Kornit X

THE SIX STAGES OF THE ON-DEMAND WORKFLOW
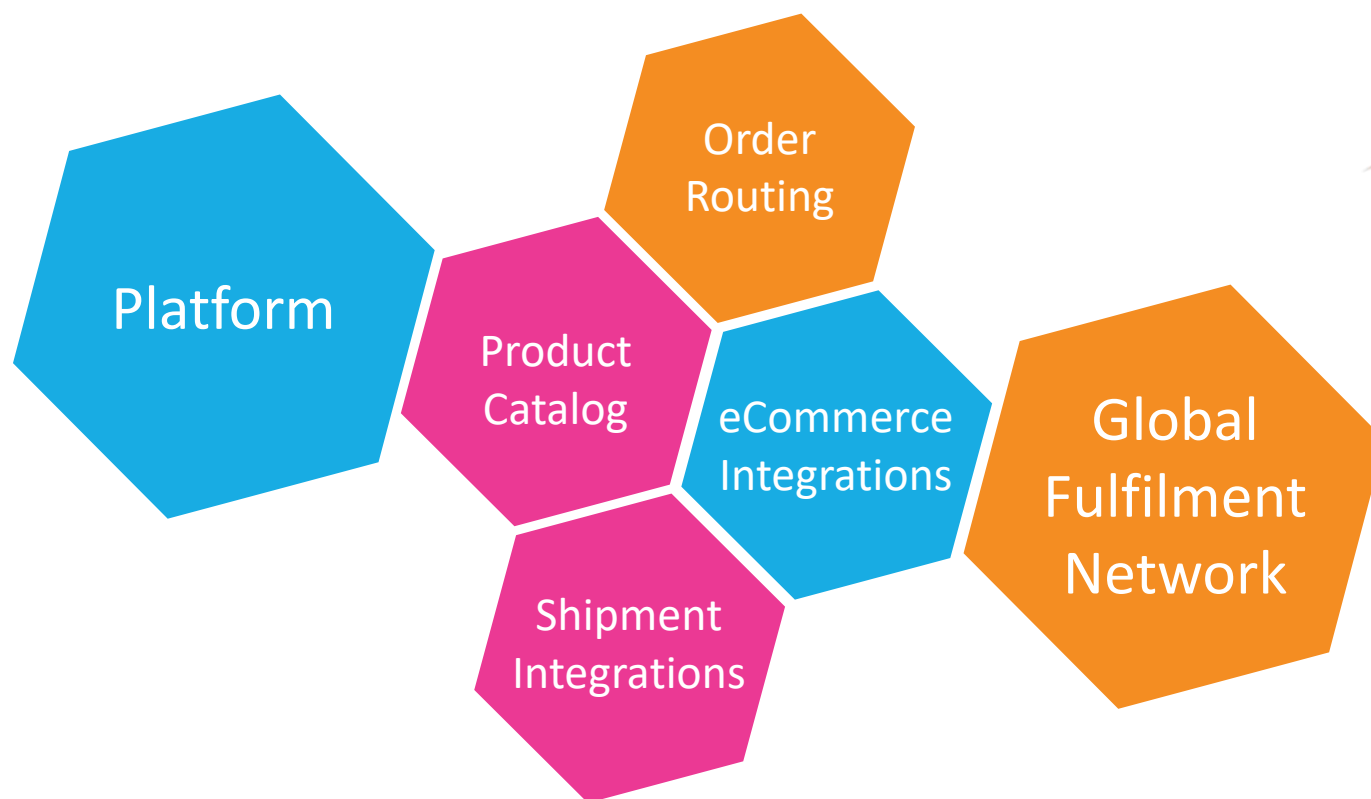
HANDBOOK

Contents:

A Bit About Us...

Introducing **Kornit^X**, a platform built to enable the on-demand world, giving brands & retailers the tools to enable multiple business models and a network to connect them with best-in-class fulfillers.

Order Routing

Platform

Product Catalog

eCommerce Integrations

Global Fulfilment Network

Shipment Integrations

Kornit^X

An Introduction to the Platform

The key to an on-demand workflow is to have a seamless solution for the entire supply chain, not just for the website or production centre. When managing small volume orders, smart manufacturing & workflow help drive down product costs & enhance service levels.

