

Xerox Automated Print Productivity Solutions

Set the wheels in motion
for a new level of productivity.



Automate your print production workflow – from step to step or end to end.

Connect with your customers, reduce costs, and enable new applications with Xerox Automated Print Productivity Solutions. If you're spending more time preparing and managing jobs than actually printing them, your digital presses may be sitting idle – and that can hurt your return on investment. Keep your production pipeline filled with revenue-building jobs. Liberate your highly trained people from routine tasks so they're available for more critical ones. Streamline your processes, from order entry through shipping and billing, so you can take on more work and satisfy more customers. In short, automate your workflow for greater productivity and profitability. Xerox can help.

Take the work out of your workflow.

Make it easy for your customers to securely do business with you – anytime. Create workflows once – from the simple to the complex – then efficiently use them over and over, automatically preparing and routing jobs to maximise the use of your existing resources. Quickly and easily utilise variable data to expand your application offerings. And so much more. Our automated solutions give you an integrated, modular, and scalable approach to workflow automation, enabling lower operating costs and increased revenues.

Accept jobs 24/7 and grow your business.

Leverage the Web and you'll be able to capture volume while building customer loyalty. Accept new jobs, and reorders for existing ones, through a secure Web portal and reduce production errors with automatic job ticketing. Customers stay informed without tying up your staff, thanks to email and online job status capabilities. Estimating is virtually eliminated, since customers can get pricing information online as they place their orders. All the while, you can better manage your production with flexible pricing, job flow, users, and much more – far exceeding merely a Web-to-print storefront. Better for your customers, and better for you.

Our focus on providing solutions

Xerox has years of experience not only providing robust printing technology, but also robust digital workflow solutions. We realise that printing a job is only half of what is required to satisfy our customers and yours. How does your prepress operator move from a handful of jobs per day to hundreds per day? How do you establish your print e-business, communicate with your customers, and get jobs into your facility? And how do you tie your customer information in with the printed job to streamline finishing and shipping? Workflow automation addresses these and other needs, bringing you unlimited e-business, cost reductions, and productivity enhancements. We don't provide products alone – with workflow automation, we deliver solutions to you and your customers.



Eliminate prepress bottlenecks and reduce costs.

Imagine if you had software that automatically processed your diverse customer jobs. A file could be received, inspected, preflighted, checked for errors, imposed, cropped, and more – without anyone having to touch the file. So a job that manually took more than 60 minutes to process could be ready in 10 – which means you could get more jobs into and through your workflow while keeping your digital presses running. Thanks to conditional logic, this automated approach can be applied to simple or complex jobs. Build decision-making into your workflows – for critical steps such as imposition, colour management, and more – and your workflow will do the work for you. Smart.

Expand your capacity with your existing technology.

The key is sophisticated load balancing and job scheduling enabled through workflow automation. You'll be able to increase throughput by processing and routing jobs across multiple printers – digital and offset. You'll improve productivity by splitting jobs based on colour vs. monochrome pages, copy count, and page count. And you'll do it all automatically, which will reduce your production costs and improve your turnaround time. Put it together and you have a single point of control that gives you multiple benefits.

Attract more customers with new services, new applications.

Help your customers increase revenues and boost their response rates with personalised communications enabled through variable data printing. Add a level of security to their high-value documents – such as event tickets, ID badges, and transcripts – with special effects that you can affordably produce. You can even integrate the worlds of print and electronic media and make it easier for your customers to create and produce personalised communications through multiple media. Using one solution, you can create, deploy, and track highly effective variable data and cross-media campaigns, leveraging customer information to achieve dramatic returns on marketing investments.

Print more jobs, every day.

With an automated workflow, you can effectively prioritise and direct jobs throughout your print operation. Instead of different workflows for your digital monochrome, digital colour, and offset presses, you can streamline using one workflow – and remove redundant labour and technology as a result. You'll benefit from automation on our digital presses as well, where innovations remove much of the guesswork and time from the process of achieving great results. Tasks that used to take the attention of a dedicated press operator can happen with the push of a button. The result is more uptime and more consistency than ever. And that will make you more profitable.

