

Thriving in the Era of Digital Transformation

How to drive high-value, highly personalized content—and streamline operations with workflow—in an omnichannel world.

Triggers for Change

As a print provider today, you face a new reality. The era of print as a solo channel is over and the customer journey is king. Creating immersive omnichannel experiences, where print media has a place in the mix of touch points, is key to success.

The delivery of print has also changed. Operational efficiency with automation is vital due to shorter runs and hundreds of different jobs a day instead of just a few. If your staff needs to touch the job, that adds unwanted cost and time.

At Xerox, we create the tools to help your business stay relevant and succeed in this changing landscape where physical meets digital. With our technology, you can unify your work processes, deliver print in a smarter way and branch out into other channels.

Streamline and automate your operations with our Workflow technology. Win new business opportunities and drive high value product through your presses with XMPie® technology for creating five-star personalized customer experiences.

Here's how:

START WITH TECHNOLOGY YOU ALREADY HAVE

No matter what print engines you use, even if you're a multi-vendor shop, you can build on your current digital print capabilities. Because Xerox® solutions easily integrate with existing software and printers, you can leverage increased personalization and automation simply by choosing the right software tools.

MAKE OMNICHANNEL YOUR REALITY

It's time to go beyond print-only jobs. Being able to offer personalized customer journeys that span multiple media channels (both print and digital) with a single integrated view of the customer is a great way to expand into new and lucrative services with the customers who already trust you.

UNIFY YOUR WORKFLOW, MAKING IT EASIER THAN EVER

With nearly 20 software tools from Xerox alone, it might seem like there's no single solution to workflow. And it's true that every business has unique needs. Yet when you look at the big picture—all the types of jobs you run today and hope to in the future—there is likely an opportunity to simplify and unify.

- Building on a common platform gives you the flexibility to run multiple job types with a single basic workflow.
- The robust nature of the XMPie toolset not only powers all your variable print applications, but lets you extend data-driven marketing to digital channels.
- Scalability means any investments you make in software and programming can be leveraged going forward.

GIVE YOUR CUSTOMERS WHAT THEY EXPECT

Are your customers asking for things they never mentioned before? Extreme personalization. Incredibly short runs. Faster and faster turnarounds. Web-based ordering. Cloud-based "warehousing." The ability to roll out communications across email, text, and even video. If so, you can say "yes" to all. Because XMPie and Xerox® Workflow software is integrated and extendable to help you transform your business, meet new demands and drive value for your customers.



What is XMPie?

The Power Behind Personalized Multichannel Communications

XMPie solutions are for print shops looking for new revenue opportunities. These solutions provide software that enables data-driven communications to unify print and digital media.

There are four key product lines in the XMPie family, each designed to deliver next-level value to you and your customers.

1. DATA-DRIVEN PRINT (VDP)

The business was born from a need for print shops to do more with variable data to create relevant and engaging personalized print that motivates recipients to respond. By handling an unlimited number of fields within each record, by enabling variable images, by giving document designers the freedom to create within the rich environment of Adobe® Creative Suite®, XMPie created value.



Today's designers work in the Adobe Creative Suite. And XMPie is 100% compatible. We make it easy to extend the power of Adobe for variable data, images and PDF workflows.

2. WEB-TO-PRINT (W2P)

A high-demand, high-return offering that makes it easy for customers to keep coming back. Our W2P solutions increase automation and profitability on every job.



Personalization does not have to be limited to print. With XMPie, deliver individualized communications in the media of choice.

3. CROSS-MEDIA

Why limit yourself to print-only when you're really in the business of communications. With XMPie cross-media solutions you can push omnichannel communications to the limits. The XMPie architecture uniquely employs a modular approach where data and business rules are shared across multiple channels. Whether a campaign consists of print alone or a combination of print and digital media—with XMPie, data is always synchronized across all the channels enabling a truly holistic brand experience.



4. CAMPAIGN AUTOMATION

Nurture leads and automate communications through triggers based on scheduling, profile data or recipient behavior.

Ready to run entire cross-media campaigns for your clients? With XMPie Circle, now you can orchestrate your campaigns from beginning to end—from conceptualization to campaign creation, through to execution and results monitoring.

Why XMPie?



“Print is still a very valuable channel for us yet we do a lot of other things now. We’re a print manufacturer but we deliver print in a very different way. We’re always looking for maximum engagement and conversion for our customers.”

