

Web Services:
Shorten the distance
between **YOU**
and **your customers.**



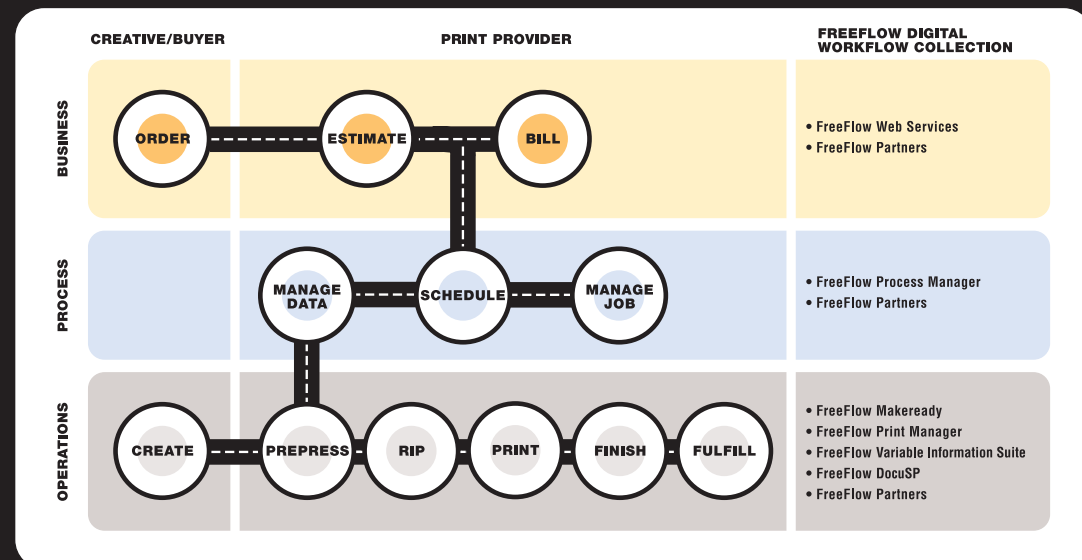
Xerox FreeFlow™

Performance Accelerated.

Print service providers in all markets, as well as in-plants, are under constant pressure to reinvent their processes, operations, and offerings. It's a competitive world out there and you've got to be faster, better, and more responsive to your customers if you're going to come out on top. But how are you going to:

- Streamline disconnected work processes
- Automate many labor-intensive, repetitive steps
- Update existing systems and applications
- Take advantage of new digital printing technologies
- Answer the call for faster, shorter runs of the highest quality documents.

Workflow can be thought of as the process of managing print production jobs from creation through invoice. Whether you're in an offset environment, digital, or some combination, workflow is everything you're doing right now to move jobs through your enterprise. Xerox FreeFlow solutions streamline your workflow and offer true interoperability among systems, applications, and printers so you can work the way you've always worked—only better.



FreeFlow is a platform that enables our customers to realize the vision of the "New Business of Printing." FreeFlow is built on industry leading *products*, complemented by business *partner* products, based on open industry *standards* and implemented with *services*.

PRODUCTS. PARTNERS. STANDARDS. SERVICES.

FreeFlow is based on four key elements:

PRODUCTS

A growing collection of Xerox software and hardware solutions that impact and improve nearly every aspect of workflow in the print production space.

PARTNERS

100+ industry leaders that collaborate with Xerox to provide solutions optimized for and fully integrated into the FreeFlow architecture.

STANDARDS

Open, industry-based standards, such as JDF, PDF, and XML that ensure interoperability and compatibility of FreeFlow products with existing workflows and equipment.

SERVICES

Workflow assessment, systems integration, application programming support, color management, and business development to support your workflow initiatives.

FREEFLOW PRODUCTS:

WEB SERVICES

MAKEREADY

PROCESS MANAGER

PRINT MANAGER

VARIABLE INFORMATION SUITE

DOCUSP®

Get closer to your customers

Communicating—it's what you do every day.

