



69 Cascade Drive
Rochester, NY 14614
www.rocsoft.com

Phone: 585.262.2690
Fax: 585.262.4808
Email: RSAinfo@rocsoft.com

NEWS RELEASE

FOR IMMEDIATE RELEASE
Elisha Kasinskas
585.987.6977
Marketing@rocsoft.com

RSA and P3 Software Streamline Print Procurement Process with WebCRD / P3Source Integration

Demonstrations of this seamless workflow at Printing United

Rochester, NY, October 15, 2019 [Rochester Software Associates](#) (RSA), provider of production print workflow software solutions and P3 Software, today announced the availability of an integration between the two firm's software that reduces costs by streamlining the print procurement process for in-plant print centers.

The integration allows print centers to automate the print procurement process by sending job details from RSA's [WebCRD](#) Web to print to P3 Software's [P3Source](#) solution so jobs the shop can't produce can be sent out to third party suppliers.

Most in-plants understand that to fully meet customers printing needs they must offer new services or send some work offsite for production. By using this new connection, in-house print centers can cost-effectively manage offsite jobs as if they were produced in the shop, increasing relevancy and capturing cost data that can potentially justify new equipment purchases to grow internal production capacity.

Dirk Craib, RSA's Vice President of sales stated, "This integration gives in-plants a growth plan to broaden their offerings and manage more of the organization's print by automating job ordering with WebCRD and easily sending work out for offsite production using P3Source, which manages bidding and tracks performance metrics."

Bob Yancich, P3Software's Managing Director, Operations, said, "By working with RSA we have created a homerun for in-plants. WebCRD and P3Source provide a seamless workflow from storefront, to in-plant, to production floor or offsite production that manages offsite jobs like they were produced in the shop, all while reducing costs."

Both firms will demonstrate how this integration benefits in-plant print centers at Printing United in Dallas, TX, October 23 - October 25, 2019. RSA will demonstrate the latest release of WebCRD and the P3 integration in booth [11146](#). P3 Software will also demonstrate the integration in booth [11739](#).

To learn more about the integration or schedule a show demo, visit:

<https://www.rocsoft.com/printing-united/>.

RSA's workflow solutions are available through RSA's partners, including Canon, Kodak, Konica Minolta, Ricoh, Toshiba, and Xerox. For more information, visit RSA at

<https://www.rocsoft.com>.

###

About RSA

Rochester Software Associates (RSA) is the only company in the industry to provide [prepress](#), [transform](#), [output management](#), and [web to print](#) software solutions to support digital production print workflows. For over 30 years, our enterprise customers have used RSA solutions to turn printing into productivity™, automating their print centers and seamlessly converging printing from the data center, in-plant, and distributed enterprise print environments.

Products like [WebCRD™](#), the leading Web to print software provider for in-plants, [QDirect™](#) Output Manager, and [ReadyPrint™](#) prepress software maximize employee productivity and corporate profitability, boost operating efficiency, increase print volume without increasing staff, and delight customers with better turnaround times and 24/7 access.

For more information, visit <https://www.rocsoft.com>.

About P3 Software

P3 Software has been providing organizations with print management solutions for over 17 years. With a deep background in the print industry, our key products focus on streamlining the print sourcing and buying process creating efficiencies and cost savings for organizations of all kinds. P3Software currently processes thousands of transactions daily from users around the world.

For more information, visit: <https://www.p3software.com/>

©2019 Rochester Software Associates, Inc. WebCRD, QDirect, ReadyPrint, ImpactVDP and Customer Success Assurance and Turn Printing into Productivity are trademarks of RSA. P3Source is a trademark of P3 Software.