xerox ®

Xerox® FreeFlow® Web Services
Connect with your customers' world
while streamlining your own.

Beyond Web-to-print with automated print productivity.

More than meets the eye. Xerox® FreeFlow® Web Services provides your customers with convenient 24/7 access to your services—without 24/7 staffing. But that's just the half of it. It also consolidates your orders—Web, phone, fax and walk in—to automate job ticketing, tracking and routing. Plus, it makes it easy for you to add capabilities that can translate into more business.

Good for managing your business.

Thumbnail-based job catalogs make ordering, tracking and reprinting jobs remarkably simple. Plus, you can increase job volume by cross-selling to your existing customers, targeting new markets using mail-to-print functionality or integrating an HTML catalog into your website to approach potential customers.

- Automate job ticketing and routing—submit jobs using a Xerox® FreeFlow Print Server to any Xerox® printer in your shop
- Visually track and quickly update job status, delivery, billing information and more with a novice-friendly, advanced GUI
- With the use of templates, it is quick and easy to add new customers
- Easily offer new services—e-business, targeted campaigns, personalization using variable data and more
- Easily add marketing messages and cross-selling capabilities to build volumes

Good for growing your customers.

FreeFlow Web Services serves as an easy-to-navigate "launch pad" for your customers to securely order jobs over the Internet. They can upload new documents, reprint their old ones or select from a customized catalog of items. Controlled access means this is a portal that can work on many levels within a customer organization. Plus, they can save time and money by submitting, tracking and paying for their jobs online.

- Seamlessly integrate the look and feel with the customer's website to increase loyalty and maintain branding
- Provide a familiar, easy-to-use ordering experience that's secure yet available anytime, anywhere
- Offer on-demand access to estimates, spending reports, job description summaries and more
- Dynamically preview jobs—even those with variable data—before printing

Plus, variable data capabilities.

Integrating personalized printing capabilities is a critical part of your print e-business. Web Services enables you to provide these capabilities in these ways:

Base Web Services Personalization, included with FreeFlow Web Services, supports basic text and image personalization directly within Web Services via a step-by-step Variable Information Wizard with dynamic preview capabilities. No incremental tools are needed to build or set up basic personalization.

VIPP® Emitter, an optional module, optimizes your variable data printing by making it possible for any VIPP-enabled print server to achieve optimal variable printing.

Direct Marketing Links, an optional module, gives you access to third-party applications that can increase your direct mail effectiveness and allow you to generate new revenues through new applications. It serves as the bridge between FreeFlow Web Services and such applications as:

- XMPie PersonalEffect Adapter
- DirectSmile Image Generator

> With end-to-end automation, you can take on more jobs and satisfy more customers.

Easy-to-navigate Internet ordering experience.

- **Intuitive online ordering experience** allows customers to quickly and easily order print via the Web, 24/7.

- **Superstore catalog** provides an appealing way to present categories and subcategories of print products/templates, allowing you to provide your inventory items and even non-printable items (such as t-shirts, hats and mugs) as saleable items to your customers.

- **Shopping/Ordering cart** provides familiar and convenient Internet functionality, allowing for up to 10 items to be ordered at one time.

- **On-hold capability** enables users to quickly add multiple items for easy ordering at a future time.

- **Marketing and cross-sell messages** can be easily added to capture your customers' attention and best promote your products and services of interest.

New functionality to help grow your business.

Improved Multi-National Support
FreeFlow® Web Services has improved globalization including allowing customers to select their preferred language, multiple currency support and configurable localization. These and other new features deliver a more robust solution for companies that work with international customers.

Enhanced Mobility
The industry momentum toward solutions that support smartphones and tablet computers is undeniable. Now Web Services supports a mobile friendly interface out of the box. And the new mobile interface can be customized to meet unique business or customer requirements. Ordering documents from mobile devices just got a lot easier.

Fewer touches. Greater productivity.

Now, it's possible to connect all of your systems—ordering, MIS, prepress, printing, finishing and distribution—so that jobs can move through your operation in a "touchless" workflow. This end-to-end efficiency is enabled through the JDF-compliant connectivity of FreeFlow® Web Services.

JDF (Job Definition Format) is an XML-based, open industry standard that describes a job from conception through delivery. In fact, JDF data can be attached to a document throughout its production life, enabling a seamless exchange of information between devices and systems.

