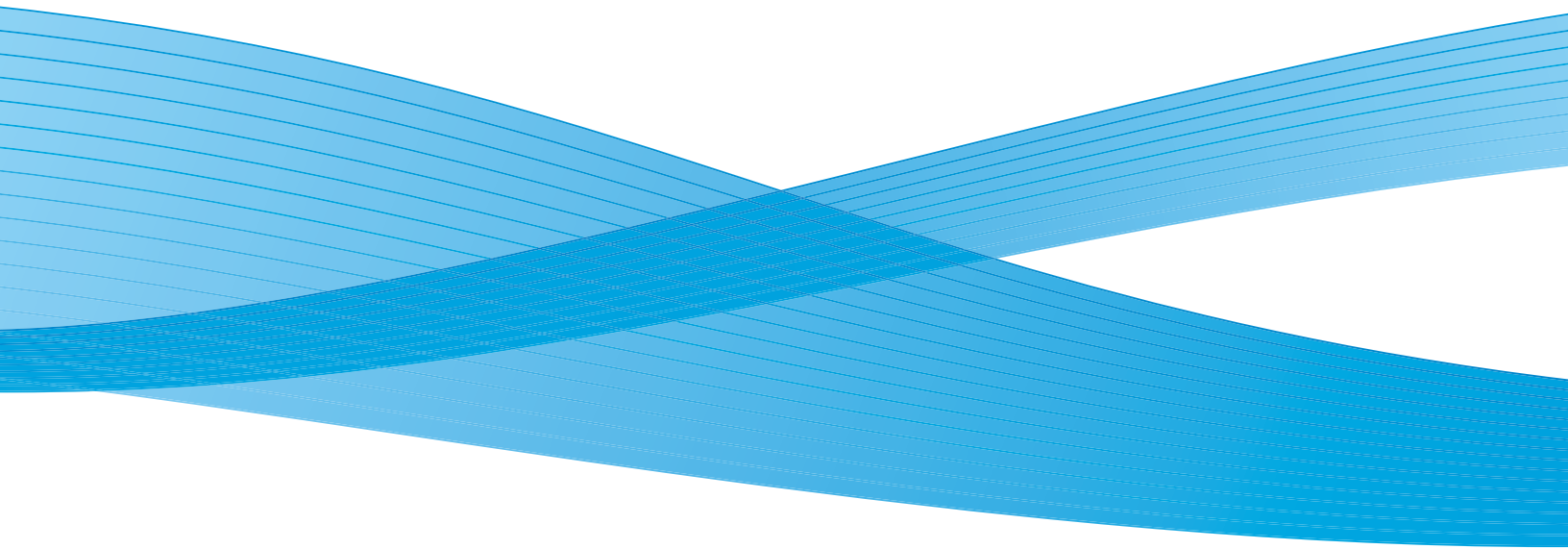**xerox** ®

With Xerox® FreeFlow Process Manager® this printer and their client can both stay focused on their core business

When your business is variable printing for the airline industry, you need proven technology you can trust.

Background

Executives from Gilmore Doculink first saw Xerox® FreeFlow Process Manager® in action at the Xerox Gil Hatch Center in Rochester, New York before it was released. They had come for just a Xerox® iGen3® print engine demonstration, but they discovered a new software solution as well.

Located in Ottawa, Ontario, Gilmore Doculink is an operating unit of privately held Canadian-based R. E. Gilmore Investments Corporation. Gilmore Doculink delivers innovative, end-to-end solutions that add value to transactional communications. Their technically advanced solutions include customizing and updating information, printing and fulfillment to meet the specific needs of users. They serve a variety of markets including insurance, financial services, retail, investment, information technology, energy, government, non-profit, telecom and other verticals—including transportation.

One of Gilmore's clients, a major airline service provider, offers a variety of solutions for controlling and optimizing airlines' core processes. Their products and services include passenger management systems, IT solutions for planning and controlling fleets as well as aeronautical data and navigation.

The Challenge

Gilmore's Airline Service Provider client was looking for a printer to produce and fulfill updated maps of landing fields at hundreds of airports throughout the Americas. These would be bound into cockpit books for the use of flight crews to reference the maps configured for each particular aircraft's landing location. Books needed to be produced in both A4 and A5 formats. On any given day, the requirement might be to replace hundreds or thousands of maps and validate that they were produced and assembled correctly.

