

# Xerox Extensible Interface Platform<sup>®</sup> Technology

White Paper



# Executive Summary

From healthcare to high-tech, from small businesses with less than five employees to Fortune 500s—workers today have great expectations for technology. They want to use it where and when they need it, whether they're in the office or at a remote location. Whether they're using a laptop or a mobile device, they want easy access to the information they need regardless of where that information is stored. And it should all work together seamlessly.

As reliance on technology increases, market intelligence firm IDC predicts 90% of IT industry growth through 2020 will be driven by “3rd Platform technologies” such as mobile, cloud, social business and big data/analytics.<sup>1</sup> The result—organizations are expected to increasingly turn to open source software and platforms to enable developers to create solutions that will attract IT investments over the next 20 years.

Independent Software Vendors (ISVs) and Value Added Resellers (VARs) face demanding customers who want to leverage these 3rd Platform technologies but are often overwhelmed by unstructured information. And it's this information that's driving businesses processes and insights.

Xerox is focused on helping improve the flow of information. We know organizations are grappling with electronic information and data as well as paper documents and workflows. It's not enough for Multifunction Printers (MFPs) to be merely a gateway to document management. MFPs must add value for customers, serving as part of an integrated system of hardware and software that adds intelligence to information to simplify how work gets done.

Xerox takes a comprehensive approach to MFPs, creating systems that bring more convenience, productivity, security and cost control to customers. At the heart of many of these devices is the Xerox Extensible Interface Platform<sup>®</sup>—an open software platform that allows developers to extend the capabilities of the device.

This white paper will explain how ISVs and VARs can use the Xerox Extensible Interface Platform to grow their business and how Xerox is creating an ecosystem focused on simplifying work so customers can concentrate on their core business.

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<sup>1</sup> IDC Predictions 2014: Battles for Dominance—and Survival—on the 3<sup>rd</sup> Platform: December 2013

# Understanding the Xerox Extensible Interface Platform<sup>®</sup>

Xerox Extensible Interface Platform is a software platform inside many Xerox<sup>®</sup> multifunction printers (MFPs). It's based on Web standards and enables developers to easily create personalized and customized solutions that you can access directly from the MFP's touchscreen or user interface (UI).

With the Xerox Extensible Interface Platform, the Xerox<sup>®</sup> printing device can adapt to fit the way users work, making the MFP incredibly easy to use and productive. With the Xerox Extensible Interface Platform, the system becomes more than a copier/printer—the truly open platform allows it to become an integral part of managing information. Since Xerox Extensible Interface Platform solutions can leverage existing infrastructures and databases, organizations will get more out of their existing technology investment.

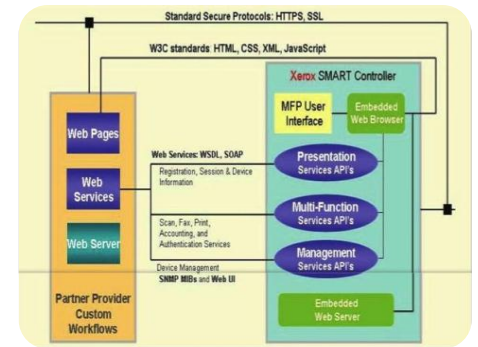
While Xerox Extensible Interface Platform simplifies the end user experience, it also presents an opportunity for Independent Software Vendors (ISVs) and Value Added Resellers (VARs), otherwise known as Channel Partners, to grow their businesses. ISVs and VARs can create more value for their customers by developing solutions that are targeted toward specific customer needs and extend the capability of the MFP. Xerox provides the tools and support to help you create solutions that run on Xerox<sup>®</sup> MFPs—from comprehensive tools for those with technical resources to more lightweight capabilities for those without technical experience. Now you can easily create more value for your customers.

## Simple

**With Xerox Extensible Interface Platform, end users will benefit from a simplified experience.**

Certain Xerox Extensible Interface Platform solutions make sending a document to a folder or repository simple by allowing users to scan information directly into a client folder without typing in the client name. Simply use the MFP touchscreen to access an existing database and select the proper client name, account code or invoice number.