Taking orders, notifying customers of their job status, tracking jobs as they move through your operation, managing your billing—you do it all everyday to make your business run. What if you had a way to communicate more clearly and with less opportunity for misunderstanding? What if you could manage your business from any Web browser?



Xerox FreeFlow Web Services, part of the FreeFlow Digital Workflow Collection, provides a web store front for customers to submit new jobs and reorder existing ones over the Internet or across an intranet in a secure environment from virtually anywhere. They can even receive job status on their work, in real time.

So, how does this translate into value for you?

Customers order at their convenience—not just when your order desk is staffed. And their jobs are quickly and easily transitioned into production, reducing errors and streamlining the fulfillment process right from the first step. If jobs require more extensive prepress operations they are immediately available to other FreeFlow modules.

Greater productivity. Fewer errors. Increased customer value and convenience. FreeFlow Web Services brings you closer to your customers.

WITH WEB SERVICES YOU'RE ALWAYS OPEN FOR BUSINESS

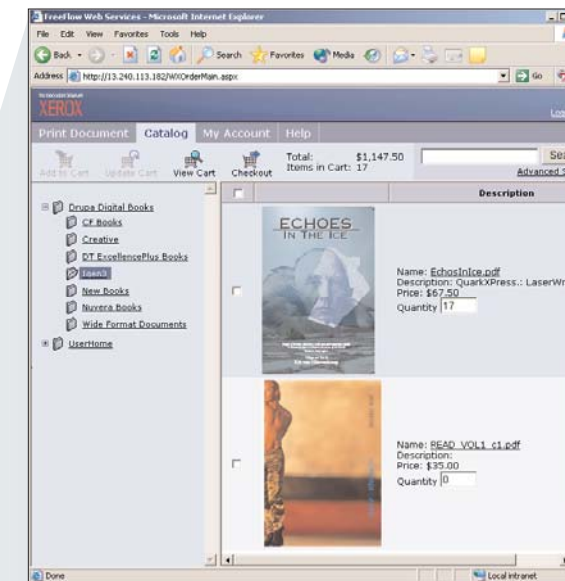
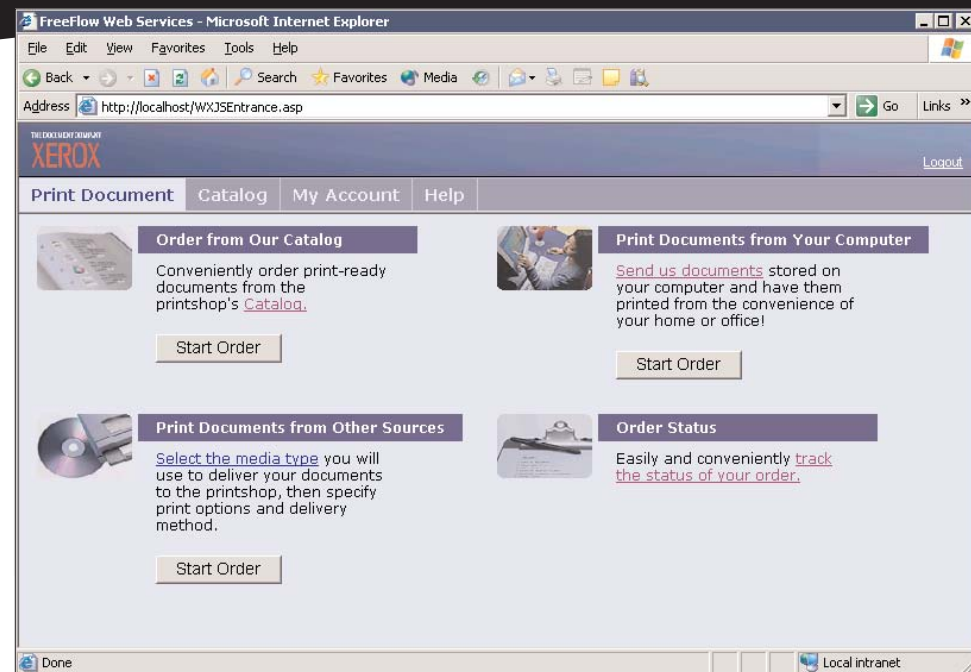
- Create new customized catalogs of customers' documents for easy reordering.
- Enable two way status and notification capabilities to streamline communications.
- Give customers new submission choices to meet the needs of their customers.
- Open a seamless gateway to the other FreeFlow services via Web Services.
- Manage more orders, support printing to all FreeFlow printers, and handle reporting for increased productivity.
- Ensure that you receive Adobe PDFs that you can print using Adobe Job Ready.



