



For Immediate Release

Proforma Mosaic Marketing Streamlines Operations with P3Software

Proforma distributorship deploys P3Expeditor print management software to drive outsourcing efficiencies

Newton, MA, USA (PRWEB) April 24, 2012 - P3Software, Inc. a world leader in print procurement technology, announced today that it has been selected by Proforma Mosaic Marketing, a leading provider of printing, promotional products and related graphic products and solutions, to provide the company with the [P3Expeditor print procurement system](#).

“We needed an affordable, flexible, reliable solution to drive efficiencies,” said Charles Leshan, Owner, Proforma Mosaic Marketing. “P3Software provides us with innovative and proven technology that enables best practice processes and helps us deliver even better results to our customers. We’re already saving about 3 hours each day with P3Expeditor managing bids, pricing, proposals and tracking production. We couldn’t live without it.”

Proforma Mosaic Marketing had a clear set of requirements while evaluating solutions and tools to manage the print value chain. The company wanted industry-leading technology that could be used to electronically manage the entire lifecycle of print procurement management - from initial specification to final project delivery. Robust reporting and the ability to track pricing on an international scale were also key factors.

“We reviewed multiple providers in this space,” continued Leshan. “P3Expeditor demonstrated superior capabilities from the perspectives of engineering, functionality, usability, and industry experience.”

P3Expeditor enables Proforma Mosaic Marketing to have visibility into market pricing on a regional, national, and even global level. “P3Expeditor allows us to be ultra-competitive with existing projects, or even more importantly projects that we are trying to win,” said Leshan. “And with the reporting capabilities in P3Expeditor, we can quickly share with customers an overview of their purchasing.”

According to Caleb Tower, P3Software CEO, “This is another classic example of how P3Expeditor is helping hundreds of organizations around the world to become more efficient and effective managing print procurement and in many cases print resale or distribution.”

P3Expeditor is designed to meet the printing needs of any organization — agencies, corporations, government, in-plant facilities, printers, print management companies, print brokers and resellers, non-profits, and universities. It’s an affordable print procurement management system that ensures quality results and aggressive market pricing on every print job while providing complete transparency.

“Print buyers, brokers and print manufacturers operating around the world are winning competitive advantages by deploying P3Expeditor as a technology foundation in their operations,” said Bob Yancich, P3Software COO. “We are pleased to be selected by Proforma Mosaic Marketing and look forward to continuing support of their business goals.”

About P3Software, Inc.

P3Software is a privately held company founded in 2001 and headquartered near Boston, Massachusetts, USA. P3Software provides an easy-to-use and affordable web-based print procurement system that manages the entire print management lifecycle – from initial specification to project delivery. The company’s flagship product, P3Expeditor, was specifically designed to meet the printing needs of any company — agencies, corporations, government, in-plant facilities, printers, print management companies, print brokers and resellers, non-profits, and universities. With a global network of servers, hundreds of customers worldwide rely on P3Software technology for their print procurement needs. For more information, visit www.p3software.com.

About Proforma Mosaic Marketing

Proforma Mosaic Marketing located in Ann Arbor, Michigan proudly and professionally serves the marketing needs of companies in Ann Arbor and the surrounding communities. With more than 30 years of experience, Proforma remains clearly focused on providing solutions to North American businesses for their graphic communications needs. A leading provider of promotional products, printing services, business documents, and eCommerce solutions,. Proforma has received numerous awards and recognition as one of the top five largest companies in the industry. Proforma serves over 50,000 clients through more than 750 member offices in the United States.

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Contact:

Bob Yancich

byancich@p3software.com

508-315-8000 or 508-444-8217