In addition to replacing multiple steps with one touch of the MFP screen, workflows can be automated—reducing errors and simplifying the process. For instance, ISVs, VARs and developers can create an “invoices” button on the MFP touchscreen that simultaneously sends an invoice to the appropriate department and archives the information in a document management system for easy retrieval. New employees can become productive immediately. There's no extensive training needed. They don't need to know an email address, fax number or even a name in the accounts payable department. Just touch the invoices icon. Plus, you can create menus and language that are meaningful to a specific business or workgroup, such as “Search client database,” “Submit form to claims department” or “Fax to accounts payable.”



Xerox Extensible Interface Platform – System Architecture Schematic. Source: InfoTrends, 2013

## Personal

The Xerox Extensible Interface Platform® also enables a personalized experience. Logging into the device using card-based authentication solutions such as the Xerox Secure Access Unified ID System® is easy; simply wave your ID over a card reader.

With some solutions, once people are logged in, the device recognizes them and presents only the workflows and solutions that are relevant to them. There's no need to search through screen after screen trying to find the needed workflow. The device will only present relevant information. Plus, employees will have access to multiple applications without having to log in again. Log off and the next person to log in will see only his or her workflows and connections.

## Increased ROI

The Xerox Extensible Interface Platform leverages existing business solutions (ERPs, CRMs and ECMs), databases, such as SAP, Oracle, Microsoft® SharePoint® and other systems. Two-way communication between the MFP and your infrastructure means information can be sent directly to your existing systems and your database can automatically be updated based on the scanned information. For example, scan a medical record for a patient whose home address has changed and the database will immediately update to reflect the patient's new residence.

Some Xerox Extensible Interface Platform solutions will interact directly with Microsoft® Active Directory® or Exchange. When you use these solutions and email a document from the MFP, the information will show up in the sender's sent mail folder on his or her PC. That gives you an audit trail and takes advantage of your existing systems.

Managing solutions across a fleet of devices is easy. Need to update an application? Make the changes at the server level and those changes become live on all Xerox Extensible Interface Platform devices on the network, regardless of location or product model.

Use active directory to provide various departments and groups access to certain features and personalized scanning workflows.

## Designed for Businesses Small to Large

Some of the first Xerox Extensible Interface Platform solutions created were targeted toward large-sized businesses and enterprises. But small and medium-sized businesses are also taking advantage of the open platform. The Xerox Extensible Interface Platform® is based on Web standards such as HTML, CSS, XML and JavaScript. It uses standard secure protocols—HTTPS and SSL.

Xerox provides a variety of tools and programs for ISVs, VARs and developers who want to easily create solutions regardless of their level of technical expertise. The Software Development Kit provides those with technical knowledge the ability to create comprehensive solutions while the Xerox® App Studio uses a wizard tool and gives a WYSIWYG (What You See Is What You Get) experience for those without a technical background.

The Xerox Extensible Interface Platform provides the Application Programming Interfaces (APIs) and core platform to extend and connect MFPs. Based on a set of core Web Services, a customizable presentation layer for the user interface (UI), and an ever expanding set of APIs, the capabilities in the MFP are unlocked to allow developers maximum flexibility in building anything from a simple one-screen application to a full document-related workflow. Use of Web Services allows developers to create solutions using any development platform. The APIs for both scan and print are cloud compatible, helping securely tie all manner of devices to cloud content.

Xerox Extensible Interface Platform® solutions can be server-based or reside in the cloud—reducing the need for additional IT infrastructure.

The open platform is available on many current A3 Xerox® multifunction printers as well as select A4 Xerox® MFPs. Xerox intends to bring the Xerox Extensible Interface Platform® to additional A4 devices, making the platform available across the office portfolio of products.

Xerox is committed not only to an open platform, but also to fostering a community that provides the tools, support and guidance necessary to ensure successful solution development. The Xerox Business Innovation Program, the Developer Program, the Xerox® Personalized Application Builder Program and the Virtual Integration Center are resources available to help ensure smooth development.