Give your customers access—24/7

SIMPLE JOB SUBMISSION

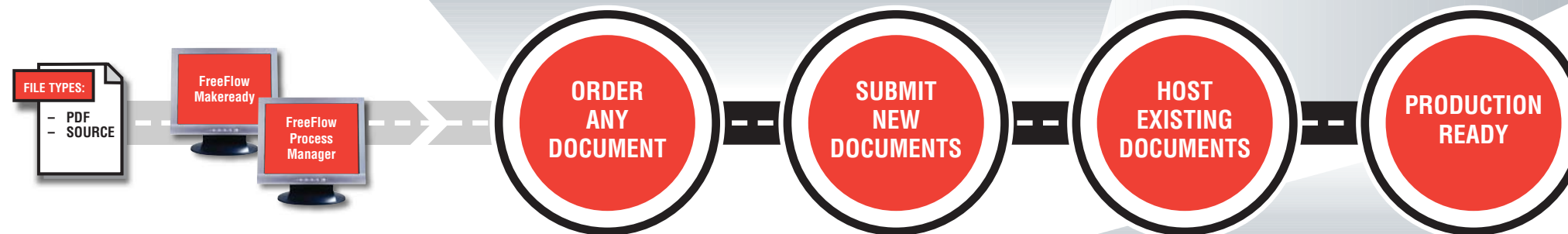
To place orders for new jobs, customers submit source files and a job ticket via a familiar Web-based interface. The job ticket provides all the instructions prepress and press operators require to successfully produce jobs. Your customers are presented with a customizable, intuitive job ticket that will validate all job instructions. Special job instructions can be communicated via an open field. Once the file is ready for print, a PDF is generated and can be approved by customers before final production.



EASY REORDERS

Ordering reprints is easier than ever with a single, intuitive interface that lets your customers order jobs using a “shopping cart” approach. Each document can have a cost assigned to it that the customer agrees to before proceeding to the checkout. Since stored documents in the digital document library have already been proofed and saved with a job ticket, rework and the risk of error are greatly reduced. If a change is necessary, customers simply have to alter the job ticket. The documents are converted to PDF for customer viewing and approval before printing.

Following job submission, automatic notifications alert operators that new jobs are in the queue. Once the job is received, customers receive an e-mail whenever the status of their job changes. This virtually eliminates calls to prepress or production staff.



PRODUCTION



Streamline processes from a single interface

WEB SERVICES CAPABILITIES

Order Any Document:

- Customized storefront
- Catalog system for optimized reorder/reprint workflow
- Job submission from any browser
- User account management
- Security via user account password
- Order expiration capability

Submit New Documents:

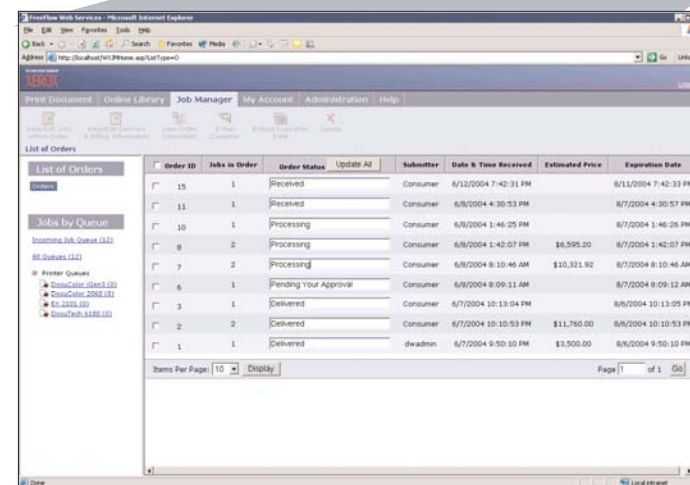
- Create and preflight PDFs
- PDF Job Ready option

