



Particularly for Service Providers (e.g. Agencies, production companies, printers, etc.) VivaIP offers an enormous saving and turnover potential. On top of this you will achieve a high level of customer commitment.

## VivaIP - Advantages for Service Providers

VivaIP is particularly interesting for service providers who already produce printed products for various customers. It doesn't matter whether you are a creative agency, a graphic production company, a printing company with a pre-press department or an Accounting Center or ASP – with VivaIP you have convincing arguments on your side:

### **High earning potential:**

When you calculate a customer project, you generally calculate a page price or complete price on the basis of the amount of personnel time and materials used. With VivaIP you produce the same products using much less manpower, 24 hours a day, 7 days a week, 365 days a year. As well as the reduction in manpower, many additional personnel costs for overtime and weekend overtime are obviated.

### **Turnover increase**

If you can process the same orders with less personnel, this means of course that with your current personnel you can take on more orders and thus increase your turnover and profit.

### **Increased customer commitment**

It's a fact of life that if you produce print products for a customer today you are replaceable if you do not offer improved service. In this way you could lose your customer to a competitor tomorrow. With VivaIP you will effect an increased customer commitment, as this service is not exchangeable, but is unique.

### **Avoid tight production schedules**

With many projects it often occurs that the schedule in the final phase becomes very tight, a problem which generally can only be solved by engaging external personnel. With VivaIP these tight schedules cannot occur, since overloading the system doesn't come into it.

### **Minor investment**

When you lease VivaIP as an ASP, you do make a minor investment, since there are costs for the initial personnel training, which can also be amortized directly. There is no investment in hardware or software.



Escape from the price pressure and make yourself indispensable. With VivaIP you can offer your customers an invaluable advantage and increase the customer's dependability.

Therefore you can finance these costs directly via corresponding projects or production.

#### **Hand over responsibility**

As the producer of the pages you generally carry a responsibility for errors on them, irrelevant of whether they are errors of content or of layout. With VivaIP your customer can access and edit the contents directly and in this way is himself responsible for their correctness.

#### **No specialist personnel necessary**

To apply VivaIP, you don't need any additional IT specialists. If you already have such qualified personnel, familiar with database publishing and/or the development of web-sites, the application of VivaIP should be no problem for your colleagues. If you should need support, VIVA or other freelancers will be pleased to help you.

#### **Remove price pressure**

While with current production methods you are under constant price pressure, VivaIP enables you to keep your product pricing stable. Thus you can realize the enormous additional value that VivaIP represents for your customers.

#### **New customer calls**

VivaIP gives you a perfect reason for contacting your customers as well as potential customers again, in order to demonstrate the advantages of this new technology to them. Since VivaIP is a brand new technology, which all the same is urgently needed by many users, your contacts will certainly show great interest. Take advantage, and use VivaIP to start a new production era.

#### **Questions?**

Please feel free to contact us. We will be happy to help you!

**Dealer**

Viva GmbH  
Züchner Str. 6-8  
56070 Koblenz  
Germany

Tel: +49 261 88426-60  
Fax: +49 261 88426-66  
Internet: [www.viva-ip.net](http://www.viva-ip.net)  
Email: [sales@viva.de](mailto:sales@viva.de)