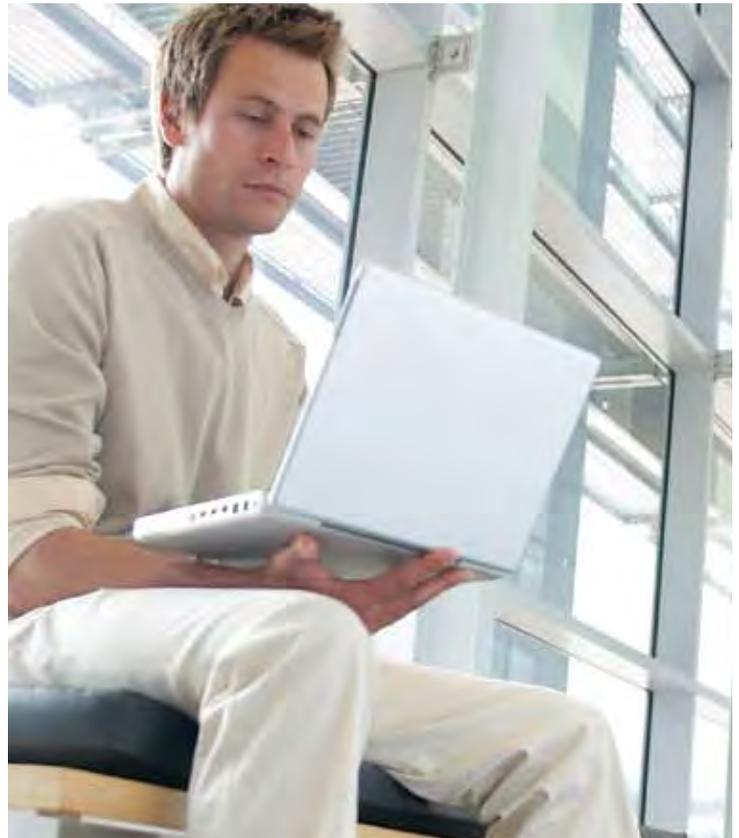


FreeFlow[®] Web Services Training

Online and open for business

Want to maximize your profit and strengthen your customer relationships? We thought so. Successful digital printers know that online, e-commerce print solutions can increase revenue and profitability as much as 50%! With Xerox FreeFlow Web Services, your customers can do business with you 24/7—ordering print, submitting files wherever and whenever they need them on their customized, branded web site. And you can process those orders and manage those files even when the lights are out. Let us show you how to get the most out of your Xerox FreeFlow Web Services software and learn how to enhance and grow your business.



Workflow Services

It's time to enroll in the FreeFlow® Academy

The FreeFlow Academy offers a variety of online webinars and one- or two-day training courses available on-site (yours or ours). Here's a brief overview of what you can learn.

Web site customization

This webinar-only class gives you all the tips and insights you need to build branded web sites for your print shop and for your corporate customers. Using FreeFlow Web Services, it's easy to create a consistent, branded look-and-feel for your web site. You'll learn how to offer customers simple file submission, ordering, job tracking, shopping cart checkout, credit card payment, and shipping options—everything they need to drive your online print business to new heights.

Pricing

The FreeFlow Web Services software supports a variety of pricing models. But which one is right for your online business? Choose the overview webinar or the much more comprehensive two-day course and we will show you how each model works, the key considerations for each, and how to set them up. There's even a custom pricing two-day course that enables you to build your own pricing structure using Excel spreadsheets.

Template creation

Here's a revenue-building capability. Your customers select from a variety of templates/jobs in their print on demand (POD) warehouse and then "build their own" sell sheets, catalogs, flyers, direct mail pieces, and more to meet their specific needs. From a basic webinar to a two-day advanced course, you'll learn how to optimize template creation for a variety of static, versioned, and variable data applications. You'll learn how to prepare artwork and file formats for a wide range of customer applications and deliver efficiencies in print production. You'll also learn how to define variable fields, enable database uploads, and manage text and graphics assets to capture high-value 1:1 marketing applications.

Process Manager integration

Expanding your business with web-to-print in a highly automated fashion can enable "lights out" production. Starting with an overview webinar or a two-day deep-dive course, you learn how to streamline your entire workflow. FreeFlow Web Services linked to FreeFlow Process Manager enables automated, touchless file preparation and printing.

Built-in workflow decision making and end-to-end automation of many critical prepress functions enables:

- Reduced human error
- Automated job ticketing
- Reduced prepress time from hours to seconds
- More print production with less labor

Learn how to integrate two powerful workflow tools. That's a huge productivity and profitability booster.

XMPie® integration

Effectively reach your customers via print, web, and e-mail by integrating your FreeFlow Web Services with XMPie PersonalEffect. This course will show you how to use your Web Services workflow and XMPie PersonalEffect capabilities to:

- Access, customize and order VI campaigns directly from Web Services
- Dynamically proof and generate all PersonalEffect supported VI output formats
- Implement an integrated, online solution with easy access to all relevant media campaign information

Help where you need it most

Digital printing is an opportunity that is here for you right now. Xerox wants to help printers like you to maximize profitability and provide a foundation for long-term success. Our Workflow Services are designed to give you the help you need. It's all part of our total commitment to providing The Right Business Model, The Right Workflow and The Right TechnologySM.

Visit our Digital Print Learning Center

Located minutes from the Dallas airport in Lewisville, Texas, Xerox Advanced Solutions Group maintains a state-of-the-art New Business of Printing digital workflow lab. Xerox FreeFlow experts teach classes and hands-on lab programs in a campus-like setting, conduct webinars online, or travel to your location.

For more information on these training classes and the full curriculum of the Xerox FreeFlow Academy, please contact The Advanced Services Group at 1-888-878-9622.

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