Host Existing Documents:

- Job storage capability
- Job repository for reprint orders
- Site configurability

Production Ready:

- Dynamically receive order status
- Convenient ordering system communications
- Full printer job ticket support
- Convenient job status updates
- 508 compliant



Your Web storefront

Customize your web interface to look, feel, and function in ways that reflect your business. Create customer login profiles to determine the access level of each customer, enabling you to set up customer libraries where existing jobs can be viewed, modified, and reordered, and new work downloaded and submitted. You can use the same Web server to manage jobs, program job tickets, and submit jobs to the appropriate digital printer.



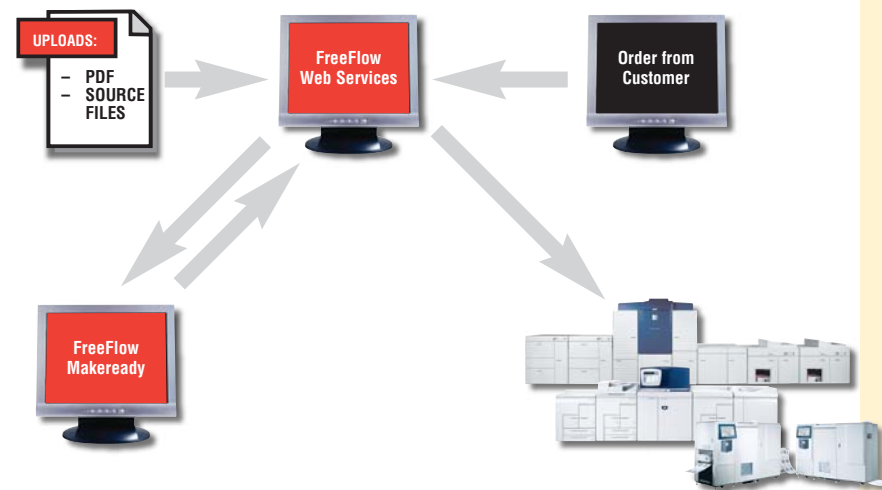
Closing the gap

CREATE CUSTOMER ACCESS

With FreeFlow Web Services you can give your customers direct access to your order desk via the Web for easy submission of new jobs or quick reorder of existing ones. Customers can easily communicate changes to jobs, reducing the chance for errors and keeping your efficiency and productivity high. Jobs that require more extensive prepress operations are immediately made available to other FreeFlow modules. Customers can also track job status from anywhere they can access the Web.

Convenience, productivity, fewer errors, access—give your customers what they want.

WEB SERVICES WORKFLOW



TECHNICAL SPECIFICATIONS

FREEFLOW WEB SERVICES INCLUDES:

- Web Services (100 user license)
- Printer Administration
- Document Library
- Quick Print
- Library Administration
- Batch Processing
- Backup & Restore
- Printer & Job Status

OPTIONS

- Web Services additional +250 Accounts License Pack
- Server PDF Conversion Services (100 user license)
- Server PDF Conversion Services (unlimited license)
- Client PDF Conversion Services

SUPPORTED SERVER CONFIGURATION:

- Dell Professional Workstation 650
 - Dual 2.8GHz Intel Xeon P4-class CPUs
 - 1.5GB of RAM memory
 - Dual 36GB ATA-100 15000 RPM hard disks
 - Dell P1130 21" monitor
 - AGP graphics slot with nVidia Quadro FX500 128MB graphics controller
 - Adaptec dual-port 39160 SCSI adapter card
 - TTR5 10/20GB tape drive
 - V90 56K PCI modem
 - 1.44MB floppy disk drive
 - 48x/24x/48x CD-RW drive
 - 10Base-T/T-100/1.0GB Base-TX network controller
 - 5 PCI slots (3 x PCIx 64b/100MHz, 2 x 32b/33MHz)