A JDF job ticket, defined upfront by the operator, can be used to specify all or part of the workflow for a particular job. It enables a common workflow with common job tickets—even in a mixed-vendor environment.

Plus, a JDF workflow protects your future investments, assuring that you'll be able to integrate new products based on this common standard.

JDF provides the standard; FreeFlow Web Services makes it sing.

Customizable Interfaces and Communications
Create a custom HTML-based job ticket, quote or order document. The customization includes layout, content and user defined fields. This means you can create forms and documents that exactly match your current workflow. This reduces errors in your processes while increasing productivity.

Xerox® FreeFlow® Web Services Specifications

Hardware Components

Minimum Requirements:

- Processor: Dual-Core Intel Xeon 2.4 GHz equivalent or better, or equivalent AMD processor
  - Recommended: Two Quad Core Processors, 2.4 GHz or better, 64-bit
- System Memory: 4 GB minimum; 8 GB recommended
- Hard Drive Capacity:
  - Minimum of 250 GB hard drive at 10,000 RPM with appropriate allowance for future disk space requirements
  - Recommended: Raid-5 system with a minimum of 500 GB at 15,000 RPM: SCSI or SAS interface
- Video Capability: Video controller with at least 1027 x 768 resolution and 32-bit color
- Ethernet Capability: 100/1000 MB/sec
- Display: Analog CRT or LCD monitor
- Input Devices: Keyboard and mouse
- Peripheral Devices: DVD-ROM drive
- Backup storage device recommended

Customer-Supplied Software Components

Supported Operating Systems:

- Microsoft Windows Server 2008 R2 Standard and Enterprise Editions (64-bit)

Third-Party Application Software:

- Microsoft Office 2007 Standard Edition (Word, Excel, PowerPoint) with Service Pack 2, including the Microsoft "Save as PDF" Add-in for Microsoft Office 2007 or
- Microsoft Office 2010 (32-bit) Standard Edition
- Microsoft .Net Framework 4.0

Optional Modules

- Order Center: consolidates Web, phone, fax, email and walk-in orders
- Site Customization: enables customized Web portals
- Book Assembly: facilitates the production of dynamically bound books using multiple or individual files
- Credit Card/Online Payment: enables secure online payment with credit cards or popular e-commerce sites like PayPal and Authorize.net
- LDAP Adapter: enables user authentication when logging in via a directory service (requires Data Export module)
- Data Export: exports data directly to peripheral systems—including accounting and estimating—as well as Excel spreadsheet
- XMPie PersonalEffect Adaptor: integrates Web ordering with XMPie PersonalEffect variable campaigns
- VIPP® Emitter: optimizes variable printing with any VIPP-enabled print server
- DirectSmile Image Generator Adaptor: incorporates personalized images generated with DirectSmile into a Web Services template

We take the work out of your workflow.

With end-to-end automation, you can take on more jobs and satisfy more customers. That's the power of combining Xerox® FreeFlow workflow solutions, the Xerox® FreeFlow Print Server and your Xerox® digital print engine.

FreeFlow Web Services enables a 24/7 portal for customer orders—and a robust job management system for greater workflow efficiency.

FreeFlow Process Manager® handles preflight, imposition, scripting and many other automation tasks.

FreeFlow Output Manager® acts as a centralized collection point, providing streamlined back-end production management for your static and variable content jobs.

FreeFlow Print Manager-Advanced Print Path (APP) takes care of job ticketing and tracking—it can even integrate with your offset prepress systems.

The **FreeFlow Print Server** RIPs the jobs for your Xerox® digital print engine, providing timesaving efficiency, excellent image quality and benchmark security.

The FreeFlow Digital Workflow Collection also offers you ways to view and prepare jobs for printing—**FreeFlow Express to Print** uses templates for ease and simplicity while **FreeFlow Makeready®** puts advanced capabilities at your fingertips. And you can use the **FreeFlow Variable Information Suite** to add personalization and cost-effective security features to your documents.

Whatever your specific needs, count on FreeFlow to enhance your workflow.

For more information on Xerox® FreeFlow® Web Services, call 1-800-ASK-XEROX or visit us on the Web at: www.xerox.com

xerox®