



# Tools. Choice. Results.

A fresh approach to business solutions — with faster, smarter ways to work.



# Tools

When there's a job to do, we reach for a tool. But while a single tool can be powerful, the right combination can mean the difference between surviving and thriving.

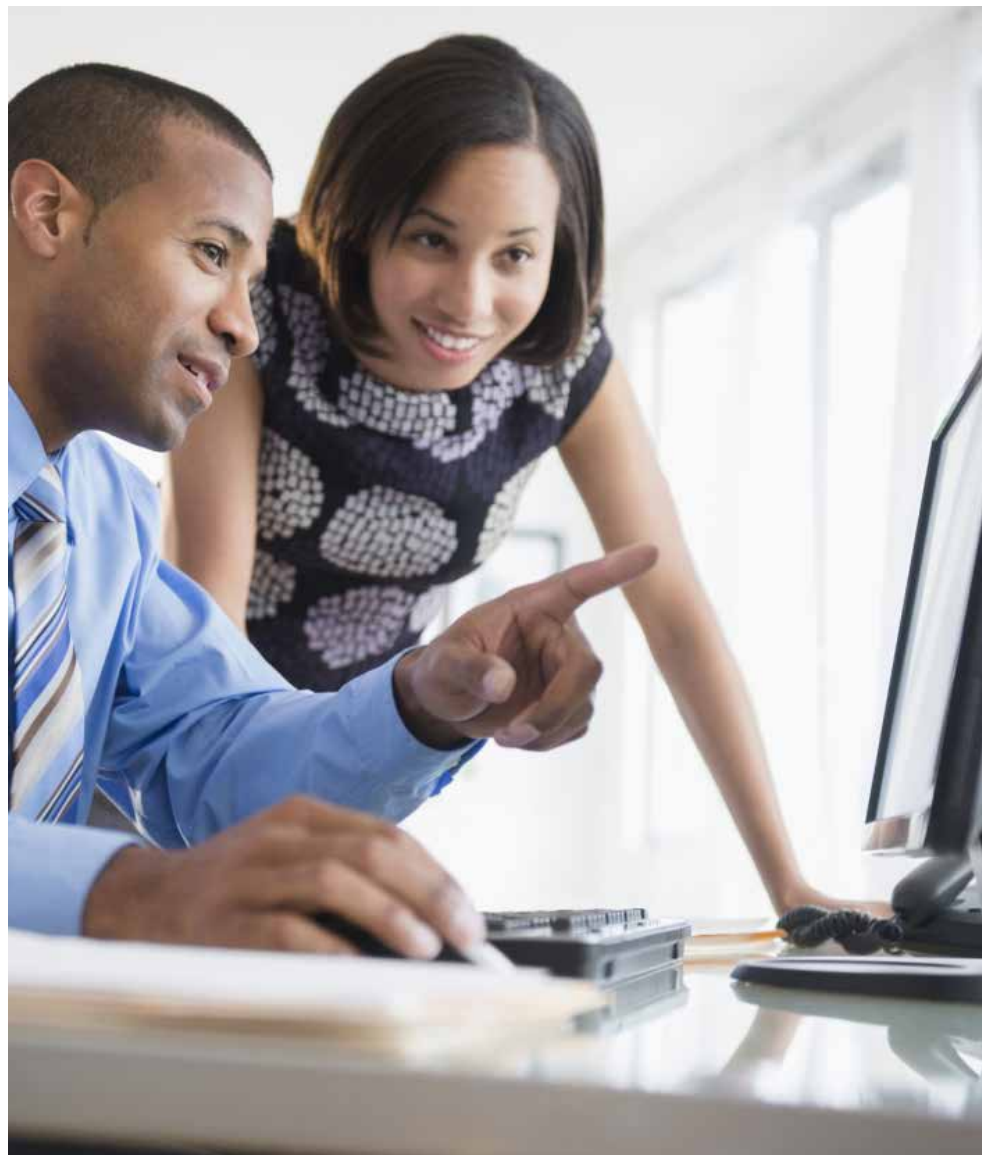
Technology innovation has always been the hallmark of Xerox, and it extends beyond our world-class printer portfolio to include production workflow solutions. Workflow delivers more productive and efficient print manufacturing processes, and can also deliver new services and capabilities for your business.

