



Paris Desktop

Document Creation and Delivery

Paris
D E S K T O P

xerox



Alliance
Partner

Data driven documents in the office.

Xerox's commitment to meeting and exceeding customers' document-related challenges in the office has never been more evident. Working closely with our Xerox Alliance Partners, we custom build solutions that leverage the power and flexibility of Xerox office technology. Through partnerships, technology, and business process innovation, Xerox makes your work... flow.

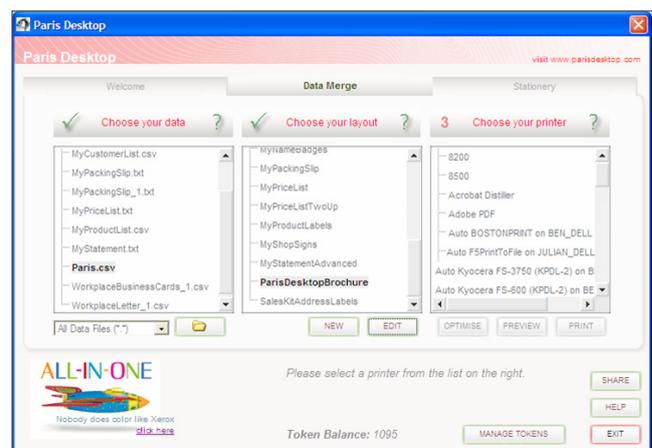
This solution overview will provide you a brief description of how Xerox and our partner offerings continue to deliver solutions that overcome your print management challenges, today and tomorrow.

Discovering xl print Paris Desktop

Paris Desktop is a new product from xl print. Paris Desktop is a document creation system that has been specifically designed with the experienced office user in mind. Many of the features in Paris Desktop are normally only found in more expensive solutions. Features such as Barcodes, Charts, Auto shapes and page to page form changes are all a standard part of the product.

The start point is the Paris Desktop Launchpad. This is where the user can create a new document type, print a job by merging variable data from a database file, or simply print copies of Forms. The Launchpad has three user Tabs.

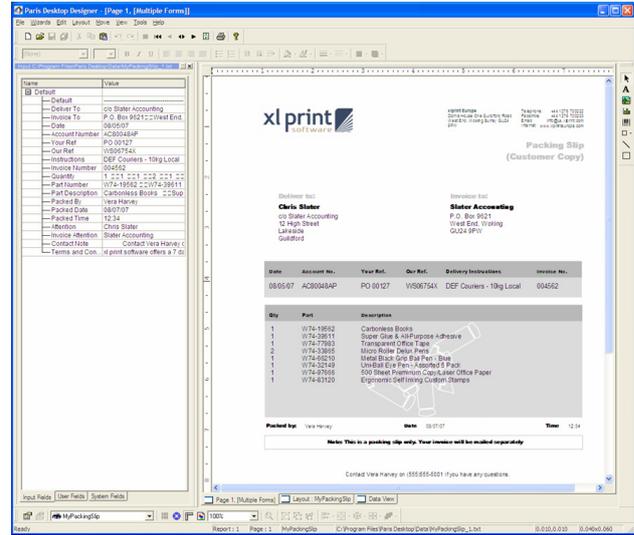
- The first is a welcome tab where the first time user can view introductory demonstrations.
- The second is the data merge tab, where the user can select the input data file and the printer that is to be used. Before printing, the document that is created may be previewed. When printing, page ranges may be selected – very useful for the odd page that gets lost or wrecked for any reason.
- The third tab is called Stationery and used to print copies of Forms. Forms can use any paper size that is supported by the target printer.



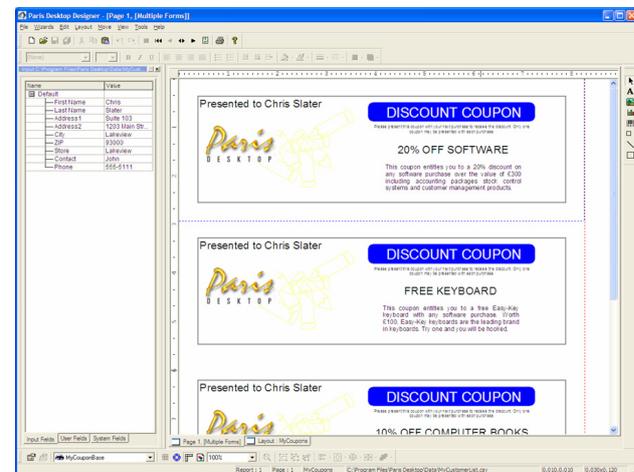
Features and Benefits

Both the data merge tab and the stationery tab have a link to the Designer. This is the software module that is used to create the printing rules, or layouts.

- It is where the variable data is merged with any number of forms, so that a complete document is created.
- It can be thought of as an advanced mail-merge since it enables page to page changes based on values in the data file, can take advantage of barcodes (two and three dimensional), charts and many other advanced formatting features.



- It is also possible to dynamically select different paper trays based on values in the data.
- System fields, which contain all company details, are maintained by the system, so if a phone changes, a simple update to the system field will update all the Forms that use that field.



BENEFITS

Paris Desktop is a single point of control for the production of personalized documents. Whether these are marketing documents (sales oriented) or business documents (like invoices) the same processes are used. Design is simple and the user has 100% control over the style and content of the document.

Customer Scenarios

Scenario 1

As a Marketing Executive, it is Jeremy's responsibility to produce and distribute all personalized documentation for the Marketing Department. Jeremy is given database extracts to work from and it is his task to produce personalized brochures, invitations, offer coupons, name badges for exhibitions, business cards, etc.

Benefits:

Using Paris Desktop, Jeremy will be able to produce all these document types and more, while adding added value objects such as barcodes, charts as required, and print them in full colour or monochrome on any Xerox printer or multi-function device on the network.

Scenario 2

Lois is the manager of a busy conference centre which is part of a busy city centre hotel. Clients book meeting rooms for 5 to 50 people and they expect the highest quality service.

Benefits:

Using a simple Excel spreadsheet containing the names of the delegates and the Company they work for, Lois is able to produce all the logistical documentation needed to successfully run a conference, including name tags, place names, personalised note pads, lunch vouchers, welcome letter, health and safety documents and car park passes.

Scenario 3

Joanne works for a manufacturing company that makes custom valves. The invoices and statements are printed on an old impact printer user using pre-printed stationery. The presentation is poor, and it takes time to prepare the documents for dispatch.

Benefits:

Now with Paris Desktop installed, the documents are printed on the Xerox Document Centre in the main office – onto plain white copier paper. Changes to the design can be made easily, costs have been reduced and the new documents look professional. Joanne thought that this type of solution was only available for a high cost, but Paris Desktop is affordable for smaller businesses.

Supported Xerox Devices:

For more information about supported Xerox devices, please contact your xl print representative.

www.parisdesktop.com

For more information about our product please contact :

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