This eBook provides a brief overview of all the elements that need to be considered and gives insight into the way companies can harness the different tools available as part of the Kornit^X platform to help deal with the added complexities of the disruptive on-demand business model .

Kornit^X

The **Supply Chain**
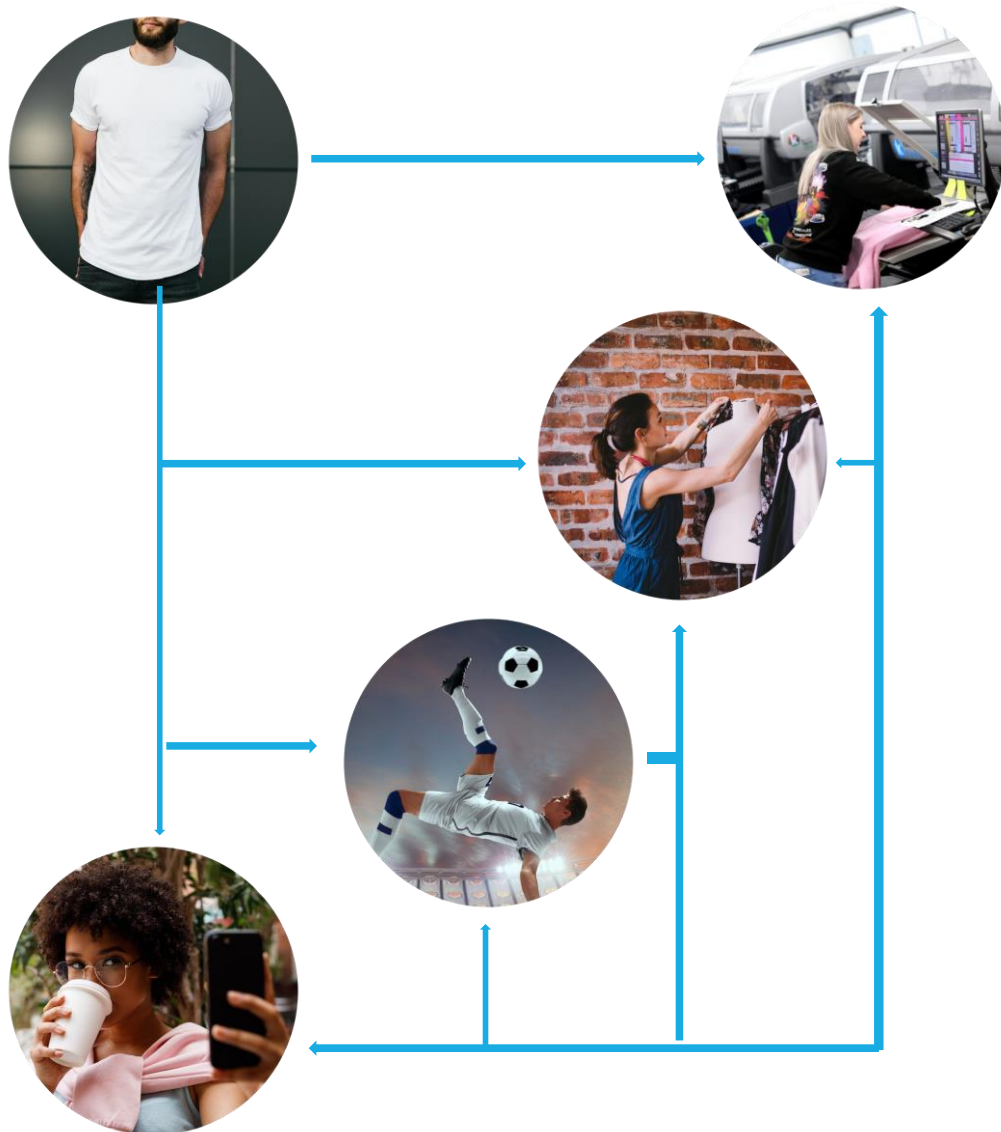
Blank Product Fulfillers
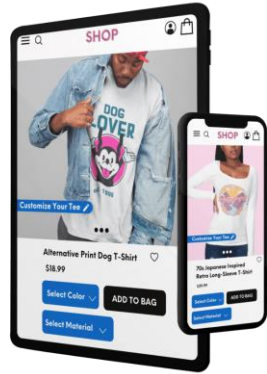
Printers