## Historical Perspective

Xerox was the first MFP vendor to aggressively apply the vision and terminology of so-called “Web 2.0” technologies and a related Service-Oriented Architecture (SOA) approach to the multifunction device market. Web 2.0 refers to an evolving collection of second-generation, Internet-based services that help people collaborate and share information online. Similarly, SOA provides a means for making IT systems easier to share, reconfigure and integrate. Xerox speaks of the Xerox Extensible Interface Platform as relying on the network as the fundamental platform for MFP services, delivering a rich, interactive, browser-based user experience on the MFP device and fostering a participative community of developers that encompasses ISVs, channel participants and even customers.

## The Xerox Advantage

The Xerox Extensible Interface Platform is a versatile and flexible platform that extends the capabilities of the MFP, bringing opportunity to ISVs, VARs and developers while providing a simplified and personalized user experience. But the real advantage with the Xerox open platform goes beyond the technology. It lies within the company’s approach to creating and fostering an ecosystem of software, hardware, partners, developers, sales and support services all focused on one goal—simplifying how work gets done so customers can put their energies into their real business.

Unlike competitors, Xerox is a one-stop shop. Xerox provides:

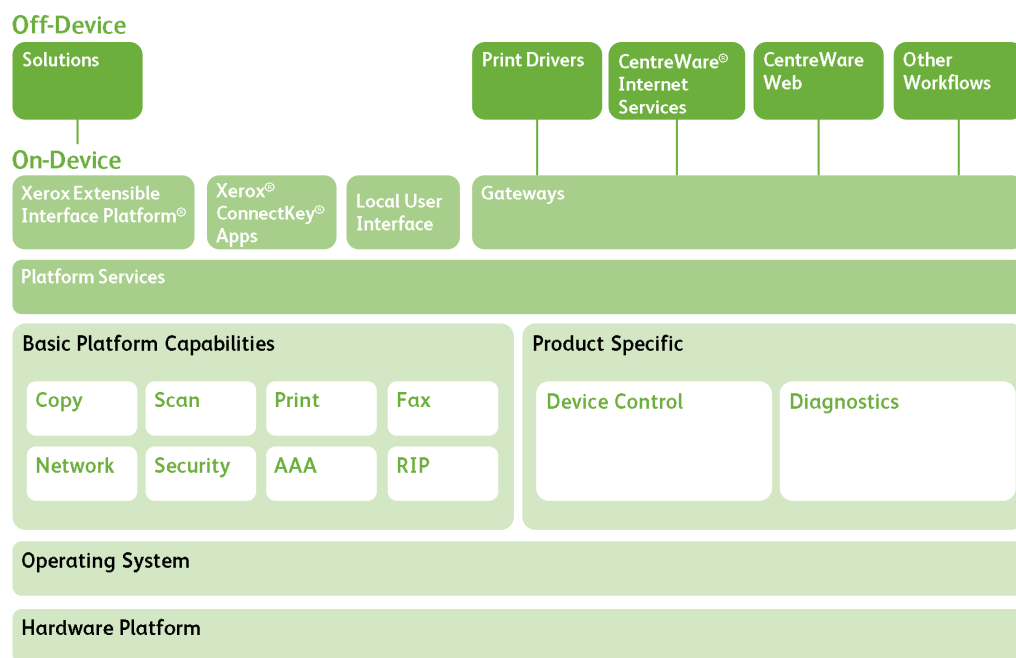
- Pre-sale assessments and consultations
- A vast array of partner solutions
- Xerox-developed solutions
- An open platform with tools to create solutions or lightweight applications for your customers
- A virtual integration environment for developers
- In-person workshops, known as Developer Days, to help get solutions up and running
- A variety of partner programs designed to fit your needs
- Support and online forums to make development easier
- Customized solutions for special or niche cases

# Xerox Extensible Interface Platform<sup>®</sup> and Xerox<sup>®</sup> ConnectKey<sup>®</sup>

Xerox<sup>®</sup> ConnectKey is an operating system and set of software solutions offered on many of the recently launched Xerox<sup>®</sup> multifunction printers. It offers flexibility, simplicity and security—all of which allow customers to focus more on what matters most: their real business.

