

## Case study

# PhotoBox expands PSP network to increase sales and customer satisfaction



## HP PrintOS Site Flow provides the deal-making element for Exakta Print's partnership with PhotoBox

### Challenge

- Establish local partnership to drive sales of high volumes of uniquely customized calendars in the Nordics
- Ensure partner meets customer expectations and SLA commitments
- Ensure quick project implementation from conception to delivery of finished products

### Solution

- A print service provider with HP Indigo digital presses
- Cloud-based HP PrintOS Site Flow production management application with real-time tracking and workflow automation
- Plug & play solution with no investment in hardware
- Potential for future expansion

### Results

- 90,000+ unique calendars ordered, produced and delivered to customers
- Calendars sold up to the very last days before Christmas
- Delivery times reduced from five to as little as one day
- Solution ready to launch 3-4 weeks after the signature of fulfillment agreement
- Smooth production of high incoming orders volumes



**“The new partnership with Exakta Print using HP PrintOS Site Flow is a tremendous success. We are now working on the expansion of our partnership to add more PhotoBox products.”**

– Thierry Equey, industrial outsourcing & program management director, PhotoBox Group



One of the largest providers of online photo-products, PhotoBox continues to expand, both geographically and in terms of its product range. When it formed a partnership with Exakta Print to supply calendars to the Swedish and Danish markets, PhotoBox wanted assurances of optimal production, tracking and deliveries. The choice of HP PrintOS Site Flow proved to be the answer.

“The speed of getting a new partner into production is hugely important to an online photo printer like PhotoBox. This is especially true when implementing a new system, mastering its operation and having to train staff. With HP PrintOS Site Flow, this could happen very quickly.”

– Thierry Equey, industrial outsourcing & program management director, PhotoBox Group

**Industry:**

Photo Specialty

**Company name:**

PhotoBox Group

**Location:**

Sartrouville, France; London, UK

**HP equipment:**

HP PrintOS Site Flow

**Website:**

photobox.com



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## Challenge

### Demanding high quality at high volume

One of the keys to success for global online businesses is to deliver products as fast as possible to customers. The closer the source of supply can be to consumers, the better.

PhotoBox, the online digital photo service, needed a local print service provider (PSP) to provide personalized photo calendars to its customers in Sweden and Denmark to reduce delivery times and increase sales by enabling customers to place orders up to the very last minute before Christmas.

In addition to photo calendars, PhotoBox uses its wide network of PSPs and suppliers to produce prints, cards, calendars, magnets, posters, photobooks and other photo specialty products for 30+ million customers in 19 countries.

“Not only does the print quality have to be high, the company has to be able to handle order fulfillment quickly and accurately,” says Thierry Equey, industrial outsourcing & program management director, PhotoBox Group. “We identified Exakta Print, of Malmö, Sweden, to deliver calendars to our Swedish and Danish customers, and began discussions with them.

“One thing that was essential for us was that our new partner had a management system that could automate and track up to 100,000 orders within a short period of time.”

## Solution

### A cloud-based solution with down-to-earth results

“Exakta Print studied the systems available, and, in August 2016, gave us its proposal that included using HP PrintOS Site Flow to manage production,” Equey says. “We liked Exakta Print’s proposed use of Site Flow, since we have worked with HP Indigo press print service providers since 2008, which use the presses and Site Flow for our PhotoBox, Sticky9, Moonpig and Hoffman brands.”

HP PrintOS Site Flow is an application of the HP PrintOS suite of cloud-based tools designed to manage production from order submission throughout the production floor all the way to direct shipping to customers.

HP PrintOS Site Flow manages orders for the PSP from the time they are received from a PhotoBox website, and tracks the orders through to dispatch.

The HP PrintOS Site Flow application has advantages for brand owners and PSPs alike. Being cloud-based, it requires no hardware or capital investment by the PSP. It is essentially “plug-and-play,” so integration is fast and operators are up to speed quickly.

For brand owners, that speed of implementation means that new partners can be on board and in production for them swiftly. HP PrintOS Site Flow also enables brand owners to standardize on a single solution and ensure all its partners are operating effectively. Moreover, each benefits from the ability to add applications from the HP PrintOS suite of tools, as their businesses evolve or demands change.

“From the time we signed the agreement with Exakta Print, it was only a matter of a couple of weeks before it implemented HP PrintOS Site Flow, and was processing its first jobs for us,” says Equey.

## Results

### Coping with the rush, delivering the metrics

“The speed of getting a new partner into production is hugely important to an online photo printer like PhotoBox,” says Equey. “This is especially true when implementing a new system, mastering its operation and having to train staff. With HP PrintOS Site Flow, this could happen very quickly.”

As the Christmas season progressed, the volume of orders increased. Progress of individual orders, as well as the big picture, can be easily monitored with HP PrintOS Site Flow, as can individual press performance. The application can generate reports detailing the various aspects of production. With the ability to be accessed remotely, including by smartphone, Site Flow is a valuable management device as well as a powerful production tool.

“Online retailers and service providers are judged by their ability to deliver orders quickly and reliably. It doesn’t matter to customers how many other orders we’re dealing with: to them only one order is important,” says Equey.

“In the case of Exakta Print, it produced more than 90,000 calendars for us, and dispatched them to more than 40,000 customers,” he continues. “The partnership with Exakta Print has been a tremendous success. Delivery times were reduced from five days to two, and sometimes one! The accelerated production enabled by HP PrintOS Site Flow meant that orders could be accepted later and still be dispatched in time for delivery by Christmas.”

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