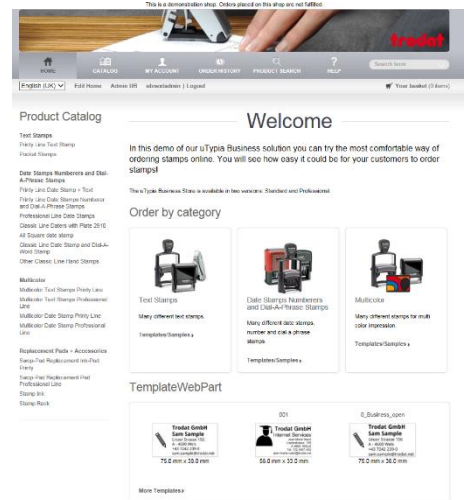


Product description

uTypia Business next Standard is an online solution specialising in customised products such as rubber stamps. It enables you (and your resellers) to sell customised stamps via the internet.

Features of uTypia Business next Standard

- Creation of stamp layouts by entering text, choose font, font size and alignment.
- Add borders as well as use graphics and logos
- Layout preview and proofreading – What you see is what you get!
- Layout-Templates (example stamps) can be prepared, based on corporate identity, company logos and fonts
- Offer different product ranges, prices and discounts to your various corporate customers
- Order data as well as the production-ready layout will be sent via e-mail to the rubber stamp maker.
- Shopping cart functionality, order history
- Startpage and colour design, topbanner, restricted access can be adjusted at your needs
- Trodat offers uTypia as a turn key solution. You do not need to be an internet expert to be successful. All technical components are provided (webshop, licenses, URL, Hosting, firewall, data security)



Included Services

The uTypia Business next Standard shop includes :

- Hosting
- Firewall
- Virus protection
- support-hotline
- daily data backup
- Trodat products data maintenance
- Many fonts available (correctly licensed, legally proofed) – see <http://fontinfo.utypia.com>
- Order data by e-mail including production ready layouts in BMP, GIF, TIFF, or JPG
- Continuous improvements like keeping up with new Internet Browsers
- A two-hour training for the back-office is included (by telephone or in Wels)

Administration of uTypia Business Next Standard Version:

- Product catalog management
- Creation of various catalogues – for specific customers
- Price export and import
- User and group management
- Discount management
- Order history
- User and administration manual
- Payment and shipping options

Products

- Included are all Trodat products (data and setup provided by utypia support)

Not included services:

The setup doesn't include:

- setup of templates (example layouts)
- setup of non-trodat products

Current operating does not include:

- Sales promotions for the shop as well as Search engine optimization or Google marketing
- Credit card payment or SSL (available as add-on)

Available Integrations

- 1) **uTypia Stamp and Engraving Designer** – Magento extension or Shopware PlugIn

Details are available in the respective product data sheets.

Available Add-ons

- 1) **Trotec integration** – get production files with .tsf as output and send directly to your Trotec laser
- 2) **company shop** – additional shop for office product dealers or big direct endcustomers
- 3) **order approval** – allows order approval process by office product dealer or big endcustomer
- 4) **registration code** – for big endcustomers – get special conditions (prices, catalog, shipping costs..)
- 5) ***.utypia.com SSL** – for security – encrypted data traffic to the shop
- 6) **Credit card module** – different integrations possible (PayPal, Sofort Überweisung , ...)
- 7) **Additional font-Packages** – 5 fonts are included; for more or extra fonts see <http://fontinfo.utypia.com>

Details are available in the respective product data sheets.

Available Services (can be done by yourself too)

- 1) **User import** - for user import based on an excel spreadsheet directly on our database
- 2) **Configure Google Analytics**
- 3) **Create new templates for Stamp and Engraving**
- 4) **Create new product for Stamp and Engraving** – non Trodat products that are allowed in the catalogue
- 5) **Design Business cards**

Details are available in the respective product data sheets.

Target group

Target group for the shop are Rubberstamp makers or resellers of stamps (office dealers, online shops) that mostly sell to B2B business end-customers = small, large, medium corporations (not private, Soho)

Only those who have an idea what to do with the shop

Demo

uTypia business next standard: <http://business-next.utypia.com>

Contact: utypia support utypia@trodat.net +43 7242 239 340

uTypia