ConnectKey Technology-enabled MFPs can do more than print, scan, fax and copy because their functionality goes beyond the hardware. It is a multi-layer ecosystem that integrates the hardware platform and operating system with the controller platform. These layers then connect out to off-device solutions via the Xerox Extensible Interface Platform, partner workflows and other Xerox<sup>®</sup> interfaces, to add further functionality. This functionality is presented to the user via the new common User Interface. This common user experience provides a clear and simple presentation of content from device to device, giving users a sense of familiarity, comfort and confidence.

The Xerox<sup>®</sup> ConnectKey value proposition revolves around productivity, convenience, cost control and security. Users can easily connect to their company's business processes. With Xerox<sup>®</sup> ConnectKey, users can print from just about any device from anywhere.



So what is the relationship between Xerox<sup>®</sup> ConnectKey Technology-enabled MFPs and the Xerox Extensible Interface Platform? All Xerox<sup>®</sup> ConnectKey Technology-enabled MFPs are built with the Xerox Extensible Interface Platform<sup>®</sup> inside.



While traditional Xerox Extensible Interface Platform solutions have been server-based, the ConnectKey platform, along with the Xerox Extensible Interface Platform, makes it possible to install secure, signed apps on the MFP. This enhancement now allows serverless apps, fully self-contained on the MFP, as another way to add value for customers. It also means you can extend the capabilities of the MFP without your customer having to invest in additional infrastructure or IT, making this an ideal option for small to medium-sized businesses. Now, with server-based Xerox Extensible Interface Platform solutions, serverless ConnectKey apps, cloud connectivity and a world-class ISV ecosystem, Xerox customers can unlock the full potential of their MFPs.

## Xerox Extensible Interface Platform® Solutions versus Xerox® ConnectKey® Apps

Xerox Extensible Interface Platform solutions are server or cloud-based and offer comprehensive capabilities. Although extensive programming experience is not necessary to develop Xerox Extensible Interface Platform solutions since the platform is based on Web standards such as HTML, CSS, XML and JavaScript, a base level of understanding is needed. With the Xerox Extensible Interface Platform®, you can create completely custom solutions.

ConnectKey apps extend the value of your MFP but they do not require a dedicated server, PC or IT resource. ConnectKey apps are lightweight solutions you can download to your ConnectKey Technology-enabled MFP via USB or Xerox® CentreWare® Internet Services. ConnectKey apps are created using wizard-type tools known as the Xerox® App Studio, making it easy to create ConnectKey apps even if you don't have technical resources.

The Xerox Extensible Interface Platform is at the heart of both Xerox Extensible Interface Platform® solutions and ConnectKey apps. Without this open platform, neither would be possible.

 Xerox Extensible Interface Platform® Solutions	 Xerox® ConnectKey® Apps (VARs/Channel Partners)
Server or cloud-based	Serverless; apps reside on the MFP
Comprehensive	Lightweight
Software Development Kit	App Studio with wizard-style tools
At least basic programming knowledge required	Very limited IT knowledge needed when using the Xerox® App Studio

Xerox Extensible Interface Platform® is the foundation.

## Xerox Extensible Interface Platform® Solutions

Xerox, developers and partners create Xerox Extensible Interface Platform®-enabled solutions using the Software Development Kit (SDK). Those who want access to the kit simply fill out a short application to join the Xerox Developer Program. For more detailed information about the SDK and the Developer Program, reference the appropriate sections later in this white paper.

Examples of Xerox Extensible Interface Platform solutions include:

### Scanning

- **Xerox® ConnectKey for SharePoint**—Using your Xerox® MFP, you can route documents directly into a precise document repository folder, just like you would from your PC. At the MFP, you can browse to the folder, name the document and add any key indexing information before you scan to SharePoint or Windows folders. Built using the Xerox Extensible Interface Platform, Xerox® ConnectKey for SharePoint allows you to create fully text-searchable PDF documents as well as PDF/A, JPEG, TIFF, MS Word and Excel files.
- **Xerox® ConnectKey Share to Cloud**—Xerox® ConnectKey Share to Cloud provides organizations with powerful document scanning capabilities that connect Xerox® MFPs to popular cloud services and email. It delivers all of the benefits of cloud computing to your Xerox® ConnectKey Technology-enabled MFPs in the same way that apps leverage the cloud on mobile devices. Scan a document using the touchscreen on your MFP and the ConnectKey Share to Cloud solution converts the file and distributes it to a selected cloud service.

