



optamark

Drives Double-Digit Growth for Wayfair



About Wayfair

Wayfair is one of the world's largest online destinations for the home. Wayfair believes everyone should live in a home they love. Through technology and innovation, Wayfair makes it possible for shoppers to quickly and easily find exactly what they want from a selection of more than 14 million items across home furnishings, décor, home improvement, housewares and more. Committed to delighting its customers every step of the way, Wayfair is reinventing the way people shop for their homes - from product discovery to final delivery.

Challenges

Tania Vieira at Wayfair, spent 5+ years in the world of home furnishings, décor, home improvement, housewares and more. They were in search of a solution so that all of their printing and promotional items can be ordered from a single place which also offer a Company Branded Storefront. In looking for a solution, Tania was determined not to purchase any silo-based solutions. "I wanted everything to be software as a service (SaaS), cloud-based every step of the way. I needed elements that would easily integrate with each other, not a bloated, one-size-fits-all solution where I didn't even need half the options. Let the vendors upgrade and maintain their services. I just wanted to focus on production with the tools that would make us more efficient."

Solution

Under Tania's leadership, Wayfair opened its first online storefront in 2013 using Optamark Storefront. "I liked the product," she says, "but even more, I liked and respected the Optamark team. I actually initially bought into the company. For something as mission critical as this, partnering with an organization you trust is critical." Tania also understood the need to link front-end and back-end systems, using Optamark's embedded services to link its MIS and Automated Workflow Integrator (AWI) to automate the process of sending files for imposition in preparation for print.

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As a result of these implementations, Wayfair has grown 15% over the past two years. "We're bringing new customers on weekly now," Tania says, "and this is mostly due to our storefront implementation. Too many online storefronts in our industry look like they were created by printers. With Optamark, the look and feel of the sites, and their ease of use, is what sells. I can't tell you how often potential customers say, after they have seen a demo, 'This site is beautiful; I can't wait to use it!'" Tania also points out that as soon as Optamark was installed, the company became a global service provider. Where now using Optamark's Company Branded Storefront Wayfair employees, multiple branches can easily order and reorder print and promo items using their user name and passwords. Now we have six sites, supporting Japanese, Chinese, Taiwanese and Spanish and are ordering than \$50,000 in print annually from Optamark. They love the solution. Another client, a pharma company, is thrilled with the fact that its staff can order business cards from the field via their iPhones. This has been a real win/win for us and for our customers." Tania explains that, from her perspective, web-to-print is all about peace of mind. "One of the keys to peace of mind for us is Optamark embedded services running within MIS," she says. "When we beta tested this, I immediately knew it was a piece of the puzzle that had been missing. It's now standard for employees to log in and run embedded services every day. You can see the progress of each job with all the background action happening. The logs it generates are very detailed. If problems occur, you know exactly where to go and what to do to fix them. It gives us the ability to manage orders down to the individual level, even pushing jobs through that were put on hold for approvals, for example, when we know the approvals are not required." Optamark also offers offset, digital and thermographic services. "If you need 50 or 100, or even 1,000 data sheets for a show, just log in, order, and they are quickly there," Tania explains. "Our sweet spot is 2,500 units or less, for business cards, letterheads, envelopes, data sheets and other shortrun printed products. Our small-format offset press, digital press and thermography solution, together with our automated, end-to-end workflow enabled by Optamark and its integration with MIS, enable us to efficiently, affordably and profitably deliver high quality, fast-turn product to our customers with virtually no opportunity for error. My job is to create less touches all the way through, from order entry to imposition to production and finishing, and we have streamlined that. What used to take an hour to get to press, I can get to press within 10 minutes now." For Wayfair, the Optamark implementation is just the beginning of its modernization program. "We have lots more to do, and we continue to add capabilities and streamline processes. As we speak, we are launching a new site for our printer customers that will give them web-to-print access. We still get a lot of email and even faxed orders, and we need to move as much as we can to Optamark for the ultimate in efficiency and the highest service levels. We process about 3,000 orders per month, with about a third coming through storefronts. This one big site will push 90% of our orders from printers through Optamark, making us pretty much a complete web-to-print shop. It's been an amazing experience!"