

Grow As You Go With XMPie

Scalable Solutions for 1:1 Communications

Web-to-Print Marketing Portals

		Application Areas				
		VDP	WEB-TO-PRINT	CROSS MEDIA	VIDEO	CAMPAIGN COLLABORATION
Group	Creative Tools	uDirect® Classic uDirect® Studio			uDirect® Video	
	Cloud Services			PersonalEffect® eMedia Cloud		Circle®
	Turn-Key Systems	PersonalEffect® Print	PersonalEffect® StoreFlow™	PersonalEffect® TransMedia		
		PersonalEffect® Print Pro	PersonalEffect® StoreFlow Pro	PersonalEffect® TransMedia Pro		
	Platforms	Enterprise Print →	←	Enterprise Cross Media		

SOLUTIONS



one to one in one™

A xerox Company

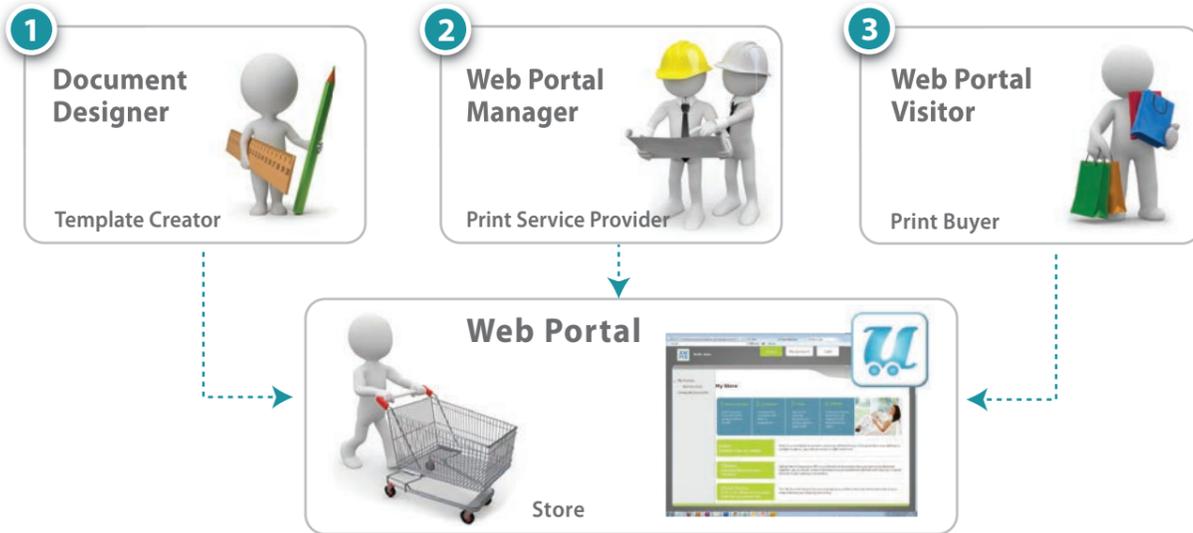
With shorter runs, shrinking margins and greater competition, print service providers are being challenged to find ways to implement more efficient workflows while still meeting their customers' expectations for quicker turnaround time.

Enabling Self-Service, Web Storefronts for On-Demand Ordering of Personalised Print

For your business to thrive in this fast-paced environment, you need a flexible, easy-to-use solution that will adapt to your needs, increase workflow efficiency, and help you stay ahead of your competition. XMPie® StoreFlow™ has all the tools and functionality necessary to help you create profitable Web-to-print storefronts and marketing portals that can help you reduce the costs to acquire, process and fulfill orders for customer-submitted documents or documents that are selected from a catalogue.

Customers can navigate these high-value sites with ease and enjoy a self-service ordering experience.

A major contributor to the growth of the Web-to-print market is the increasing number of Web-savvy clients who are more willing than ever to place print orders online. So, whether your focus is on B2B marketing-on-demand solutions or B2C offerings, Web-to-print is a smart solution for printers looking to expand business operations, improve efficiencies, and enhance relationships with their customers.