## Mobility

- **Xerox® Mobile Print Solution**—Xerox® Mobile Print enables you to easily and securely print from your smartphone or tablet, as well as laptops and desktops. True native Microsoft® Office conversion allows you to print your most common business documents, such as Microsoft Word, Excel®, PowerPoint® and PDFs, as well as common image formats without concern for losing your formatting, data or quality. When combined with a Xerox® MFP enabled with the Xerox Extensible Interface Platform®, the Xerox® Mobile Print Solution includes a secure print release mechanism. This feature prevents documents from being left unattended at the MFP. The documents are held in a secure queue until you walk up to the device and select to print them.

## Security and Cost Control

- **Xerox Secure Access Unified ID System®**—This feature integrates your Xerox® MFPs with your existing employee/student ID PIN or badge, providing a flexible and convenient authentication system. Allow your employees or students to send documents to a centralized print server. Then, at any multifunction printer on the network, they'll simply log in with a swipe of their magnetic or proximity ID card or their PIN to securely print their job. This provides easy and secure access to documents and reduces the risk of confidential information laying unclaimed on the printer.
- **Equitrac Express®**—This print management software helps colleges, universities, K–12 schools and their libraries easily track, analyze or charge for every page output by any student, faculty member, staff member or guest on any desktop printer, network MFP or walk-up copier.
- **Equitrac Office®**—Equitrac Office provides end users with a secure, convenient and mobile print workflow while controlling costs and simplifying administration of your output fleet. Equitrac Office also enables single sign-on access to devices and services, personal print queues to maximize document security and mobility, and rules to create cost-effective printing behavior.
- **Equitrac Professional®**—This cost control software helps professional firms capture, allocate and recover all of their client-billable expenses. Equitrac Professional is available as both device-embedded and terminal-based software.

For a full list of Xerox Extensible Interface Platform®-enabled software, visit [www.xerox.com/eipinfo](http://www.xerox.com/eipinfo).



## Xerox® ConnectKey® Apps

Similar to Xerox Extensible Interface Platform® solutions, ConnectKey apps extend the capabilities of your MFP and help you make the most of your hardware investment. But unlike traditional solutions, ConnectKey apps do not require a dedicated server, PC or IT resource—making them ideal for small to medium-sized businesses. You can download these lightweight serverless solutions right to your ConnectKey Technology-enabled MFP.

Just like Xerox Extensible Interface Platform solutions, ConnectKey apps can be set as the default walk-up app, allowing a quick customization of the user interface screen. ConnectKey apps can be used on non-networked devices as well as connected systems.

Xerox provides a Web-based tool known as the Xerox® App Studio to create ConnectKey apps. ISVs, VARs and developers can use the App Studio to easily customize the user interface and create lightweight solutions that will add value for your customers, even if you don't have technical resources on staff. This is discussed in greater detail later in this white paper.

You can also add value for your customers by downloading a variety of Xerox-created apps. Xerox created these apps for demo purposes. They're available free of charge. View the demo apps at [www.office.xerox.com/connectkey/apps](http://www.office.xerox.com/connectkey/apps).

### Quick Scan to Email

Create a personalized, one-touch email destination for scanned documents.

### Mobile Printing QR Codes

Simplify and streamline your Mobile Print/Mobile Print Cloud app experience with QR codes. Scan a QR code to automatically take you to the correct app store so you can download the Xerox® Print Portal App. Your Mobile Print/Cloud printer will auto-select using your app and the QR code.

### Quick Print App

Gain easy, one-touch printing access to useful files from Xerox, such as calendars, posters and brochures.

### Info App

This customizable application is designed to offer different ways to share information and communicate with your users.



Screen shots of the ConnectKey Info App. This app lets you share information with your customers through an MFP touch screen.

# Xerox Business Innovation Partner Program

Xerox recognizes it takes more than an open platform to help customers simplify the way work gets done. That's why Xerox is creating an ecosystem of hardware, software, sales channel partners, ISVs and software partners.

