

FUSIONPROCENTRAL

# The Next Evolution in B2B Web-to-Print

Branded portals powered by FusionPro's industry-leading personalization engine – built to help commercial printers win, retain, and grow their customers.

## Trusted by Printers. Built for Growth.

For years, FusionPro has been the standard in personalized print and variable data composition. Now, FusionPro Central brings that same reliability and innovation to client-facing e-commerce portals. Built specifically for commercial printers, it's a turnkey way to **offer branded, self-service portals that simplify ordering, accelerate workflows, and strengthen customer relationships.**

## Why FusionPro Central?



**Unlock New Revenue Streams** – Move beyond one-off print jobs. Offer your customers ongoing access to their own branded portals – generating sticky, recurring revenue and long-term contracts.



**Personalization at Scale** – Leverage the FusionPro composition engine to deliver personalized collateral, data-driven campaigns, and high-volume VDP jobs with unmatched accuracy and speed.



**Simplify the Print Buying Experience** – Provide a frictionless path from template selection to proofing, ordering, and approval. The easier it is for clients to order, the more they'll print with you.



**Integrated & Efficient** – Connect directly with MIS/ERP systems, automate order processing, and eliminate manual steps. Gain efficiencies that save time, reduce errors, and free up your team.



**Catalog of Ready-to-Use Assets** – Provide users with instant access to a curated library of pre-approved, brand-compliant materials available for immediate customization and order.



**Insight & Visibility** – Position your shop as a marketing partner, not just a print provider. Track activity, order volumes, and asset usage with reporting and analytics, use data to demonstrate value and uncover upselling opportunities.

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# Where Print Meets Possibility

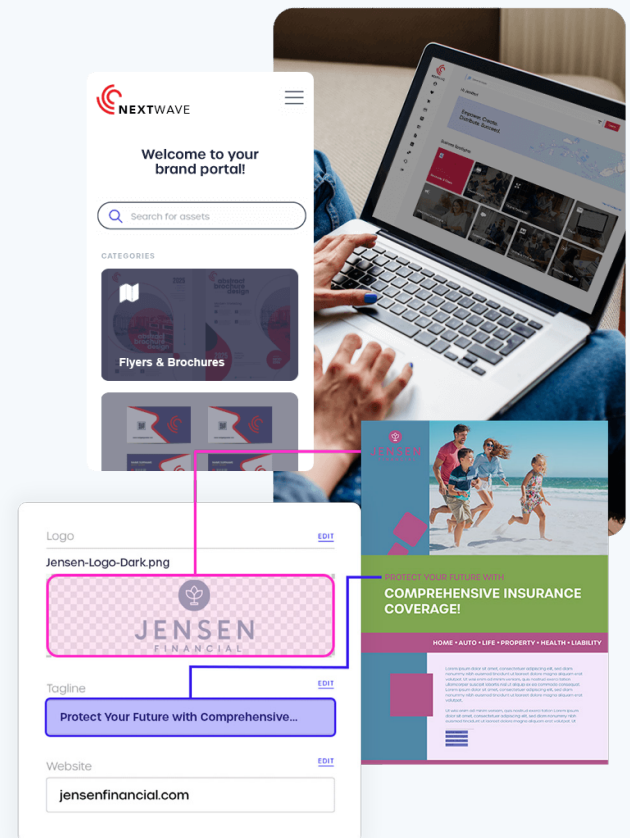
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## The FusionPro Advantage

Other **B2B e-commerce print portal solutions** force you to compromise complexity, cost, and capability. FusionPro Central is different:

- » **Commercial Print DNA** – Designed with printers, for printers.
- » **Proven Technology** – Powered by the same FusionPro engine trusted worldwide for VDP and personalization.
- » **Cloud-Powered Reliability** – Always up-to-date, scalable, and accessible from anywhere, FusionPro Central eliminates costly upgrades and IT overhead.
- » **Mid-Market Friendly** – Enterprise-grade features without enterprise-level costs.

Commercial printers already trust **FusionPro** for precision, scale, and reliability in variable data composition. **FusionPro Central** builds on that reputation – connecting personalization, storefront management, and workflow automation into one seamless platform.



## FusionPro Central – Where Personalization Meets B2B Portals

