



CLOC ONLINE ADDITIONAL INFORMATION

CLOC's online ordering system 'CLOC Online' is one of the most sophisticated and advanced systems available anywhere. CLOC often wins contracts and new work as a direct result of the capabilities and features of our ordering system. The key features that when combined make our system unique are as follows:

Customisable UI

Every panel, banner or caption area is customisable to your brand and your designs. Typically CLOC will either design a skin to your specification free-of-charge or provide your marketing/in-house designers with the dimensions of fillable areas. By customising the User Interface (UI) to look like the rest of the organisations branding it gives the systems users an elevated feeling of trust when placing their first few orders. Customised skins also define the system as your system and not CLOC's which helps us bed in during contract implementation.

E-Catalogue (standard job)

Three years ago CLOC developed in conjunction with customer demands our 3rd-generation of catalogue feature. This feature operates much like any other internet shop whereby customers select the items they would like from thumbnails and descriptions and place the items into a shopping basket awaiting checkout. The catalogue that will form part of your own CLOC Online portal will be entirely bespoke to whatever you require to be made available to purchase. Every one of our customers has completely different products in their catalogue but largely they are the products that are branded and without variable content. Stationery, pens, mugs and pads are good examples of what people make available to order, however, some customers have far more unusual items such as personalised sweets. An additional benefit of this system is the 'Stock Book' feature. This feature allows users of the system to view in real-time the quantity of each item remaining in stock at CLOC and to order or issue a request to replenish if stocks are insufficient. CLOC can also set the system up to do this automatically if the customer prefers. This feature is especially good when CLOC are providing a pick and pack service. With pick and pack, customers can order large runs (and therefore greatly reduce the unit cost of printed materials) and secure them free-of-charge at CLOC ready to call-off as and when required. The majority of our customers do this with CLOC and some have as many as 100 separate items held in stock. As CLOC Online was designed with flexibility in mind, we have constructed numerous clever admin functions that allow us to quickly add, edit or remove items from the catalogue system at the request of our customers. CLOC recognise that having items on the system and ready to order is of mutual benefit and never charge for making changes that will improve the catalogue systems usability.

Templates

Also within the catalogue section are template options. CLOC utilise award-winning technology to provide editable items to our customers. Typically templates are used for Business Cards, however, with CLOC Online there is no limit to what they can be used for and how much editing control the customer can have. For example, Business Cards are one of the products that typically are extremely branding sensitive; everything from font type, colour, size, positioning etc are essential for every line and images and logos are given just as much attention. With CLOC Online's 'Template Creator Tool' we are able to build the card from a set PDF, make all editable areas active and set rules wherever active areas apply. This means that users are unable to edit key features of the card that would affect branding restrictions. The other benefit of this is that you are able to have any product as a template and can choose the action areas and editing rules as you see fit. If there is a particular newsletter, say it's a 4pp A4 and has fixed image positioning and text alignments but the images to be used and font selection is up to the user, with CLOC Online this takes just 5 minutes to setup. What's more, if you like your design, you are able to save it for others to use. Some of our customers have 30 templates on their systems that range from anything from standard business cards to menus and advertisement posters. Once any templates is completed and the user submits the order they are first presented with an onscreen PDF proof of their product which they have to sign-off before proceeding.

Free-flow designer

Using the same award-winning software, customers are able to design via CLOC Online. This feature is especially useful if a customer has limited design skills but wants to create an exciting cover for their work. The 'Free-Flow Design Tool' is extremely simple to use and is highly versatile. With far less buttons you are able to create designs that would not be possible in Word or other basic word-processing systems. Further to this, like templates, once your input is complete you are given an onscreen PDF proof of your order to sign off while submitting.

Non-standard jobs

A dynamic feature of CLOC Online is its ability to perform incredibly complicated calculations. This ability allows us to build any conceivably orderable product into the system regardless of how complicated the mathematics when it comes to working out the price. Of course, any conventional print item such as mono, colour, any binding, folding, sheet finish are standard across most systems nowadays, however, CLOC can work out digital numbering in several positions, lithographic prices and even entirely bespoke items that are unique to our customers. For example, one of our customers has an unusual latex gumming requirement on their exercise books and we were able to build this in complete and to the agreed banded pricing matrix such is the sophistication of the software. Another useful feature is that the system will always, for any product whether in this section or any other; provide a price of the work prior to the order being submitted. This price is not an estimate but the exact price the customer will be charged for their work. The price is not an interpretation but the exact fixed rate agreed during the tendering bid or as a result of agreements thereafter. There may be rises in the price of paper or other items throughout the contract length but unless CLOC get authorisation to adjust the prices accordingly, the price on CLOC Online will not change.