Succeed in The New Business of Printing®

The printing business is changing faster than ever, with explosive demands for colour documents, shorter runs, and quicker turnarounds. Your customers need their jobs completed in hours, not days. In fact, InfoTrends/CAP Ventures projects that by 2009 more than half of the jobs you receive will require delivery within 24 hours.

Customers are also looking for instant information – including quotes, pricing, notifications, and more. And they want more sophisticated and more robust solutions, including cross-media, personalised communications.

Colour and monochrome digital printing devices deliver the speed, quality, and productivity you need to print jobs quickly, enable variable data, and deliver customer-pleasing quality. But when your prepress processes have bottlenecks, those printing devices may sit idle – crippling your return on investment.

You need a way to efficiently deal with the unique work processes of diverse print technologies – including offset, digital colour, and digital monochrome. A way to reduce costs, maximise labour savings, and still keep your customers happy.

For 91 % of the respondents in a recent NAPL survey, the plan is to make capital investments that will improve productivity and create a more efficient workflow. Where will you invest for your success? We can help you determine the right solution for your business and your future.

Fewer touches. Greater productivity.

When jobs can go quickly and automatically from submission into prepress, then through printing, finishing, and shipping, your productivity and profitability can soar. Automate to save time and enhance your return on investment for every job, from point of entry to final delivery. Whether you use one product from the Xerox FreeFlow Digital Workflow Collection or integrate several to meet your specific workflow needs, these solutions can help you connect with your customers, reduce costs, and enable new applications.

Automation solutions that meet your workflow needs.

	Order Entry	Preparation	Submission	Processing	Customer Value
FreeFlow Web Services, powered by Press-sense™	[Bar spanning Order Entry, Preparation, Submission, and Processing]				A convenient order process, automatic estimating and billing, and ready access for reprints. Speeds workflow by communicating complex job instructions and automatically sending jobs for prepress processing while managing back-end production with flexible pricing, job flow, users, and much more.
FreeFlow Process Manager™		[Bar spanning Preparation and Submission]			Minimise time-consuming prepress tasks while eliminating bottlenecks, freeing up skilled labour for “critical” jobs. Maintains quality/consistency across digital and offset environments.
FreeFlow Express to Print		[Bar spanning Preparation and Submission]			Simple document job preparation. Quickly and easily prepare jobs for print. Automate repetitive imposition and finishing setup. Priced and featured for light production/entry level.
FreeFlow Makeready®		[Bar spanning Preparation and Submission]			Extensive page-level document editing. Improve time-consuming, labour-intensive, and error-prone prepress processes. Streamline hard copy and electronic file integration. Enable complex tab programming and variable data printing.
FreeFlow Output Manager™			[Bar spanning Submission and Processing]		Multiple (offset or digital) production printers function as a single integrated system with growth flexibility, enabling more efficient production schedules and better use of print resources.
FreeFlow Print Manager			[Bar spanning Submission and Processing]		Remote access and job submission. Monitor multiple printers from a single interface. Unify offset and digital workflows.
FreeFlow Print Server			[Bar spanning Submission and Processing]		A robust, fully featured print server. Drives Xerox production printers. Offers high-end features (sophisticated colour management, simple to complex variable data jobs). Order/customer data stays with job through finishing, allowing for a fully streamlined workflow.
FreeFlow VI Suite		[Bar spanning Preparation and Submission]			Optimal speed for personalised document production. Prints variable jobs in minutes rather than hours or days. Increases response rates with high-value, high-impact customised content. Extends reach with electronic personalised documents for additional forms of customer contact.
XMPie®	[Bar spanning Order Entry, Preparation, Submission, and Processing]				Design/produce high-value, high-impact VI jobs and campaigns. Easily develop/implement personalised communications and cross-media publishing. Integrate profitable Web-to-print and VI programs and track results automatically by utilising a marketing dashboard.

For more information on Xerox Workflow Automation, call 0800 787 787 or visit us on the Web at: www.xerox.com/freeflow.



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