



SOFT BISTRO



## CASE STUDY

# PRINTBOX

Printbox is a custom saas solution for businesses looking to sell customizable photo products like - photo calendars, greeting cards, photo books and albums, wall art and gifts, business cards and stationery.

## Printbox

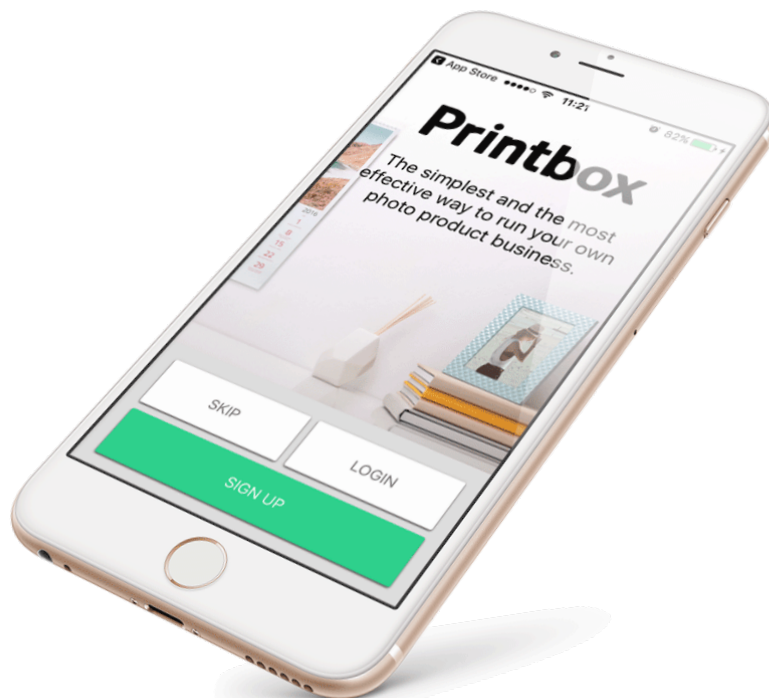
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Printbox is a custom saas solution for businesses looking to sell customizable photo products like - photo calendars, greeting cards, photo books and albums, wall art and gifts, business cards and stationery. Their complete package contains a ready-to-go e-commerce solution for a client's domain including the client's branding, an editor filled with photo product templates for pre-printing and a high quality PDF file generator. Each component was created to focus on conversions and has been tailored to accommodate both small and enterprise businesses.

## Goal

Better camera quality in all our mobile phones has led to an increase in demand for processing and ordering prints directly from our devices. Having redefined the approach to the photo product business, Printbox had to keep up with technological trends and build an innovative custom mobile application for their clients' needs. They chose SoftBistro as their reliable technology partner to develop the mobile app and utilized a dedicated team to meet all their demands.

SoftBistro was tasked with developing a native iOS application that would further simplify and automate the existing web editor included in Printbox's complete offering. The app needed to contain features for processing photos, creating photo books and calendars, and prep photos for printing and sending.



## Key Implementations

### Quality of photos.

Ensure the application functions properly with fully rendered photos and in high resolution without the loss of quality.

### Payment services.

Create the ability and set up all the popular payment systems in demand.

### Photo editing

Define, install and implement the top photo editing services

### Processing a large number of photos

Add the ability to choose several photos for processing and printing without slowing down the app.

### Storage

Figure out and implement the best practice to store photos without using client's hardware.