–Joel Dickenson, Managing Director at Rethink CCM

Here’s why print shops, large and small, choose XMPie to grow.

COMPLETE ICCM

End-customers expect personalized experiences. Individualized Customer Communications Management (ICCM) is the key to matching this expectation. And XMPie leads the way, driving personalized communications across all channels.

END-TO-END ADOBE WORKFLOW

Our print design is native to Adobe InDesign and unlike proprietary platforms that require a document conversion process prior to tagging, XMPie personalized output remains pixel-perfect and true to what the designer intended.

SCALABLE PRODUCT LINE

Start anywhere, add capabilities and protect your investment all along the way. No matter where you are within the portfolio of XMPie products, you can easily add power and functionality as your business grows. Building on a common platform gives you the flexibility to run multiple job types with a single basic workflow.

OPEN ARCHITECTURE

The XMPie platform is flexible and built for growth. While other solutions can bring you to an impasse when more capabilities are needed, XMPie is easily ramped up or extended. In fact, our software is complemented by a rich set of APIs enabling integrations with third-party systems such as CRM, ERP, MIS or DAM.

What is Xerox® Workflow?

For every \$1 spent on print, \$3 are spent on non-print related activities required to produce a given document, according to InfoTrends. That's workflow. And it's the key to efficiency.

The Xerox® FreeFlow® Digital Workflow Collection provides a unique and robust set of offerings to help you increase productivity and efficiency.

Whether you're looking to expand your offerings, run leaner, or fully leverage the technology you already have, our latest workflow lineup can help.

- **Job Management**

Getting jobs in is part of the battle. Processing them productively is another part of the challenge. More jobs and shorter turnaround times require a sound approach—with greater control, accuracy and speed.

- **Transactional Variable Data Print**

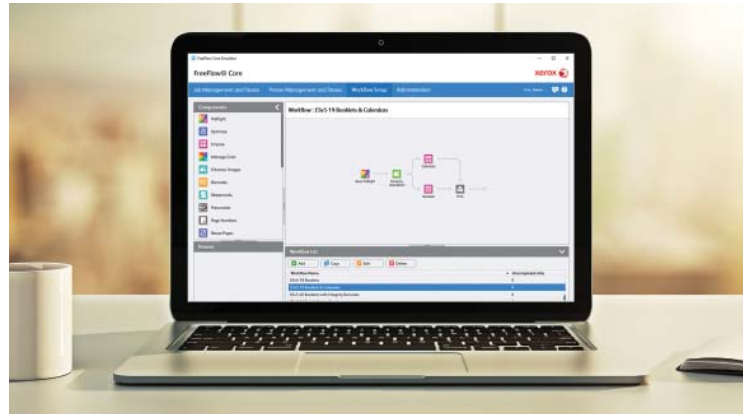
Your transactional print jobs come in all sizes and shapes—from signage and personalized direct mail to tickets with fraud resistant specialty imaging effects. Powerful, automated workflow solutions are ready for you to create complex variable files at high speeds and in real-time.

- **Print Plus Digital Publishing**

Print is only part of the equation. Customers today are more mobile than ever. In addition to offering printed editions, you can say yes to more communications your customers want: mobile communications optimized for reading on smart phones and tablets, with built-in analytics for continually improving performance.

- **Integrated Solutions**

Whether you are looking to produce consistent high-quality color output across multiple printers and locations, or quickly and automatically print and finish multiple short runs—our integrated solutions come with proven workflow automation for peak efficiency and assurance of consistent and worry-free production.



Xerox® FreeFlow® Core automates the process steps required to prepare a job for print. Core's flexibility and scalability, including on-premise and cloud configurations, means there is an automation solution for any size print shop.



Xerox® FreeFlow® Digital Publisher is a digital publishing software solution that allows you to provide both print and mobile/online communications simultaneously using a single unified workflow.



The FreeFlow® Variable Information Suite allows you to personalize your transactional communications quickly, cost-effectively and automatically.

Why Xerox® Workflow?

“It’s a huge shift. We’ve taken charge of our destiny as a printer. If we want to drive high-value pages to our presses, we do it as a channel of print, one that complements other channels and benefits. We are using FreeFlow for prepress automation and XMPie, which has surpassed our expectations. Combined, these technologies have made a massive difference to our business. We managed to get back into that relevant space, we’ve got a platform we believe in, it delivers for our customers. There’s no smoke and mirrors. XMPie is our confidence to go to the customer and say, ‘we can do this.’”