In today's complex business environment, no single company has all the answers. The Xerox Business Innovation Partner Program is a world-class, global initiative that connects some of the brightest minds to create solutions that extend the functionality of Xerox® products and services. By working collaboratively, Xerox and our partners have assembled the industry's most comprehensive array of solutions designed to help customers handle information and documents.

The Xerox Business Innovation Partner Program means customers can choose from a vast portfolio of solutions created by industry leaders around the globe.

For those who want to become partners, this program offers the tools needed to create solutions for Xerox® MFPs, as well as access to launch solutions into the Xerox sales channels. You'll also get business development support.

## Levels of Partnership

All levels of partnership provide free access to the Software Development Kit—including Application Programming Interfaces (APIs), as well as access to the development community.

### Silver

Silver Partners represent an entry level selling relationship with Xerox.

- Partners invited to participate at this level must meet certain revenue criteria.
- Silver level partners have access to virtual marketing support and online support information to help develop and execute business plans.
- Business/marketing planning sessions occur annually.
- Fee-based support for the SDK.
- Xerox does not provide standard validation testing for Silver members.

### Gold

Partners invited to participate at the Gold level develop offerings designed to meet the needs of specific industries, geographies and Xerox sales channels.

- These partners must meet and maintain certain criteria. Both Xerox and the Gold member make investments in this relationship, including joint marketing and go-to-market activities that support a differentiated value proposition.
- Gold members enjoy access to Xerox Office and Production marketing teams.
- Quarterly business/marketing planning sessions.
- Select partners will also have a Business Relationship Manager as well as a local Solutions Manager.
- Fee-based support for the SDK.
- There is no standard validation from Xerox.

## **Platinum**

Representing strategic relationships, Platinum partners work closely with Xerox to develop and market solutions.

- Platinum partners must meet and maintain certain criteria.
- Access to Xerox Office and Production marketing teams.
- Monthly business/marketing planning meetings.
- Business Relationship Manager and local Solutions manager.
- Technical support for the SDK.
- Solutions validation.

To join the Xerox Business Innovation Partner Program, visit [www.xerox-solutions.net/partners](http://www.xerox-solutions.net/partners) to fill out an application.

# The Xerox Developer Program and the Software Development Kit (SDK)

The Xerox Developer Program is available to all qualified third-party ISVs, system integrators, hardware vendors and Xerox customers. The strategy for Xerox is to enable open access to Xerox® technology platforms and simplify development efforts involving workflows by leveraging Xerox-supplied standards-based interfaces. You do not have to be a Xerox Business Innovation Partner to enroll in the Developer Program. To join, visit [www.xerox-solutions.net/developers](http://www.xerox-solutions.net/developers) and fill out a brief form. Once accepted into the program, access to the Xerox® Software Development Kit (SDK) and other development resources is available through an interactive online Developer Portal.

The Xerox SDK consists of a set of core Application Programming Interfaces (APIs) and development tools needed for application development within both office and production workflow ecosystems. Qualified developers are provided the Xerox SDK at no charge, including comprehensive SDK documentation that features exclusive Xerox behavior interfaces, FAQs and software updates. Also included in the kit are items such as self-validation resources, programmatic examples and intuitive integration guides. These tools are designed to ensure a timely development cycle for Xerox Developers to work as fast as they desire to complete a project. Find more detailed information about the SDK under “A Technical Overview of the Xerox Extensible Interface Platform®” section of this white paper.

In to the SDK, as a member of the Xerox Developer Program, you can take advantage of access to system updates, training videos and tools, a free Collaboration forum and optional fee-based technical SDK support.