Retailers
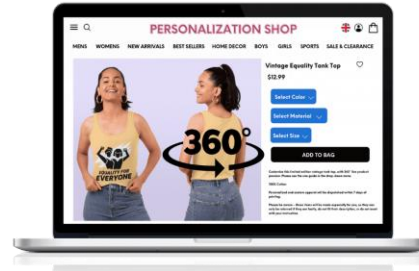
Brands/Clubs

Designers/Influencers

Don't forget...

○ Printers can be retailers & retailers can be printers

○ Brands & Clubs can be their own retailers

○ Designer & Influencers can be retailers too

○ Retailers can be designers

○ Brands, Designers, Influencers & Clubs all supply retailers

Kornit

The Six Stages of On-Demand

Step 1. Product Management

Step 2. eCommerce Experiences

Step 3. Auto-Artwork Generation

Ideal for Going Vertical

Step 6. Product Shipping

Step 5. Fulfilment & Factory Workflow

Step 4. Order Routing

Kornit X

Product Management | Overview

On-demand products are more complex than other eCommerce products, and so it is essential you have an easy way to source, create, manage and share product data to the other stages of the workflow.

This will help reduce the extra effort needed to sell personalized, customized, configurable & virtual stock products.

- Slash number of SKUs in your product catalog
- Categorize product variants into a simple drop-down menu
- Save time for Inventory and eCommerce Execs
- Streamline your collection, without reducing the number of products
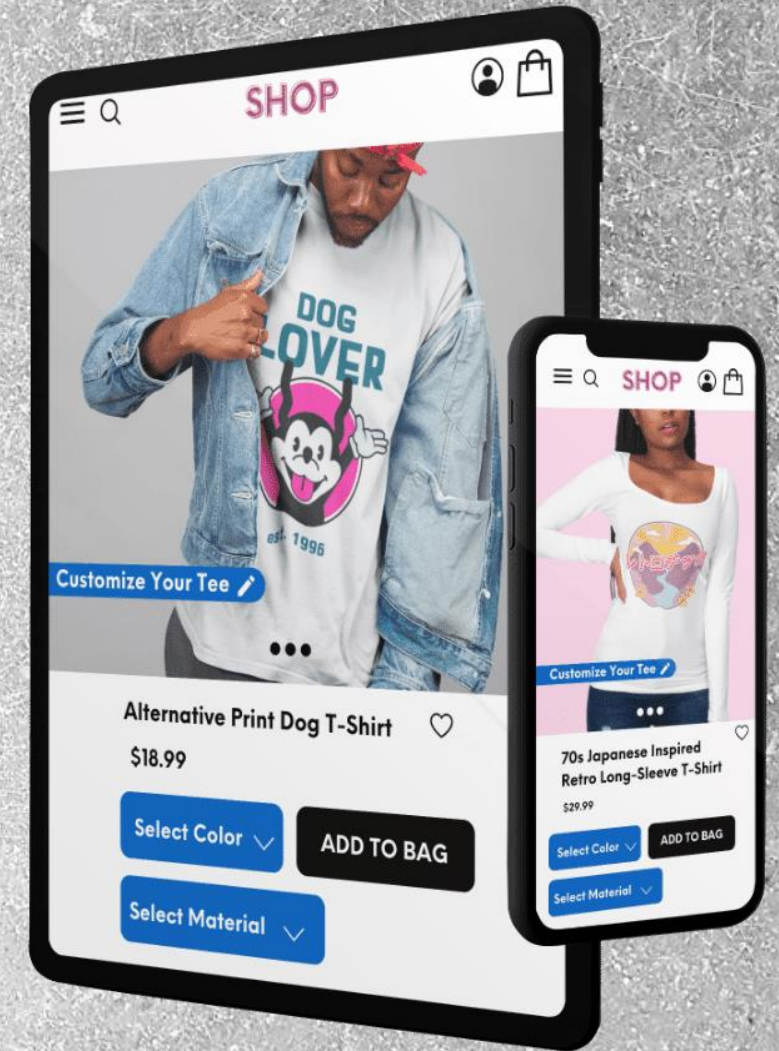
Product Management | Cloud-Based Product Database

Having a cloud-based product database is essential for the following reasons:

- Specifications can change so all elements of the workflow need to be using the latest product & print data.
- Helping to make it easier to publish products on multiple platforms is critical.
- You will need a different framework for product approvals & onboarding as likely to be higher volumes of products involved.
- Controlling print tests & samples.
- You may also want to use multiple/regional suppliers for the same product.