Xerox, XMPie, and over 140 partners combine to provide a unique, robust set of workflow offerings designed to solve your business challenges.



For every \$1 spent on print, \$3 are spent on non-print related activities that are required to produce a given document.

– InfoTrends



# Choice

Today's business challenges are more diverse than ever. You may be looking to automate processes to increase efficiency, or maybe you are thinking about how to add new products, services, and applications to your operation. Whether it's cross media publishing, Web storefronts, or color management, Xerox has a solution to help you reach your business goals.

And while there are many different solutions to choose from, you also have a choice regarding how those solutions are delivered to you: on-premises or in the Cloud.

## PRINTING HAS CHANGED.

Customers are demanding more personalized marketing materials and quicker turnaround times which means shorter runs and hundreds of jobs a day instead of just a few. If you want to maintain profitability and a competitive edge you have to be able to productively process many more jobs than you used to.

To do that, you can add more staff and buy some more tools – essentially trying to overpower the problem. But that won't remedy a problem that is essentially a bottleneck.

Or you can use a solution from Xerox to remove those bottlenecks and let your work *flow*.

## AUTOMATION CHANGES THE GAME.

Automation has always helped us be more productive. From job submission to prepress to image quality, it can transform your business – allowing you to process the hundreds of digital print jobs that you need to succeed in today's demanding marketplace.

## AND THE CLOUD CHANGES THE GAME – AGAIN!

For a long time, the workflow conversation has been limited to solutions that your business would have to install and maintain. For some, this represented a significant challenge given that software management might not be a core business competency. Now you have choices for how we can deliver the tools to help your business excel.

The Cloud lets you leave the heavy lifting to us. Our experts install, configure, and host your solution on our enterprise Cloud servers. You don't have to worry about having engineers or IT department resources available to your business. Workflow productivity improvements that may have been out of reach in the past are now just a click away.



The cloud is changing the way print works – for the better. The benefits of cloud-based workflow solutions may surprise you:

**80%** reduction in IT costs

**47%** decrease in operating costs

**75%** increase in service availability

# Results

## What results are you after?

We ask that question because the answer is never the same twice. There are elements of your answer and another print provider's that are the same, but the complete answer is as unique as your business and your plans for the future.

## GROW REVENUE

Growing more revenue is often a result of adding new services and capabilities. We know what you may be thinking: adding new capabilities is time consuming and expensive and requires a set of resources and skills you just don't have.

At Xerox, we understand your challenges and have enabled a set of capabilities that deliver maximum value so you can grow your customer base and revenue.



### Web to Print

Web to Print allows you to offer customers a seamless online ordering experience through a browser-based online service portal, giving them the convenience to place and track a print job anytime from anywhere. Customers can even add personalization, so you become a true partner in helping to make communications more relevant and impactful.



### Variable Data Publishing

Use personalization to create targeted, relevant touch points that drive positive responses and get desired results for your customers. Find innovative yet simple-to-implement ways to personalize your printed communications using Xerox® variable data publishing solutions.



### Cross Media Communications

Delivering engaging communications across multiple channels including print, Web, mobile and video creates a more engaging and interactive experience for customers and gets messages noticed. Xerox® multi-channel communications solutions make it possible to simultaneously develop multi-touch and multichannel communications while adding rich media to increase value and impact.



We've never really had anyone answer 'no' to both growing revenue and reducing costs.

The only challenge is how and when to implement the right solution.

Just as your answer is made up of distinct pieces that combine in a unique way, so is the workflow solution you get from Xerox. But it's even bigger than that. It's more than a workflow solution or a printing solution. Or a solution for brochures, signage, books and booklets, or direct mail. It's a business solution to the real challenges you face every day.

So let's start there.

## REDUCE OPERATIONAL COSTS

Every business wants to reduce their costs. Doing so improves just about everything else in your operation. But where do you find savings in an operation that is already probably extremely lean? In job submission? Processing? Printing? Finishing? How about all of them?

That is the power that Xerox® Workflow Solutions bring to your business – in a unique way, designed specifically to fit and improve your existing workflow.



### Prepress

Save time and money by automating labor-intensive prepress tasks. Basic imposition, tab programming, even simplified color management can be handled with a touchless workflow, reducing risks of error, freeing resources and speeding jobs through your shop so you can meet ever shortening turnaround times and bring in more business.