## Virtual Integration Center

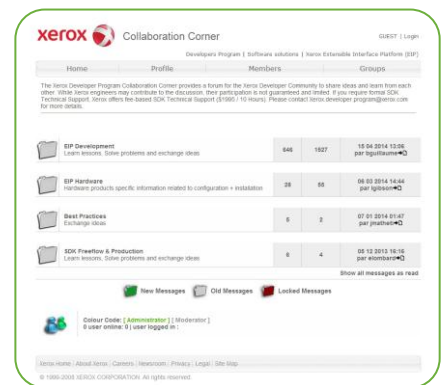
When you’re developing a solution, Xerox understands the importance of seeing how the solution will interact with the hardware. That’s why Xerox has created the Virtual Integration Center. Developers can go online via the Xerox Developer Portal to request time at the Virtual Integration Center. Then, the Xerox Developer can remotely access Xerox® equipment with the Xerox Virtual Cloud or visit the Virtual Integration Center directly to verify their solution on a variety of Xerox® devices. Now, developers can see how their solution behaves on various devices without having to purchase the equipment. The Virtual Integration Center is available as part of the optional SDK Technical Support fee.

## Collaboration Corner

This online forum allows developers to ask questions, share ideas and review best practices in creating solutions. Developers work together to solve challenges and learn from each other.



Virtual Integration Center Annex



Collaboration Corner

## Developer Days

These in-person workshops are designed to help developers get their solutions up and running. At times, Xerox Business Innovation Partners also attend to lend their expertise. Location and timing of Developer Days vary based on need. Participation is by invitation only.

## Marketing Support

Approved developers who have agreed to the terms and conditions of the SDK End User License Agreement are eligible to publicly market their status as a certified member of the Xerox Developer Program. Xerox provides approved Developers with a logo. Certain guidelines and use restrictions apply.



Logo provided to approved members of the Xerox Developer Program.

# Creating Xerox® ConnectKey® Apps Using Xerox® App Studio

The Xerox® App Studio is a Web-based tool for creating, deploying and managing customized ConnectKey apps. It's designed for those who do not have extensive technical knowledge. It uses simple menus, pre-set icons and automatic downloading in a graphical format to make it easy to use. The Xerox Extensible Interface Platform® is at the heart of the Xerox® App Studio. Without the open platform, there would be no tools such as App Studio to enable people to easily create MFP apps.

## Use the Xerox® App Studio to grow your business.

- Provide custom applications that help your customers work smarter by streamlining their workflow.
- Capitalize on your installed customer base by providing chargeable services for these apps.
- Build customer rapport as you strengthen your position as a consultant and trusted advisor. You can help your customers create their own simple workflows that benefit their business.
- Increase brand awareness by including your company's contact info on the MFP touchscreen, making it easy for your customers to order supplies and services.

With Xerox® App Studio, you can leverage existing ConnectKey apps or easily create new ones to meet your customers' specific needs.

With App Studio, you can automatically download apps to multiple MFPs at once, making it easy to deploy apps that will help your customers. The Xerox® App Studio also gives you options to manage applications, customer accounts, devices and licenses. Or, you can have your clients help you with the process.

The Xerox® App Studio gives you added value compared to the features already available on Xerox® MFPs. With the Info App, the difference is clear. The only way to create custom images, text, layout and themes to display on the touchscreen of your Xerox® MFP is through Xerox® App Studio.

The long-term intent of Xerox® App Studio is to offer an open platform that drives creativity. In the future, partners will be able to create apps to sell to others. It's another way that Xerox is focused on helping you grow your business and simplify work for your customers.



Xerox® App Studio – Capabilities.



Xerox® App Studio – value add.



Xerox® App Studio – Scan Apps

	Default Walk-up Screen	Bespoke Workflows	Extra Value Add
Healthcare			
Hospitality			
Legal			

## Xerox® Personalized Application Builder Program

Another way channel partners can grow their business and strengthen client relationships is with the Personalized Application Builder Program. The program lets channel partners create personalized solutions ranging from office and Managed Print Services (MPS) to production.

The Personalized Application Builder is a set of tools, training and marketing resources that enables partners to personalize solutions to meet their customers' unique requirements. Partners can then differentiate themselves by branding the solution under their own name.

Suitable for all IT and document management infrastructures, the Personalized Application Builder tools include Xerox® App Studio, as well as Software Developer Kits for the Xerox Extensible Interface Platform®, Xerox® FreeFlow® (workflow software) and MPS. Partners can build their own or work with the Xerox authorized developer network to create solutions on their behalf. To learn more, see [www.xerox.com/personalize](http://www.xerox.com/personalize).



