

# It's time to boost profits with an end-to-end print solution.



- Jan-Mar - Collect
- Apr-July - Distrib
- Aug-Nov - Deploy
- Dec - apply - Review

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Variability in a manufacturing process can cause big problems. It wastes valuable production time, limits profitability and leads to negative perceptions about the end product.

The automation of the Xerox® iGen4® Diamond Edition, in conjunction with complementary automation solutions from Xerox, removes much of the human variability that can challenge the printing process. It also removes roadblocks to profitability by getting more short run digital jobs completed faster.

If questions of digital viability and profitability were holding you back, the Xerox® iGen4® Diamond Edition with Xerox® FreeFlow® Print Server and its automated order-to-finish workflow just may be the answer you've been looking for.

# It's time for the Xerox® iGen4® Diamond Edition

Picture your business with a new source of significant profit. The picture is within reach with the Xerox® iGen4® Diamond Edition and Xerox automation. This powerful solution can fit with your existing workflow or it can stand alone to make the first step into digital just that much easier. It's a complete solution that offers seamless integration right out of the box so your ROI begins immediately, and without a disruption to your current business.

## Acquisition

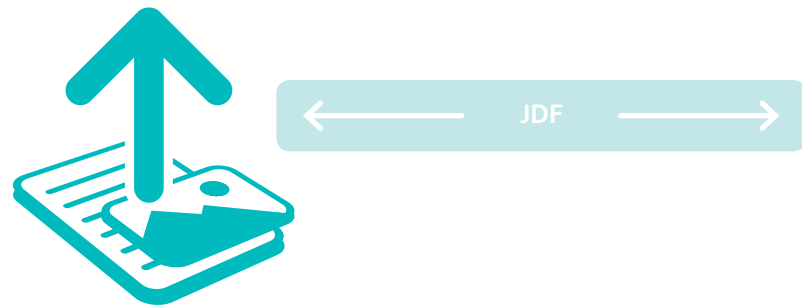
End-users easily upload and order their own static documents, or select and order variable documents from a storefront catalog. Customers can also intermix both variable and static pages within the same document, enabling a rich set of products from flyers and brochures, to booklets and more.

## XMPie® StoreFlow™

StoreFlow combines XMPie's proven uStore® and uProduce™ technologies with Xerox® FreeFlow® automation to achieve a truly touchless workflow. XMPie StoreFlow can also help you take digital to the next level with a powerful cross-media services add-on. Integrate email blasts, PURLs and rich analytics into existing print campaign offerings, making you a single-source communications provider for your customers.

## LivePerson Optional Service

LivePerson lets webstore visitors chat live with a dedicated customer service representative. This proactive approach not only saves time and prevents problems, it also converts more visitors into customers and increases the value of the average customer order.



Xerox® iGen4® Diamond Edition with Xerox automation is a solution—in more ways than one. It offers a real, profitable answer to many of the questions you may have around starting—and growing—a digital business.

## “Isn't having a separate sales force for digital unaffordable?”

XMPie StoreFlow puts a virtual salesperson in front of your customer 24/7—a salesperson that can not only accept jobs, but also cross-sell and educate customers on your digital services.

# and Xerox automation.

## Job Preparation

Built-in decision making automatically prepares files for print and schedules jobs. The automation removes much of the guesswork and time from the process of achieving great results. Tasks that used to take the attention of a dedicated press operator happen with the push of a button. The result is more uptime and more consistency than ever.

### Xerox® FreeFlow Process Manager®

Xerox® FreeFlow Process Manager® creates a truly touchless workflow that can automatically process thousands of incoming jobs every day. It automates labor-intensive prepress activities using over 20 pre configured prepress functions with Xerox-exclusive functionality that also automates decision-making.

## Print Management

Every print job created in StoreFlow is accompanied with an automatically generated JDF job ticket, which provides greater automation, speed, cost-efficiency and ease-of-use. StoreFlow's JDF scheme has been validated with MIS/ERP systems including Xerox® FreeFlow Process Manager® and EFI® Print MIS.

### Xerox® FreeFlow® Print Server

Xerox® FreeFlow® Print Server is an intuitive, easy-to-use print server that delivers unparalleled flexibility, advanced workflow operability and state-of-the-art color management for Xerox production printers.



**“Digital jobs are too varied—how do we manage all the different setups required?”**

Xerox® FreeFlow Process Manager® is a dynamic rules-based solution that turns varied input into consistent high quality output. Its powerful capabilities ensure you can get thousands of digital jobs through your shop every day, setting you up for a profitable future.

**“Will the press work in my current workflow without a large investment in additional software?”**

The FreeFlow Print Server's focus on industry standards delivers a platform for seamless integration into the widest range of print environments. Right out of the box, the iGen4 Diamond Edition solution productively integrates into your existing workflow.

## Production

Achieve new levels of productivity with a press designed for the demands and variability of a profitable digital print business. Automatically prepare files for print to maximize your investment and meet customer needs even more efficiently.

### **Xerox® iGen4® Diamond Edition with Xerox® FreeFlow®**

The Xerox® iGen4® Diamond Edition lets you accept a continuous stream of jobs and turn them into high quality finished applications through a combination of automated image quality, industry-leading press availability, extended sheet size and substrate capabilities.

## Automated Finishing

Combine the efficiency of inline finishing with the flexibility of offline finishing in a single solution. Eliminate finishing bottlenecks with inline/offline/dual-mode automation so you can flexibly produce more booklet jobs.

### **Xerox® IntegratedPLUS Finishing Solution for Booklets**

Produce more booklet jobs with less cost and faster turnarounds. With the Xerox® IntegratedPLUS Finishing Solution for Booklets, all booklet job preparation and finishing setup is automatic.



# Xerox® iGen4® Diamond Edition automation makes it work.

Chances are good that you've already invested in an end-to-end workflow solution for your business. For it to run smoothly, you need optimization for both your workflow and your press. After all, you can automate up front and accept 200 jobs off a Web-to-Print solution every day, but if your press isn't available and able to print those 200 diverse, short run jobs profitably, that up-front automation won't matter. Likewise, a press that's ready, yet waiting for jobs stuck in prepress is an equally disruptive problem. It takes both workflow and presses working together to be productive. True success comes when a world-class workflow meets a world-class digital press.

## More Jobs From More Places

Automation at the very beginning of the process can keep your digital pipeline full. With a digital storefront, customers can order and reorder jobs without you lifting a finger... indeed, without you even being open.

## Reduce Errors and Speed Up Prepress Time

There are many factors that can keep a press from being available for production—everything from startup routines to production errors to routine maintenance.

Built-in press automation can turn more hours into productive hours by speeding up prepress and reducing the trial and error that used to be part of achieving customer-pleasing output.

## Higher Quality Print

The process of achieving the color your customers expect used to be manually intensive. Print, calibrate, print, adjust and print again. But automation makes it predictable and efficient. You can attain the excellent color you need and maintain it from shift to shift and press to press.

## Less Operator Intervention

From color to finishing, your operators are required to do less so they are free to focus on other tasks that save you money and generate additional revenue.

## Larger Profits

More jobs, more uptime, reduced labor costs and less waste add up to higher profits. If you ever had a question about the profitability of digital color, automation maximizes your return on investment and gives you a powerful new avenue for business growth.

To learn more about the Xerox® iGen4® Diamond Edition, contact your Xerox representative or visit [www.xerox.com](http://www.xerox.com)