—Joel Dickenson, Managing Director at Rethink CCM

Here is why customers large or small use workflow automation to up their game:

PRINTING HAS CHANGED.

Your customers are demanding more personalized marketing materials and quicker turnaround times which means shorter runs and hundreds of jobs a day instead of just a few. If you want to maintain profitability and a competitive edge you have to be able to productively process many more jobs than you used to.

AUTOMATION CHANGES THE GAME.

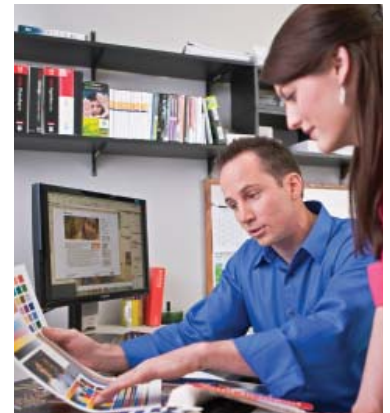
Automation is even more important today. The stakes are higher. It is no longer an end game, but a starting point. From job submission to prepress to image quality, it can transform your business—allowing you to process the hundreds of digital print jobs that you need to succeed in today’s demanding marketplace.

STAY AHEAD WITH NEW CAPABILITIES AND SERVICES.

Growing more revenue is often a result of adding new services and capabilities. We know what you may be thinking: adding new capabilities is time consuming and expensive and requires a set of resources and skills you just don’t have. We understand your challenges and have enabled a set of capabilities that deliver maximum value so you can grow your customer base and revenue.

STAY COMPETITIVE BY DRIVING DOWN COSTS.

Every business wants to reduce costs, and in doing so with automation, you can improve your production operation in many ways. But where do you find savings in an operation that is already probably extremely lean? In job submission? Processing? Printing? Finishing? How about all of them? That is the power that Workflow brings to your business—in a unique way, designed specifically to fit and improve your existing workflow.



The Tools You Need to Transform and Drive Value

Now more than ever, your print shop needs to be ready for the challenges of today's omnichannel communications. Whether you are looking to power up your personalization or streamline and automate operations for increased volume and productivity—Xerox has the software tools to help you thrive.

PRODUCT LINE	PRODUCT NAME	BENEFIT
Data-Driven Print and VDP	XMPie uDirect Classic XMPie uDirect Studio XMPie PersonalEffect Print XMPie PersonalEffect Print Pro XMPie Enterprise Print	Power your communications with variable data. Win with advanced flexible design-to-production workflows.
Transactional VDP	Xerox® FreeFlow® Variable Information Suite XMPie PersonalEffect Print VIPP	Grow your business with the power of personalization while maximizing productivity.
Cross-Media	XMPie PersonalEffect eMedia Cloud XMPie PersonalEffect TransMedia XMPie PersonalEffect TransMedia Pro XMPie Enterprise Cross Media	Extend your reach far beyond print. Integrate each channel, with no compromise on creativity, into an effective cross-media customer experience.
Cross-Media Publishing	Xerox® FreeFow® Digital Publisher	Evolve beyond print with new digital and mobile publications, adding new services and revenue to your business.
Web-to-Print	XMPie PersonalEffect StoreFlow XMPie PersonalEffect StoreFlow Pro	Launch an online web-to-print ordering solution for your print shop or enterprise.
Campaign Management	XMPie Circle XMPie PersonalEffect Analytics	Plan, automate, deliver and measure integrated multichannel campaigns.
Job Management	Xerox® FreeFlow® Core Xerox® FreeFlow Makeready® Xerox® FreeFlow® Express to Print	Automate the process steps required to prepare a job for print and get jobs in and out of your shop more productively.
Integrated Solutions	Xerox® IntegratedPLUS Finishing Solution Xerox® IntegratedPLUS Automated Color Management Xerox® MatchAssure Solution	Optimize operational productivity end-to-end and produce accurate, repeatable color you can depend on (for Automated Color Management only).

ABOUT THE NEW XEROX

Xerox Corporation is an \$11 billion technology leader that innovates the way the world communicates, connects and works. Our expertise is more important than ever as customers of all sizes look to improve productivity, maximize profitability and increase satisfaction. We do this for small and mid-size businesses, large enterprises, governments, graphic communications providers, and for our partners who serve them.

For a live demonstration of any solution, talk to your Xerox representative today. Or, for online demos, specifications and free trial downloads, check out www.xerox.com/workflow and www.xmpie.com.