

## Innovation at WeP

In keeping with our promise to customers to provide innovative solutions, we at WeP are proud to share with you some significant innovations for 2002-03.

### Print & Save

- a. **Web based printing system** - "WeP Print & Save" Offsite Services is a web based printing system where customers can print from the comfort of their office remotely at any of the WeP Print & Save Centres. This concept is a convergence of Storage, Internet, Communication and Printing Technology. For more details please log onto [www.WePPrint.com](http://www.WePPrint.com)
- ž **Print Pack** - WeP Print & Save Offsite Services not only caters to corporate customers but also to individual customers. Individual customers can buy a WeP Pre-Paid Print Pack and enjoy web based WeP Print & Save offsite services.
- b. **Remote Statistics Collector** - Remote Statistics Collector provides customers a daily update on the print volume on the "onsite" printers in the customer locations. We have successfully implemented this facility in a customer location and will be extending to all Print & Save on-site installations.
- c. **Customer Relationship model for Services** - Since printed pages are a daily need for consumers, we have evolved a new relationship model for services. Through this model the consumer is kept in constant touch, thus enabling us to tailor our printing service to their needs.
- d. **Official Printing Service Provider** - This is an unique service provided under the "Print & Save" services. Through this service of "Official Printing Service Provider" we offer on-line registrations, Photo Ids and on-line printing facilities for all visitors to exhibitions and roadshows.

This activity has increased brand presence at lower cost, and also generated over 4,000 customer enquiries for the Print & Save service.

### Printing Solutions

**DMP Air and Railway Ticketing Application** - WeP has come out with printing solution using DMP platform for Air Tickets. Also in order to ensure authenticity of Railway Tickets, WeP launched specialised printers designed to make the printer 'smart' with security features of electro mechanical lock and password protection.

### Channel Marketing

- a. **Feel the Product Offer** - This is an innovative way of launching new products to our resellers. Through this programme the resellers are invited to get an experience of the new products of WeP at an attractive price and minimal risk.
- b. **Loyalty Bonus Programme** - WeP is the first organisation in the IT hardware industry to launch an innovative Loyalty Bonus programme for its dealers. Under the programme, the selected Loyalty Bonus Partners will get bonus payment in advance.

### Manufacturing and R&D

- a. **Single pass printing for Thai Language** - Generally Thai language can be printed in 3 passes, i.e. the printhead has to move three times to print a line. WeP's technology enables the compression of the 3 passes and print in 1 Pass. Consequently, speed of printing is increased to three times of the normal speed.
- b. **BIDI adjustment** - In the conventional method, 16 counts align a bi-directional printing for DMPs. This method gives a resolution of 0.05mm and requires 16 adjustment steps. WeP's new method enables us to adjust BIDI in 64,000 steps with a resolution of less than a micro-meter! This innovative method helps us achieve correct reading among these 64,000 steps in just 16 adjustment steps.

### After Market



**Green Printhead** - Keeping in mind the concern for the environment, WeP has launched Green Printheads. This printhead reduces disposal of metal waste and also offers an economical option to customers without any compromise on quality.

### Human Resources

**Ideation** - Ideation is a structured branded Summer Intern Programme for top Business Schools at WeP. Under the programme, on completion of the summer project the intern holds an opportunity to become a WeP employee with immediate effect and with all employee benefits while continuing his education.