### Integrated Solutions

Increase the productivity of your print operation from end to end with integrated solutions from Xerox and our partners. These solutions give you the flexibility to run more types of jobs so you can offer an even broader array of solutions to your customers. Move your jobs flawlessly through your printers and add a professional finish, either inline or offline, for high-speed, high-quality, high-value output. Automated end-to-end solutions save time and resources and reduce the opportunity for error that can slow your shop down.



### Color Management

Consistent, accurate, and repeatable color you can depend on. These are just a few of the qualities your customers demand when it comes to color printing. We make it easy for you meet each of these challenges with our expertise and color management solutions. Inline, nearline and offline workflow options give you confidence you're producing the same color every time and across devices.



### Job Management

Automating processes across your entire fleet to get jobs in and out of your shop is essential to productivity. And it can improve the quality of your output as well. With faster turnaround times and less room for error, you'll be able to bring in more work and grow your business.



# Here's how

Tools + Choice = Results. We've already discussed how each one, taken alone, is only part of the equation. Combining them provides the answer – an answer that's different for everyone. Let's take a deeper look at the solutions we offer to help grow your business.



## WEB TO PRINT

You can accept jobs 24 hours a day from around the globe, without anyone minding the store. Jobs are digitized and ticketed, delivering a price and proofs to the customer before the job even touches the press because it's all automatic.

**XMPie® StoreFlow™** – Right out of the box, StoreFlow combines the proven technologies of XMPie® uStore® and XMPie® uProduce® technologies with Xerox® FreeFlow® Core automation to achieve a truly touchless workflow. Store visitors can upload their own documents (in PDF, Microsoft Word, or PowerPoint formats) and create jobs from a mix of uploaded documents, store-catalog items, and personalized documents. Jobs flow seamlessly and automatically get processed and sent into the production facility without an operator having to set them up in prepress, with FreeFlow Core enabled as part of StoreFlow.



## VARIABLE DATA PUBLISHING

Your customer needs a full suite of materials for an upcoming fundraising campaign and gala event – everything from signage and personalized direct mail to tickets with fraud-resistant specialty imaging effects. Powerful, automated Xerox® solutions that align to different levels of personalization enable them to create complex variable files at high speeds and in real-time.

**Xerox® FreeFlow® Variable Information Suite (VI)** – Personalized document production doesn't have to be complex, time-consuming or costly. The award winning Xerox® FreeFlow® Variable Information (VI) Suite delivers an incredibly fast personalized printing platform, reducing the time you spend on document design, file preparation, composition and output. The tools in the suite can be used alone or in combination to provide a complete Variable Data solution. Plus – you get the flexibility to choose the workflow that suits you best: Classic Xerox® VIPP® (Variable Information Production Printware) workflow or PDF and PDF/VT workflows.



## CROSS MEDIA COMMUNICATIONS

Print is only part of the solution. Customers today are mobile. They are consuming content on their mobile devices and used to being communicated to in digital content.

**Xerox® FreeFlow® Digital Publisher** – In addition to offering printed editions, you can simultaneously create and distribute dynamic digital editions that include rich media – video, audio, live hyperlinks – without having to revamp IT infrastructure. All 7 different mobile platforms are created for an optimal experience on smart phones, tablets and Web browsers, and you can monitor and measure effectiveness with built-in analytics for continually improving performance.

Everyone would like their print operations to run smoother, whether you are a small print shop, a large enterprise organization, or anywhere in between. Let's explore the workflow software that will help you get more done, more consistently.



#### COLOR MANAGEMENT

Today's jobs mix text, graphics and photos across a range of media – and production locations. The ability to produce consistent high quality output is always the goal.

**Xerox® IntegratedPLUS Automated Color Management** – Seamlessly deliver consistent color print jobs quickly, productively, and with more accuracy than ever before – even across multiple printers and multiple locations. Combining inline printer color management capabilities with remote Cloud-based color management software means automated color management just got a whole lot easier and a whole lot more accurate.



#### JOB MANAGEMENT

Getting the jobs is part of the battle. Processing them productively is different than it used to be. More jobs and shorter turnaround times require your job management workflow to be sound.

