# GotPhoto

# The world's most advanced online sales solution for school photographers
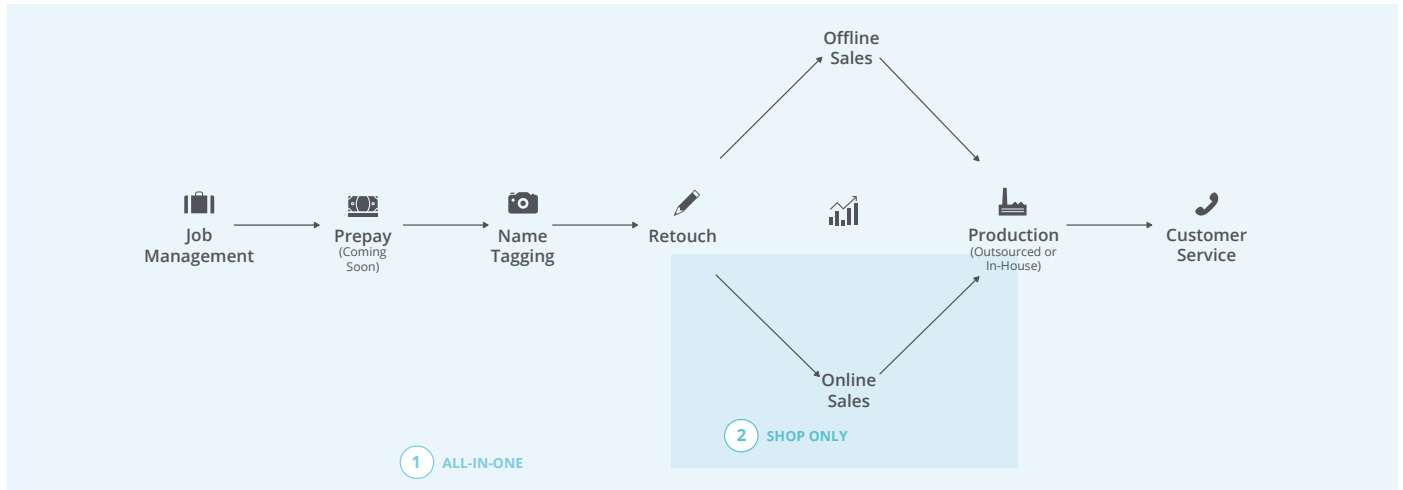
**Preschools – Schools – Seniors**

ALL-IN-ONE SOLUTION

# GotPhoto workflow options for school photographers

Whether 1,000 or 1,500,000 students – manage your workflow from one platform.



## Option 1: All-in-one
Use our shop + workflow solution.

- Manage every job and all your data from one cloud-based platform
- Improve your team's productivity by reducing data entry
- Future-proof your business model with a continuously evolving platform

## Option 2: Shop only
Use only our shop.

- Integrate with your existing workflow software e. g. Halsys, PhotoLynx and many more
- Keep your current investments without compromising on a modern sales approach
- Increase your revenue with the most advanced shop solution

## One solution for any sales approach
With GotPhoto you sell photos your way.



**On location proof:**
Distribute login details to students on location

**Prepay:**
The innovative way of doing prepay (coming soon)

**Proof plan:**
Send proof sheets to schools after the shoot

**Reordering:**
Allow parents to reorder photos online

# Successful clients

Trusted by top school photography companies worldwide.

**OSP** OKLAHOMA SCHOOL PICTURES

"Since working with GotPhoto, we have seen a substantial revenue increase within our underclass photography business. We couldn't be happier with the results and the support offered by the team at GotPhoto."

**Oklahoma School Pictures**

USA

**WONDER YEARS PORTRAITS**

"After comparing various online systems for volume photography, we've found that GotPhoto is by far the system with the best usability – both for parents and our team."

**Wonder Years Portraits**

USA

**magenta**

"The support we received during our account setup was great! GotPhoto showed the ability to deliver all of our requirements thanks to a very professional team that understood our needs and worked to meet them."

**Magenta**

Canada

**HSP**

UK

"Through using GotPhoto, we have not only seen our revenue increase, but we were also able to offer a great variety of photos and products that we were not able to before, all while improving our workflow."

