

The VG7 solution

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Executive summary

The aim of this document is to present the VG7 solution. The focus will be on how VG7 contributes to growing the target company's business within the reference market.

The document also describes the main features of the software and the objectives to be achieved in the short to medium term.

The reference market

VG7 is a modular and scalable cloud software solution that allows you to easily adapt to any context in the printing industry. Both digital and offset. Market leadership is achieved in the home market, operating both in small and more structured large contexts. Furthermore, the strong adaptability of the entire VG7 solution has already established itself in international markets, both European and non-EU, with a capillary internationalization plan.

Our target

The target group of VG7 are mainly printing and graphic arts centers, typographies, paper converting and labeling companies as well as companies that print on gadgets and clothing using different technologies (screen printing, pad printing, direct printing, transfer printing, etc.).

The problem that our solution wants to solve

The VG7 solution was developed starting from two problems that characterize printing companies:

- The **difficulty of realizing estimates** by optimizing all cost components at the same time, in order to offer the customer the most economical solution possible.
- the **likelihood of introducing errors** in the composition of the estimate, if it is created by non-technical personnel.

Starting from these two necessities, the software has been developed to **ensure maximum control** in the creation of sales offers, with the possibility that they can also be created by less experienced personnel.

In addition, the management system, having a powerful calculation engine, allows you to keep each cost component under control and provide the calculator with all the data to make the most suitable choice for each estimate.

Over the years, **the VG7 solution has diversified**, including areas other than budgeting per se. In the next paragraph we describe the complete solution.

What is the VG7 solution made of

The VG7 solution consists of a series of **modules** that collect specific functionalities and that are perfectly integrated with each other.

- **Print Configurator module**, a powerful calculation engine that creates and compares different technical-economic solutions for the same print estimate, in order to find the best one;
- **E-commerce module**, the purpose of which is to equip the management system with one or more storefronts for online sales;
- **Visual editor module**, developed to allow the customer to independently create graphic files for products purchased on the storefront;
- **Preflight module**, designed to help technicians in verifying graphic files in the prepress phase;
- **Production routing module**, whose aim is to simplify the management of the production phases, the interaction with external suppliers and the warehouse;
- **Agents Module**, that allows you to create a sales network, with the ability to calculate and pay commissions;
- **Accounting Module**, that allows integration with external administration management tools;
- **Module 4.0**, whose purpose is to allow direct communication between software and machines, without human intervention;
- **Import from supplier module**, which allows you to massively import products from an external supplier directly into the storefront;
- **Courier module**, developed for the centralized management of shipments, with the possibility of having shipment reports (borderau) and goods tracking in real time.

To date, the VG7 solution **aims to optimize the workflow** by allowing technical staff to create print estimates in a simple and fast way, to coordinate business operations through advanced management and control systems for the work phases, monitor the warehouse and stocks and manage shipments, without the need of additional tools.

Each function is developed with the aim of **making the business workflow fluid**, optimizing production times and reducing the costs of conducting each work phase.

Our future goals

VG7 is a **young company** that has made collaboration with its customers its strong point. Thanks to this joint work, many specific functions for the printing world have been created over the years.

Our next focus will be:

- to make what has been achieved so far even easier to use. One of the main goals will be a **restyling of the graphical interfaces** from UX/UI perspective;
- to develop increasingly **detailed analysis and reporting tools**, to help companies operate in a clear context and make the most suitable choices for their business;
- to allow the **creation of partnerships between our client companies**. By sharing product catalogs, it will be easier and easier to diversify the offer in your storefront and beyond.

Conclusion

The VG7 solution offers a package of tools that are indispensable for those working in the world of print and graphics. It is a **complete software** that aims to streamline every aspect of the business flow, from quoting to shipping the product.

It is a software born from the needs of printers, developed with their valuable contribution, taking steps towards an **increasingly automated future**, perfectly **integrating with pre-existing business systems**.

Glossary

- **Storefront**: literally showcase. Storefront is defined as any e-commerce site linked to the VG7 management system that allows the sale of products online.
- **Borderau**: literally receipt, note, list. Borderau is defined as the report that is printed and given to the courier when he collects the goods from the company, containing the characteristics of all packaging that needs to be shipped that day.

- **UX/UI:** UX stands for User Experience and UI stands for User Interface. These are terms that refer to two branches of graphic design, that aim to improve the usability of a web service or software by intervening in graphical interfaces.

Key points

Estimation, workflow optimization, courier and shipping management, inventory control, supplier management, online sales, graphic file control and preflight, sales force and commissions.

To learn more

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