**Xerox® FreeFlow® Core** – Removes the time-consuming task of setting up jobs in prepress, making decisions based upon pre-defined parameters to enable maximum throughput of jobs directly to production without manual intervention. This results in a huge cost savings. Use the intuitive drag-and-drop interface to build workflows that automatically complete common prepress tasks. Once the workflow is built, files can be submitted automatically without having to spend time preparing every job for print.



#### END-TO-END AUTOMATED FINISHING

Jobs of all different sizes with different finishing requirements, can account for a big percentage of your worth. The ability to quickly and easily print and finish multiple short runs can make the difference in winning new business.

**Xerox® IntegratedPLUS Finishing Solution** – Produce more brochures, manuals, books, direct mail post cards and catalog jobs with reduced costs and faster turnarounds. With the Xerox® IntegratedPLUS Finishing Solution, the customer's job preparation and finishing setup is automatic.

#### PREPRESS

Printing the pages of a job is actually only one step of the process. Making sure that they are correct can take a tremendous amount of time and labor – adding to your turnaround time and to the cost of producing the job. Eliminating these time consuming tasks through automation allows you to produce more jobs in less time – thereby increasing profits.

**Xerox® FreeFlow® Core** – FreeFlow Core creates a truly touchless workflow that can automatically process thousands of incoming jobs every day. As a result, you can complete more jobs in less time, reduce costs, and assure consistent quality, print after print.





**Xerox® FreeFlow Makeready® Software** – FreeFlow Makeready software streamlines your complex, labor-intensive make-ready operations with robust, sophisticated resources in a WYSIWYG environment.

**Xerox® FreeFlow® Express to Print Software** – FreeFlow Express to Print uses a simple, visual interface and predefined templates to simplify and automate prepress job preparation.



## The most powerful solutions in the industry.

Our powerful and integrated strategy has been built into every component of our Workflow Solutions portfolio, ensuring that you get more than a tool. You get Tools + Choice. And you get Results.

CATEGORY	BENEFIT	SOLUTIONS
Job Management	Automate processes across your entire fleet to get jobs in and out of your shop more productively. With faster turnaround times and less room for error, you'll be able to bring in more work and grow your business.	 <b>Xerox® FreeFlow® Core</b>
Web to Print	Make your services more accessible and expand your reach by putting your business on the Web, allowing customers to submit jobs from anywhere at any time using a convenient online portal.	<b>XMPie® PersonalEffect® StoreFlow™</b>
Prepress	Save time and money by automating labor-intensive prepress tasks. Basic imposition, tab programming, even simplified color management can be handled by automation.	<b>Xerox® FreeFlow MakeReady®</b> <b>Xerox® FreeFlow® Express to Print</b>
Variable Data Publishing	Delight your customers by using personalization to create targeted, relevant touch points that drive positive responses and get results.	<b>Xerox® FreeFlow® VI Suite</b>
Cross Media Publishing	Add value for your customers with personalized, consistent messages delivered across multiple communication channels, including print, Web, mobile and video. This creates a more engaging, interactive experience and gets messages noticed. Xerox® cross media publishing solutions make it possible to develop these multi-touch, multichannel communications while adding rich media to increase value and impact.	 <b>Xerox® FreeFlow® Digital Publisher</b>
Integrated Solutions	Optimize operational productivity from end-to-end with software and hardware tools from Xerox and our valued partners that support fully integrated, automated solutions.	<b>Xerox® IntegratedPLUS Finishing Solution</b>  <b>Xerox® IntegratedPLUS Automated Color Management</b>
Color Management	Consistent, accurate, and repeatable color you can depend on. We make it easy by combining our expertise with a portfolio of color management solutions that offer something for every shop's needs.	 <b>Xerox® IntegratedPLUS Automated Color Management</b> <b>Xerox® MatchAssure Solution</b>

### ADDITIONAL SERVICES

Customization	Solutions customized or engineered to meet your specific needs.	<b>Tailor-made solutions for individual customers with unique requirements</b>
Professional Services	Consulting for solutions requiring configuration, integration, training, and expertise to align to your specific environment.	<b>Expertise across the full spectrum of workflow solutions</b>



Indicates that a Cloud configuration is also available.

Visit [www.xerox.com/workflow](http://www.xerox.com/workflow) for more information.