**Hinton & Sinclair Photography**

**STU WILLIAMSON PHOTOGRAPHY**

UAE, Singapore

"GotPhoto quickly found solutions to our problems. They were systematic and very approachable from the beginning."

**Stu Williamson Photography**

**LittleSchool** PHOTOGRAPHERS

Australia

"GotPhoto is a fantastic tool for bulk photography services, making it easy to engage our clients and really drive our sales. This helps our business grow and keeps our clients happy."

**Little School Photographers**

# Why are we the best?

A system loved by schools AND your team.

### The all-in-one solution

- One comprehensive and cloud-based system
- All data in one place – no merging of data from different tools
- Centralize your entire workflow

### Leading email & SMS marketing system

- Send automated and intelligent email & SMS campaigns
- Capture data with our fully integrated CRM system
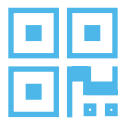- Use tested and optimized templates

### High-quality user experience

- Easy-to-use shop - beautifully displayed on mobile phones, tablets and desktops
- Straightforward order and payment process
- Sophisticated web-based system for both parents and photographers

### Innovative print management solution

- Connect any outsourced lab
- Use our EasyLab software to integrate your own Fuji or Noritsu minilabs
- Use our complaint management system for efficient customer service

### Proven barcode & QR-Tagging

- Integrated QR & barcode tagging and sorting
- Automatically generate access codes for each student
- Proven successful for years

### Dedicated consulting team

- Benefit from our years of accumulated industry knowledge
- Stay ahead of the game by employing our best practices from different continents
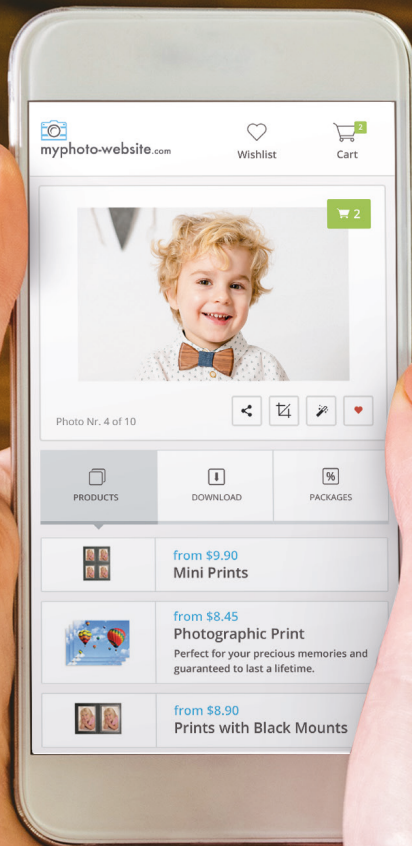
# Services for enterprise customers

We support you all the way from onboarding to training through to personalized business consulting.

- Initial set-up of your workflow and online shop system

- Optimization of your products and pricing for online sales

- Dedicated training for individual photographers, operations and customer service staff

- Continuous performance analysis and statistics

- Optimization of your production workflow (minilab or outsourced)

- Development of custom functionality

Want to set up your GotPhoto account on your own?
We have an extensive Help Center and FAQ page that makes it easy to get started.

Building a global platform for successful high-volume photography.

# GotPhoto team

A diverse team with a shared desire to help volume photographers succeed.

# Made in Germany, available worldwide

GotPhoto is powered by fotograf.de, the leading European online sales system for school photography. With 35 employees we serve clients in 12 countries on five continents (status as of 2016).

**12** countries | **5** continents

(Status as of 2016)

## Contact us

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www.gotphoto.com

**Professional associations worldwide**

SchoolPhotoPRO
The Association for School & Preschool Photographers
www.schoolphotopro.com

GNPP
Groupement National de la Photographie Professionnelle

CENTRALVERBAND
DEUTSCHER BERUFSFOTOGRAFEN
BUNDESINNUNGSVERBAND

**Selected partners and labs**

FUJIFILM

DPL

xPress LAB

WHITE WALL

Thiele
Die Schulfotoprofis

PICTURE DIGITAL

One Vision
IMAGING LTD

DSCL
DS Colour Labs Ltd

DYAGONAL
Laboratoire d'impressions

iconéa
Objectif sourire

cyberlab.at
Das Hi-Tech Fotolabor

silverlab
solutions GmbH

HALSYS