

## **Kwikkopy**

### **Case study**

#### **Client Information: Kwikkopy.com.au**

Kwikkopy is an Australian company that deals with the communication products and collateral for businesses viz. business cards, brochures, booklets. Kwikkopy offers unique and dynamic tools for its users to place order for printing of their business communication collateral with the help of its online printing management system Zenith Hub. Business owners across Australia, US, Europe and Middle East, can use this portal to place orders for their business communication collaterals by listing their requirements online along with the preferred design and quantity. The platform aims at easing business transactions between client and printers in the printing industry.

#### **Client Brief**

Kwikkopy's aim is to deliver practical advice, graphic design and advanced online access to provide customers with superior communication products to enhance their business. The company boasts some of the finest minds in the franchising market, as well as franchisees who have successfully made the Kwikkopy corporate vision work for themselves. An independent Australian company, Kwikkopy Australia was established in 1982 as a Master License holder from Kwikkopy Corporation U.S.A. There are now over 100 Centers operating throughout Australia. Customer requirements in terms of design, color, size and shape are received by the center. Accordingly, a dynamic artwork is created and uploaded on the platform post approval. This artwork is stored in the account of the client on the platform so that in the future, whenever the client wants to place an order for printing, they have to simply enter employee details and quantity of the product. Post placing the order the design is sent to print and the finished product is delivered to the client.

The whole system of Kwikkopy initially was working on an old web application development platform called ColdFusion. The brief involved upgrading the current platform working on the outdated version to a flexible and scalable system which can be evolved easily over time. It was mandatory for the solution to have an easy to use interface and at the same time, be fast and robust in terms of handling data and queries in the form of huge number of print orders of different products. The client understood the need to utilize Ruby on Rails framework due to its solutions being highly scalable and flexible in adapting to their requirements.

#### **The Josh Software Edge: *Fast Upgradation of Kwikkopy's old online order placement platform to a revamped, robust and flexible solution***

Having worked on various clients across industries on delivering online solutions, Kwikkopy looked for developers who can raise and revamp the system on

coldfusion in less time but failed to get adequate assistance. Josh Software readily took the challenge of upgrading this platform entirely from its older system. Not only was Josh Software able to deliver a significantly advance system but it also did so in a relatively short duration of 6 months.

They have not only revamped the portal and upgraded it from its older version but also kept the system updated with the latest version Ruby on Rails, currently v4.1 with Ruby 2.1. The portal went live on March 2014. The solution provides the portal with outstanding flexibility, robustness and scalability.

What Kwikkopy received was an online print management solution that gives their customers the flexibility to create custom, on-brand artwork and build an online catalogue of frequent projects to make reprints and revisions easy with just a click of the mouse. Publish to even the tightest of deadlines and manage ordering from any location with secure 24/7 access for authorized users. You can also track order progress and view print history reports.

### **Impact**

Josh Software was able to create a highly dynamic portal featuring a system for ordering and customizing business communication collaterals like business cards, brochures and booklets. User/organizations can easily go online and create their business cards/other printing collaterals by using pre-approved designs in their account along with a desired size of the print and quantity of the copies. After creating and feeding all the required data on the portal, the system will generate a quote for the client based on pre-defined costs by the administrator. Once the quote is approved by the user the quote gets converted to order.

The solution provided by Josh Software also enabled Kwikkopy to integrate new features like QR codes for business cards. The newly upgraded system has also integrated a payment gateway, bulk upload, advanced search and order statistics features. The solution built using Ruby on Rails lets Kwikkopy track the number of orders weekly, monthly and yearly along with the product which was ordered the most by their clients and also has improved the portal in terms of performance where it can handle huge amount of data in the form of designs for printing which are uploaded on the portal. This new solution will not only help in smooth transaction in their printing and publishing business but also make it hassle free and less time consuming.