Kornit✕

Product Management | Product Creation

Product creation is not just about creating print ready artwork templates but requires tools that can help with:

- Thumbnails for website.
- Online customisation tools.
- Product and personalisation field mapping.
- Rules for automated artwork generation.
- Marketing product data to help sell products.
- Dimensions, branding & packaging details for fulfilment/shipping.
- Options to handle all different types of products.

Kornit ×

Product Management | Product Sourcing

The supply chain for on-demand products can be very different to your existing supply chain so we feel that product sourcing is an important part of the mix and we can provide global fulfilment for:

- Blank products to enable you to create your own virtual products.
- Licensed products from leading brands that have a proven sales track record.
- Best sellers based on real time sales data.
- Latest products based on date added.

Kornit ×

Product Management | Product Blanks

Almost all personalised, customised or print on demand products are created from blank products so to help improve on demand workflow it is very useful to also manage blank products which will make the following possible

- Easier for designers to create their own products.
- Helps retailers understand the stock position of products.
- Enables on demand ordering of blank products.
- Reduces the admin burden of onboarding new products.

Kornit✕
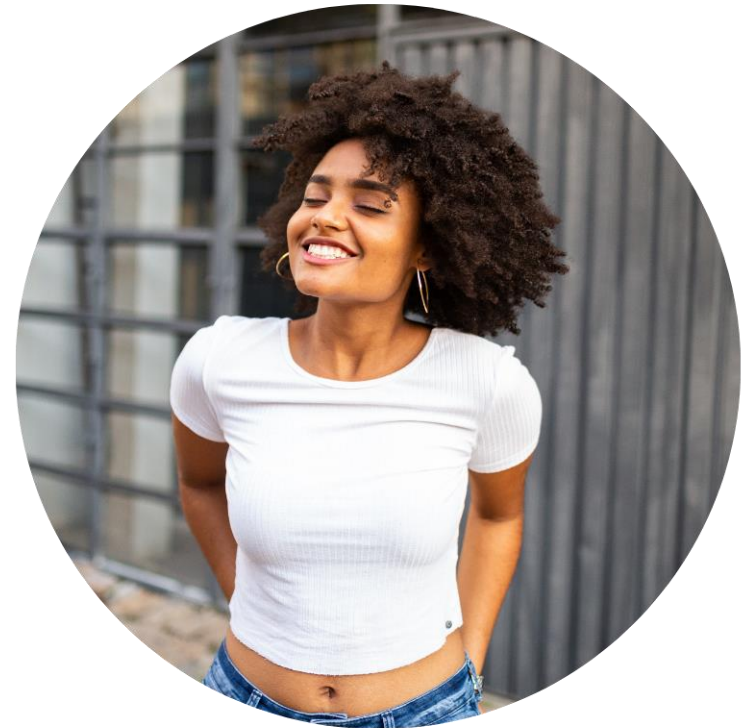
eCommerce Experiences | Overview

User interfaces dramatically effect conversion ratios so a good UI will always increase sales. We provide SmartLinks that work on all platforms for all on-demand product types helping to save development time and boosting income.