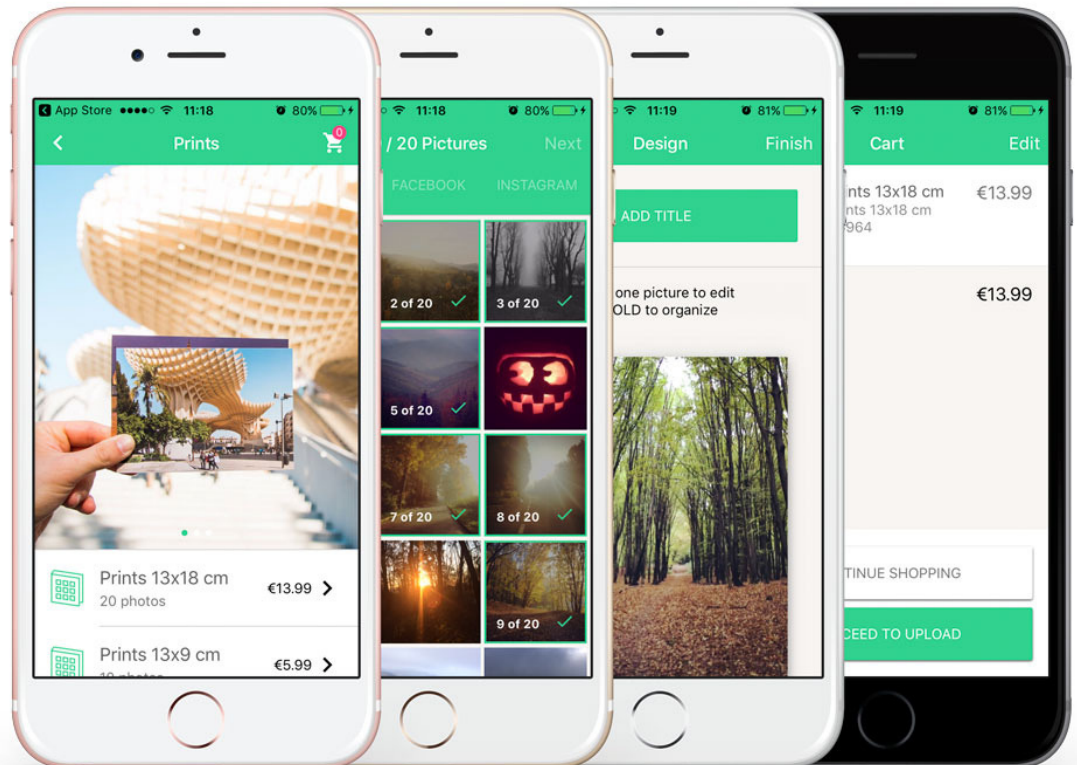
## Solution

We implemented support for all popular photo formats (.pdf, .jpg, .png) and sizes. To work with non-standard sizes, we had to develop an adaptation function (cropping), which allows users to choose the printing area in accordance with their predefined sizes.

We implemented PayPal and Stripe for payment processing on all printing services. After analyzing all existing technologies and services for photo processing - the most appropriate for PrintBox was the Avery SDK system that allows to edit photos quickly and easily.

The applications performance was hindered when selecting multiple photos for photo books, calendars, and simple pre-printing preparation. For workflow optimization and accelerated data handling, we restricted the use of high-quality photos for preview and selection. Downloading the photos at a lower quality at this step decreased memory usage and helped the app function more smoothly. The app then automatically downloaded only selected photos in their full quality for further processing and printing.

Implementing the use Amazon S3 provided a faster file exchange as well as better storage for the constantly increasing amount of photos.





## Result

Being incredibly passionate about working on this application and thanks to the implementation of brand new features that had never been used before, PrintBox was able to cover an a new segment of the photo printing market. As the application was customizable and could be individually branded, PrintBox was able to dramatically increase its client base after releasing new features allowing their clients super fast printing from mobile devices.

## Technology

- Compressing data:  
ZZArchive
- Networking:  
AFNetworking
- Environment:  
Xcode 7
- Obj-C
- iOS: 7-10

## ABOUT SOFTBISTRO

SoftBistro is a boutique software development studio of 100+ software engineers specializing in Java, RoR, PHP, iOS, Android, DevOps, BI/DE, and IT services.

Our goal is to help companies disrupt markets and revolutionize industries by serving innovators of different sizes: from start-ups in Silicon Valley to publicly traded Shutterstock, Chegg and Freelancer; from large educational institutions like California State University to governmental and nonprofit organizations.

We're based in Silicon Valley, NYC, and Seattle with two development centers in Lviv and Khmelnytskyi "K-city" Ukraine

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