Customer support contract information.



Information at your finger tips.



One touch workflow for contracts.

# A Technical Overview of Xerox Extensible Interface Platform<sup>®</sup>

The Xerox Extensible Interface Platform is based on a Web Services approach, using international Web standards such as HTML, XML, WSDL, AJAX and SOAP to develop solutions. The Xerox Extensible Interface Platform can be used in combination with many technologies to customize device functionality.

The Xerox Extensible Interface Platform provides an ever-expanding set of Application Programming Interfaces (APIs) and the core platform to extend and connect MFPs. Developers experience maximum flexibility in building anything from a simple single-screen application to a full document-related workflow.

ISVs and developers can use any development platform to create solutions. Whether you use Java, Windows C/C#, PHP or .NET, you can create a wide range of solutions with the Xerox Extensible Interface Platform<sup>®</sup>.

## Application Programming Interfaces

Solutions communicate with a device through Application Programming Interfaces (APIs). The Xerox Extensible Interface Platform includes many flexible APIs including: Copy, Print, Scan, Security (Authentication), Cost Control (Accounting, Job Limits), Device Management/ Configuration, Job Management and Presentation services. This range of APIs enables developers to create solutions that leverage device services.

## User Interface Customization

The Xerox Extensible Interface Platform includes Presentation services that are at the heart of customizing the MFP's user interface. There are two embedded Web browsers: ANT and WebKit. The ANT browser has been available since the launch of the Xerox Extensible Interface Platform and offers backwards compatibility for existing Xerox Extensible Interface Platform solutions. The WebKit browser is more recent and offers increased HTML 5 support as well as improved performance and improved coherence to industry Web browser standards.



## The Software Development Kit (SDK)

Developers, ISVs and partners use the SDK to construct solutions for businesses small to large. The SDK includes an ever-expanding portfolio of core APIs as well as presentation widgets, documentation and other tools needed to create Xerox Extensible Interface Platform®-enabled solutions. The kit provides style sheets and samples in a variety of programming languages, including Java for off-box solutions that run on a desktop or server.

The main sections of the SDK are:

- **Cost Control/Job Accounting:** The tracking and billing of jobs on a device are controlled via a number of APIs. The SDK discusses usage of Job-Based Accounting, Job Limits and Off-Box Validation.
- **Authentication:** The validation of users controls their access to the device. The SDK discusses the authentication process and usage of Convenience Authentication.
- **Presentation:** The user experience on the device UI is controlled through the touchscreens presented to a user. The SDK explains the usage of Registration, Session, the Xerox Extensible Interface Platform browser and widgets.
- **Device Management:** The usage of a device potentially requires a variety of setups in addition to information gathering. The SDK explains Access Configuration (what a user can access), Device Configuration (how the device is configured), SNMP (overall configuration settings), Network (network settings), Security (device security setup) and UI/Display (the physical attributes of the UI).
- **Job Services:** Features of the device are exposed using the Xerox Extensible Interface Platform. The SDK explains submission of copy, print and scan jobs. In addition, the SDK details how to perform Job Management.

## Summary

Xerox has always been focused on simplifying the way work gets done. With our Extensible Interface Platform, Xerox is not only making work easier and more productive for the end user, we're providing opportunities for you, our selling partners, to grow your business. We're helping you provide more value to your customers by making it easy to develop solutions that extend the capabilities of multifunction printers. You can help your customers work smarter and simpler and become a trusted advisor in the process.

Xerox realizes offering great technology is not enough. That's why we've created an ecosystem of software, hardware, partners and development tools.

We conduct pre-sale assessments and consultations. We give you a variety of tools to create solutions and applications for your customers, regardless of your level of technical expertise. You'll get virtual access to equipment so that you can see how your application will run on various devices. And we provide support and foster a collaborative community for when you need a little extra help. We offer partner programs designed to meet your needs. Xerox also develops custom solutions. So when your customer has a niche need that you can't solve, we're here to help you—to be your partner.

We're with you every step of the way. And we do this all on a global basis. No other company can say that.