- See custom products in 3D
- Create a bespoke, captivating UX
- Proven to increase conversions by up to 60% ([Deloitte](#))
- Reduce number of product returns - a common pain point
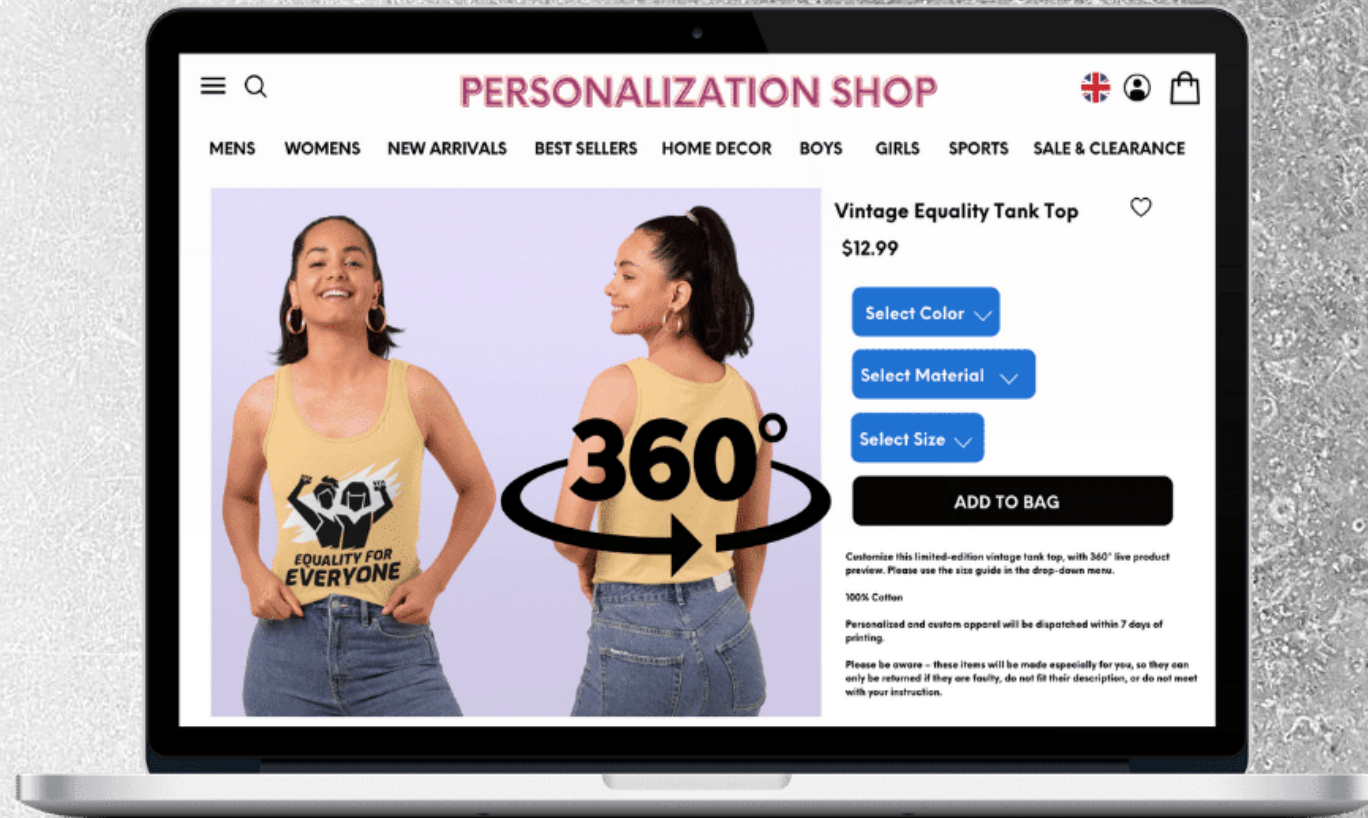
eCommerce Experiences | SmartLinks & Live Preview

People do not like to buy what they cannot see so having a product builder, customizer or online preview tool is paramount.

Our SmartLink personalisation apps can support almost any type of on-demand product.

- We have 24 standard options that can be styled with CSS or we can create a custom app for you.
- They work on any internet enabled device - desktop, mobile & tablet.
- You have full control over their functionality via an admin panel.
- Plugins available for popular ecommerce platforms plus a full developers API.

SMARTLINKS
FRONT-END FLEXIBILITY

Kornit×

eCommerce Experiences | SmartCodes

Sometimes a product does not need an on-screen preview because it only requires simple text input, is a virtual stock product or a fixed format print on-demand product.

Using our SmartCodes, we can cope with all these options, out of the box, using the following server-side methods. This also means there is no extra development needed on your website, so products can be put live in next to no time!