Chris Beech, Manager, Composition Services at Gilmore says, "When you have 300 to 1,000 maps a week coming in that all have to be put into multiple documents, the opportunity for human error is tremendous. We needed a tool that would allow us to apply a barcode to each sheet and when combined with our internally developed tools, confirm that the documents are assembled correctly."

Case Study Snapshot

The Challenge

- Airline Service Provider needed to regularly update maps of landing fields at hundreds of airports throughout the Americas and bind them into cockpit books.

- Books include thousands of maps in both A4 and A5 formats.

- Printer would receive 300-1,000 files per week for printing.

The Solution

- Xerox® FreeFlow Process Manager® and Manifest Automation from Xerox® (MAX) for:

  – Application of a unique document ID with a barcode

  – Verification that the necessary page changes have been made

  – Completion of thousands of repetitive steps with zero human error

  – Automation of thousands of decisions instantly

  – Selection of correct printer based on job requirements

The Results

- Expanded printer capabilities and print volumes with existing staff

- Standardization of workflow across Xerox® and non-Xerox® equipment

- Millions of pages printed over three years with zero printing errors

The Solution

Xerox® FreeFlow Process Manager® proved to be the solution that would let Gilmore Doculink, their client, and the pilots they both serve all focus on their core business every day. The Xerox solution gave Gilmore the ability to:

- Apply a unique document ID with a barcode

- Verify that the necessary page changes have been made

- Complete thousands of repetitive steps with absolutely no human error

- Make thousands of decisions quickly and automatically

- Validate that all of the files meet all printing requirements and correct any found issues

- Send revised maps to the right printer depending on the job requirements, whether offset or digital

Connecting Order Management and Print Operations Automatically

An important component of the Xerox solution for Gilmore Doculink was MAX or Manifest Automation from Xerox. MAX builds on Xerox® FreeFlow Process Manager® capabilities, streamlining the order fulfillment process by connecting order management systems to prepress operations—automatically.

MAX lets printers set up workflows once. It can cue up a job, generate a bill of materials, name the document uniquely and push it out to the production floor, all through a workflow that runs in a hands-off scenario seven days a week. MAX drives an electronic order to Xerox® FreeFlow Process Manager® to pull the correct digital content at the time of print production. Files are automatically retrieved, processed via automated workflows and sent to printers. With MAX, orders may be processed individually or batched and production job tickets are generated automatically. This delivers a smooth, automated process from work order submission through print submission.

"MAX lets us reduce labor expenses through fewer 'touch points' between the order entry process and production, and helps maximize our productivity and profit," says Chris Beech.

> "Xerox® FreeFlow Process Manager® and MAX have allowed us to think differently. Each week, we try to see how to make it better. That's our culture."
>
> — Chris Beech, Manager, Composition Services

Supporting Gilmore's Core Business with Xerox Innovation

"For the Print-On-Demand side of our business, 70 % of our files are prepared by Xerox® FreeFlow Process Manager®," says André Dubé. "Frequently we'll use the convert node to convert files to PDF and then send them on to one of our printers. Xerox® FreeFlow Process Manager® has really improved how we approach work and made our business stronger. We're in production way faster than we were before, sometimes within minutes of receiving a job. This frees up our prepress people. Instead of waiting for paperwork, they do more complex work or more specialized jobs that need to be done by hand."

"When jobs are repetitive," Dubé goes on to say, "MAX allows us to automate them as soon as they are received. We can retrieve the job and get it to the floor automatically without any human intervention. Some jobs arrive in the night and they're ready to print automatically even before the Gilmore staff comes into the shop."

The Result

Xerox® FreeFlow Process Manager® and MAX have become an integral part of Gilmore Doculink's tool kit. As a strategic solution provider, they have always looked at each job and examined it for ways to streamline the process. Xerox® FreeFlow Process Manager® has helped them print billions of pages, add new capabilities and grow their business tremendously—without adding people.

"Now we do things better and faster. With Xerox® FreeFlow Process Manager®, we link Xerox® and non-Xerox® products together with standardized workflows. And some of the business success we have we couldn't do without our Xerox solution. We have run the airline service provider project for three years without a printing error."

— André Dubé, Senior Manager, Data and Composition Services

For more information visit www.xerox.com/printing.