System aids/tutorials

Throughout the system there are useful video tutorials and system prompts that support our customers through their ordering requirements. Of course, CLOC Support are on hand 24/7 if the prompts don't quite solve the query.

Bespoke stocks, products and items

Every product, category of products, stock options, finishing options and everything else is bespoke to this contract. If you don't want your staff ordering white combs for their comb binding we can easily turn off the option. If you would prefer a certain list of stocks or would like them called a different name for the users, again we can change this for you. The system may have been developed by CLOC, but it is your system and we are happy to set it up anyway you'd prefer. Every one of our customer's systems is completely different; each is entirely unique to that contract.

Flexibility

As the system has been constructed with a modular frame, it is easy for CLOC to add features as our development team come up with them. CLOC are always looking to our customer base to find out what can be improved and keep our developers very busy creating new features or refinements that show our customers greater usability. If CLOC are successful in this tendering process, many features of the system we will provide are in existence as a direct result of customer feedback.

Job tracking

CLOC Online has job tracking that goes well beyond what most other systems can do. 2nd generation systems are able to tell you whether the order is in print or on despatch, 3rd generation systems like CLOC Online can tell you far more. Simply by logging into your portal you will be able to see the exact stage each of your orders is at within CLOC. This can even be broken down - although usually not appropriate if the user isn't someone with significant print knowledge - to the exact machine or piece of equipment the order is on in real-time. If you are a department manager or other person in a position of responsibility, by logging on you will be able to view all orders in progress within your department. The job tracking screen you will be able to view is a basic version of the screen available to every senior member of CLOC and is a tool that we use to see if any orders are at risk of running late so that we can make adjustments before the situation becomes critical.

Reports

The system is able to provide many different reports that can be of great use when providing KPIs or similar indicators. CLOC are different in that we make the majority of our internal reports available to customers. Performing with this degree of transparency creates trust and helps us keep customers well beyond the preliminary contract term.

Management Aids

Another useful feature of the system are management aids. The features within this area are highly flexible and largely depend on what the customers individual requirements are, size and management structure. CLOC Online is able to set privileges, rights, limits and restrictions on individual user accounts to prevent a said user from making certain transactions above their jurisdiction. This can be applicable when selecting product type or over-ordering in terms of volume or spend. There are many ways in which the system can be utilised to achieve the best results but most commonly we use authorisation structures. This setup ensures that lower level staff are allowed to order as and when they like, however, before any order is processed to CLOC the person responsible for the department will have to first approve the order. Of course, if this is unnecessary then CLOC are happy to provide a system without management restrictions and aids in much the same way Bournemouth University and Southampton Solent University have.

Capacity

Currently CLOC Online is running at 2% capacity. This is not because we have only a handful of users, quite the contrary in fact, it is just that we have built dedicated servers with dedicated data and high-speed broadband lines. We recognise this is the future of print and have built a system that is ahead of the game. Some of our customers currently have as many as 500 users, 50 departments and 20 sites using their CLOC Online portal. If a new customer needed a system with 10,000 users it would still only mean CLOC Online's capacity would be around 9%.

Access

CLOC Online is accessible from any computer with internet access. The system can take file uploads of up to 50mb and for anything larger we have FTP servers that are also accessible from anywhere. The systems interface is largely icon driven for ease of use and the functionality is much the same as most other well-known internet shops.

Link with MIS

The feature that makes CLOC Online truly unique is that it is the only system in the world that links directly to our MIS system 'CLOC MIS'. This means that when orders are submitted they are sent directly to the heart of our business and can be processed into production instantaneously. Most printers have an office backlog while processing the orders for the factory but this is never an issue for CLOC. Furthermore the systems ease of use frees up our administration team to process orders and oversee work to much higher standards which in turn improves the production process significantly.