- SKU Mapping
- Field Mapping
- POD Code
- Test products
- External Artwork links

eCommerce Experiences | Plugins

With almost 75% of websites built using a popular off the shelf eCommerce platforms it is essential to provide plugins for all the main options that reduces both the development time and costs of rolling out on-demand.

Our plugins can perform the following tasks:

- Allow customisation and data capture for on-demand products on the website.
- Confirm when orders dispatched.

A well-documented and fully-featured JSON API is also an important option to ensure all development options are covered.

Kornit✗

Automatic Artwork Generation | Overview

Automating artwork generation will save on demand suppliers many hours per day, helping them reduce labour costs and ultimately bringing down the overall manufacturing and fulfilment costs for personalised / print on demand products.

- Create custom artwork from a user's personalized choices.
- Ensure that print files are correctly associated to an order.
- Speed up production processes.
- Cuts costs dramatically.

Automatic Artwork Generation | Print Ready Artwork

Whether creating custom artwork from a user's personal choices or just ensuring a print file is auto associated with an order auto artwork generation is a requirement for all effective on-demand workflows.

- Even simple manual tweaks take time & increase production costs.
- Where possible building barcodes into the artwork streamlines processes & costs too.
- Adding elastic server capacity eliminates issues at peak times.
- Support for many different formats also expands print options.

Kornit✗

Automatic Artwork Generation | Direct to Printer

It may seem obvious but reducing extra clicks when sending jobs to printers can save hours every day, so it's important your workflow does not only auto-create artwork but also delivers to the right machine.

Introducing a barcode scan to start your printer in motion also eliminates potential operator errors.

Many on demand print processes require the use of RIP software so automating this is just as important as automating the base artwork.

Cloud-based artwork management has many benefits, but it is also important to consider the potential weaknesses too. Therefore, having a local print spooler/server constantly downloading artwork helps avoids possible costly shop floor delays.

Kornit×

Automatic Artwork Generation | Batching Artwork

Combining artwork from individual jobs into a single print file will help you adopt the core principles of mass production with tools like bulk dispatch

This concept also makes it possible to auto-group jobs in other ways to help speed up production:

- Product or Machine type.
- Blank Product Colour or size.
- Retailer or delivery service.
- Order type e.g. multi line.

Batch layouts provide further options to eliminate manual actions like resizing, adding cut lines and layers.

Kornit

Order Routing | Overview

Intelligent order routing & management saves administration, transport and production costs and when combined with access to a specialist global dropship supplier network will also increase product ranges available and ultimately sales made.

Save time & money on:
- Administration.
- Transport.
- Production.

- Less reliant on hiring extra labor.
- Connect with a global network of approved, expert fulfillers.

Kornit✗

Order Routing | Automation

Orders can arrive at your workflow from any source, either with artwork files already available or for stock products.

Setting up automation rules for all dropship orders reduces any manual process and can save employing extra staff to manage the process:

- Can be supplier / contract driven.
- Can be equipment / capability driven.
- Can use different suppliers for different regions to reduce transport costs.
- Can consider stock / capacity / consolidation.

Kornit×

Order Routing | Fulfilment Network

By using a single workflow for all dropship and direct delivery suppliers it enables you to manage all suppliers the same way - and with our powerful API means they can also continue to use their own systems too

This reduces supplier admin and enables faster hassle-free onboarding of new suppliers too

There is another important benefit too, which is our global network of approved supplier partners which gives instant access to specialists who know our platform helping increase product range and reduce potential QC issues.

Order Routing | Import & Workflow Integrations

Any modern platform needs easy integration to other systems so that all the companies involved in the supply chain can eliminate manual processes that become an issue when you are processing 1000s of small transactions

As well as our powerful API we have off the shelf integrations with 100s of applications for

- Retailer & Marketplace Order Collection.
- Alternative Workflow System.
- Stock & Warehouse Management Systems.
- Accounting & Finance Systems.

We have also linked to Zapier a specialist application that enables connectivity to more than 1500 other popular applications.

Kornit✗

Fulfilment & Factory Workflow | Overview

When producing products in batches of one, it is essential to have a production workflow that has been designed to eliminate those wasted seconds on every job by harnessing technologies like barcodes, printer integrations and business process improvement.

