire print procurement process. There are various print management solutions that can meet the needs of a small to large organizations. P3 Software’s system can be customized to fit the needs of any organization and can be personalized to meet the unique needs of each user.

The company offers its flagship product, P3Expeditor, a web-based print procurement system that is easy to implement at an affordable cost. “P3Expeditor is a SaaS based system that establishes a connected workflow from job origination through supplier selection, pricing, proposal, ordering and tracking. It enables accountability, oversight and powerful reporting. Everyone involved in the print procurement process can easily interact on the same system, allowing access and oversight throughout the process,” says Tower.

P3 Software’s products are available for customers to easily sign up and setup in a matter of hours. This ease of usability scales up the product value on the long run, eliminating the risks involved in building an entire procurement system from scratch. The company offers custom solutions for integration into existing software. In addition, all of Intuit QuickBooks offerings are currently supported by P3. “Automating the print procurement process can be a great value enhancement. Instead of starting from scratch, using off-the-shelf technology that can be customized lowers the risk ratio and deliver tremendous value to any organization,” notes Tower.