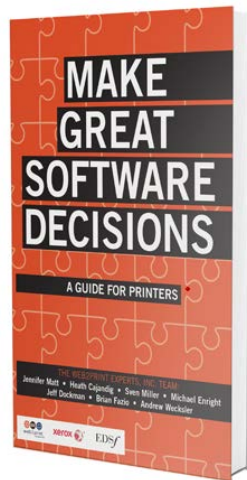


## WEB2PRINT EXPERTS, INC. NEWS -- For Immediate Release

### Make Great Software Decisions: A Guide for Printers – New Book by Web2Print Experts

Xerox to distribute the book at Print 13, Sept 9-12, 2013; download the eBook now from [EDSF.org](http://EDSF.org)

**San Francisco, CA U.S.A (August 29, 2013)** – Web2Print Experts, Inc., announces another free tool to help printers with software investments. The book [Make Great Software Decisions: A Guide for Printers](#) was written by a cross-functional team at Web2Print Experts who shares their decade’s worth of experience in all aspects of print software. “Our team has a unique perspective; we’ve been part of hundreds of print software projects, involving a wide variety of software technologies. Now that we are a services organization that is independent of any particular software package, we can provide unbiased guidance based on our extensive experience.” says [Jennifer Matt](#), founder and president of Web2Print Experts.



Make Great Software Decisions: A Guide for Printers

Software decisions are part of almost every modern business initiative. The book focuses on what printers can do to optimize their return-on-investment with software technologies by creating and communicating a clear business strategy and actively planning how they will implement the new technology within their organization. The book covers all aspects of software investments, and specifically focuses on the common mistakes to avoid. “We have made, witnessed, and been a part of so many ‘less than optimal’ software decisions. We view mistakes as an incredible learning opportunity because software, the web, and the whole technology space are changing so fast. It’s a great value for our readers who can avoid these mistakes rather than repeat them,” said [Sven Miller](#), Web2Print Experts European leader.

The printed version of the book will be distributed by Xerox at Print 13; the eBook version can be downloaded today from [EDSF.org](http://EDSF.org) for a small donation to this great industry non-profit. All proceeds from the book are being donated to EDSF, where [Jennifer Matt](#) serves on the [board of directors](#) as the Executive Vice Chair for Development. EDSF and Web2Print Experts are also making the book available

for companies who would like to distribute it as a branded business development tool, all distribution rights are exchanged for tax deductible donations to EDSF.org. Please contact Brenda Kai or Jennifer Matt for more information.



#### **About Web2Print Experts, Inc.**

Web2Print Experts is a technology-independent print software consulting company that helps printers optimize their technology investments. We develop business strategies, provide implementation services, and software development services for printers who need to partner for software expertise in order to achieve their business objectives. Headquartered in San Francisco, CA with resources on three continents, Web2Print Experts can be found at [www.web2printexperts.com](http://www.web2printexperts.com) and the W2P Finder, a free tool for finding web-to-print software providers is available at [www.web2printexperts.com/W2PFinder](http://www.web2printexperts.com/W2PFinder).



#### **About EDSF**

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#### **CONTACT**

#### **Web2Print Experts, Inc.**

#### **INFORMATION:**

Jennifer S. Matt

E-Mail: [jen@web2printexperts.com](mailto:jen@web2printexperts.com)

#### **CONTACT**

#### **EDSF**

#### **INFORMATION:**

Brenda Kai

E-Mail: [Brenda@edsf.org](mailto:Brenda@edsf.org)