- Barcode Scan-Points
- Increase speed
- Reduce mistakes
- Provides better order visibility for all stakeholders
- Simple interface means minimal training for lesser-skilled staff at peak times

Fulfilment & Factory Workflow | Barcode Workflow

Most factory workflow systems were designed for larger batch sizes than one - whilst batches of one have always been our focus.

Barcodes are essential as they increase speed & reduce mistakes whilst providing better visibility on order status to all stakeholders both inside and outside the business.

We have scan points for all the main on-demand factory workflow stages and our sub-status option means unlimited extra stages if needed.

Each station also prompts on screens for next action so easier for unskilled labour to use the system especially at peak times.

Kornit

Fulfilment & Factory Workflow | Jobs & Bins

All order lines should become jobs either single or consolidated depending on your artwork and order routing rules.

Jobs are then queued on the appropriate machines (or picking locations) and when applicable multi line orders are allocated to a bin system instead of allowing dispatch notifying you when they can be dispatched on scan.

With KPI reporting, you have an easy way of managing both your capacity and your SLA performance.

Kornit^x

Fulfilment & Factory Workflow | Stock & Picking

Whether you are managing standard product stock for dropship or blanks for personalized products you need a flexible stock system to empower your supply chain that should:

- Have the concept of blank stock that can be turned into multiple different products.
- Be able to create picking lists / labels for stock and wholesale order lists for stock available from wholesalers the next day.
- Be able to let supplier update their stock levels from other systems.
- Be able to tell retailers what stock is available for them to sell.
- Customer service focussed retailers are focussed on selling available stock.

Kornit⤬

Fulfilment & Factory Workflow | Professional Services

Our platform can be configured in different ways to suit almost all types of on demand business. The framework below has been created to ensure it is delivered in a way that best fits business goals

- **Engagement Phase** - identifying if our platform is a good fit for requirements.
- **Analysis & Mapping Phase** - building a detailed understanding of your business, processes and requirements.
- **Solution Design Phase** - creating & presenting the best fit solution.
- **Configure, Build and Delivery Phase** - configuring our platform to deliver the solution.
- **Handover & User Acceptance Testing (UAT)** - delivering the solution and providing user training.

Kornit✕

Product Shipping | Overview

When you are dealing with thousands of different dispatch locations ensuring that you have seamless integration with multiple carriers and that you can source the best shipping rates for every order is an essential part of reducing your fulfilments costs and increasing your profits.

- Reduce fulfilment costs.
- Increase your profits.
- Notification integrations.
- Get products to your customers fast.
- Deliver on desire for immediate self-gratification.

Kornit

Product Shipping | Carrier Integrations

The starting point must be seamless integration with multiple carrier systems as you cannot afford double entry or even manual file import.

You also need options, as it's unlikely that a single carrier will always provide the best option for all deliveries. As we send millions of orders to different carriers every year, we can help you find the best solutions and best rates.

It is worth noting that sometimes on small orders you can make as much on the delivery as you can on the product.

Kornit

Product Shipping | Label Printing & Updates

This may sound simple, but you can lose a lot of time here if you do not have the following options available for all shipping options:

- Option to automatically print different retailer branding on the same labels.
- Option to generate the carrier label in advance of despatch so can use integrated labels.
- Option to use multiple integrated labels or print carrier labels on demand on different printers.
- Ability to collect tracking IDs and get order delivery status updates.
- Ability to update order statuses based on carrier activity & updates.
- Option to update retailers own systems.
- Ability to create a manifest if requested by carrier.

Kornit✕

Product Shipping | Click & Collect

In our modern, multi -channel world, drop-shipping direct to the end customer addresses may not be the only shipping solution needed. Fortunately, by using a cloud-based platform the following options are also made possible.

- In-store Order & Fulfil - using an in-store kiosk instead of a website with in-store printing and/or dropship.
- Click & Collect - harnessing in-store fulfilment or local stock to enable local production.
- Consolidate at Distribution Centre - all orders delivered back to a central location or local branch/store.
- Retailer Order Collection - just consolidate by EAN for collection each day.
- Blind shipping - no fulfiller details on order.

Your Journey Starts Here.

www.kornit.com

info.customgateway@kornit.com

Kornit ✕