OPERATING SYSTEM

- Microsoft Windows Server 2003 Standard Edition

SUPPORTED BROWSERS:

- Microsoft Internet Explorer 6.0 or greater
- Netscape Navigator 6.2 or greater

Print engines to power your workflow

Print engines that can deliver the speed, image quality, reliability, and overall productivity that you need all day, every day are critical to your successful workflow. The fleet of Xerox production printers is designed to meet the challenges of your unique environment and to integrate seamlessly with FreeFlow solutions, opening doors to new opportunities and accelerating your performance like never before.

PRODUCTION COLOR

- iGen3™ Digital Production Press
- DocuColor® 8000 Digital Press
- DocuColor® 6060™ Digital Color Press
- DocuColor® 5252 Digital Color Press



PRODUCTION MONOCHROME & HIGHLIGHT COLOR

- Nuvera™ Digital Production System
- Nuvera™ Digital Copier/Printer
- DocuPrint® 92C Printer
- DocuTech® 61xx Production Publishers
- DocuPrint® Enterprise Printing System (EPS)
- DocuTech® 75/90 Publishers
- DocuPrint® 75/90 Production Printers



CONTINUOUS FEED

- DocuPrint® 425/850 Continuous Feed Printers
- DocuPrint® 500/1000 Continuous Feed Printers
- DocuPrint® 525/1050® Continuous Feed Printers



WIDE-FORMAT

MONOCHROME:

- 510 Copy System
- 6030/510 Wide Format Solutions
- 721 Copy/Print Systems

COLOR:

- 8142 Wide Format Printer
- 8160 Wide Format Printer



FreeFlow digital workflow Collection



The FreeFlow Digital Workflow Collection can be tailored to meet the unique challenges of your production print environment and streamline your workflow...



to accelerate your performance.

- **FreeFlow Web Services software** provides a Web storefront for your customers to submit new jobs and reorder existing ones in a secure environment from virtually anywhere. Jobs are quickly and easily transitioned into production or into other FreeFlow services, reducing errors and simplifying the fulfillment process.
- **FreeFlow Makeready software** streamlines your complex, labor-intensive make-ready operations with robust, sophisticated resources in a WYSIWYG environment. Makeready provides document assembly, document editing, production make-ready, and Adobe PDF review/approval.
- **FreeFlow Process Manager software** simplifies your application workflows by automating your prepress activities while providing you with the flexibility to modify workflows as needed. You maintain consistency and high quality across similar jobs, perform routine tasks, and reduce errors across the board.
- **FreeFlow Print Manager software** offers integrated print management and full job ticketing. It also provides a single point of access to all of your FreeFlow Print Manager-supported printers, as well as a highly productive demand reprint workflow, new revenue opportunities, and JDF-support.
- **FreeFlow Variable Information Suite software** gives you the power to turn variable data and images into variable documents—from colorful one-to-one marketing communications to fully formatted electronic customer statements. And because of the VIPP® variable data workflow, you can produce personalized communication and promotional transactional documents at rated speeds.
- **FreeFlow DocuSP® print controller** is an intuitive, easy-to-use digital front end that serves as a common interface to deliver productivity advantages to the entire monochrome and full-color Xerox digital printer product line.
- **FreeFlow Partner Products** are an important part of the FreeFlow Digital Workflow Collection. When you implement a FreeFlow solution, you're benefiting from all the experience and expertise of Xerox and the specialized knowledge of Xerox's 100+ finishing and software partners.

Your workflow opportunity

If you're in the print production business, you already have a workflow. The question is, "is your workflow working for you?"

If you're ready for the answer, contact your Xerox representative to arrange for a workflow assessment, the first step toward identifying how your workflow can be optimized to accelerate your performance.

FOR ADDITIONAL INFORMATION

Visit the Xerox website for additional information about Xerox FreeFlow Digital Workflow Collection at www.xerox.com/freeflow.