1 Document Designers easily create graphically-rich document templates using uCreate™ Print, a plug-in to Adobe® InDesign®. Areas in the document that will be customised or personalised by the Web portal visitor are tagged as variable elements inside InDesign. These can include images, graphs and charts. The document templates are then uploaded to the XMPie uProduce system that serves the portal, and where the portal manager can publish them into the portal catalogue.

2 Web Portal Managers create the portal's catalogue by selecting documents from the uProduce repository, and for each such document, can define pricing, interactive customisation options that will be available for the portal visitor, and many sophisticated back office controls for the production and approval processes. In addition, the portal manager defines the options available for visitor-submitted documents, including dimensions, bindings, preview properties, and pricing.

3 Web Portal Visitors can either navigate the portal catalogue or submit their own documents for production. When selecting a catalogue document, a rich set of customisation and personalisation features, with an intuitive user interface, is available. In addition, production characteristics such as media or binding can be selected. Pricing properly reflects the portal visitor's choices.

Web-to-Print with StoreFlow™

XMPie StoreFlow™ enables print providers, creative agencies, and corporate marketing departments to quickly set up Web portals, complete with integrated shopping cart, payment processing and shipping capabilities, for ordering virtually any type of document. StoreFlow portals can be easily branded to feel like an extension of a business website. StoreFlow enables creating portals that support document-selection and customisation from a catalogue as well as visitor-uploaded documents.

StoreFlow™ Meets Your Business Needs

- Complete Web-to-Print Solution out-of-the-box
- Highly customisable to support your customers' unique branding
- Workflow automation for efficient production
- Open, extensible and robust
- No per-usage payments - you own it!

XMPie Makes it Work!

StoreFlow™ provides an interactive experience in which store customers can upload and work with their own documents, as well as browse an existing catalogue and select, customise and order dynamic print and email documents. Built on top of the XMPie uProduce™ server platform, which serves as its document repository and personalisation engine, StoreFlow™ is a single, turnkey solution that allows your company to manage an unlimited number of uniquely branded Web storefronts.

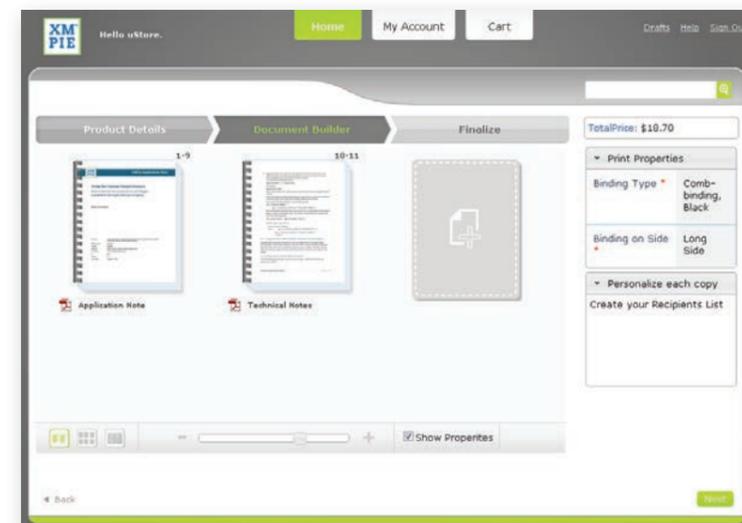


Document Selection from Catalogue by Portal Visitor

Visitors can easily navigate the product catalogue where they can customise the final document by entering information into convenient Web-based forms. StoreFlow™ enables customers to select production attributes, such as media, finishing, and post-production binding and fulfillment. Check-out payments can be processed through standard credit card transactions or via other pre-defined business billing methods.

Document Submission by Portal Visitor

StoreFlow™ supports the uploading of Microsoft™ Word, PowerPoint and PDF files by store visitors. Such uploaded documents can be combined with other documents that are available in the store catalogue. Customers can also select from a number of binding options with realistic previews of the chosen binding method.



Automate for improved operational efficiencies

A successful business relies on automation to efficiently handle the many short-run jobs coming through its Web portal to keep its digital presses rolling. With StoreFlow, customers can define multi-step workflows that allow for fully digital, touch-less operation in fulfilling orders to reduce costs and prevent human errors.