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 optimised to accelerate your performance.

FOR ADDITIONAL INFORMATION

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 labour-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 based on four key elements:

PRODUCTS. PARTNERS. STANDARDS. SERVICES

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 optimised 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, colour management, and business development to support your workflow initiatives.

Stay ahead of the pack
every step of the way

Offset printing isn’t the answer for every job. In some cases it can add hidden costs — costs associated with warehousing, labour, and waste from outdated documents. Given these cost concerns, in addition to increasing customer requirements for short runs and quick turnaround times, many quick printers, commercial printers, and in-plant print shop operators have adopted a print on demand workflow. But now the question is, how can you optimise this new workflow to maximise profits, produce a growing range of applications, and meet finishing requirements? Now Xerox, the company that brought you the print on demand paradigm, can offer innovative solutions that can help you take your business to a whole new level and pave the way for new opportunity.

Xerox can help you take the lead.

FreeFlow print on demand solutions are designed to simplify and streamline your workflow so you can take in more jobs and get more jobs out—in less time, with less errors, and reduced costs. Together, FreeFlow software and hardware provide you with powerful solutions that let you automate many of your prepress activities, monitor your print streams, offer a Web-based store front, enable new business opportunities and expand business opportunities by adding personalised content and one-to-one marketing messages to documents.

BUSINESS BENEFITS

• Increase revenues by meeting demands for “just in time” short run jobs.
• Manage more jobs more effectively by streamlining administrative functions such as order processing, job tracking, and chargeback.
• Reduce errors and gain efficiency by automating prepress repetitive tasks.
• Increase customer satisfaction and convenience by leveraging the power of the Web for job order and proofing.
• Enable new applications and expand business opportunities by adding personalised content and one-to-one messaging to documents.

SEE THE WHOLE PICTURE

FreeFlow print on demand solutions help you avoid the hidden costs associated with traditional offset print workflows.

Visible: printing costs
Just a small fraction of the overall cost, just 6-10%, is comprehended as the cost of the average print job.

Hidden: All other costs of traditional offset production

• Longer production cycles
• Labour and other overhead costs associated with inventory and distribution of documents
• Lost opportunities to update content and messaging
• Waste associated with outdated materials
Print on demand puts you ahead

Print on demand answers the demand for short runs, frequent updates, and tight turnaround times. And these jobs run the gamut from promotional materials to newsletters to business cards to training manuals, and much, much more. If you’re ready to step up to the starting line, FreeFlow print on demand workflow solutions are ready to help you get up to speed.

- **WIDE-FORMAT HIGHLIGHT COLOUR ENGINEERING DOCUMENTS**
  To be valuable, wide-format engineering drawings must be current. Frequent updates and tight turnarounds are common for these documents making them ideal for the print on demand workflow. Highlight colour can be used to draw attention to design changes to help avoid errors.

- **FULL COLOUR BUSINESS CARDS**
  Full colour business cards require high quality printing but not necessarily in large quantities. Fast, flexible digital printing provides an economical alternative to offset.

- **FULL COLOUR NEWSLETTERS**
  Newsletters, like any other periodical must be delivered on time, every time. The content changes widely with every issue and the number of subscribers may also vary over time. Print on demand workflows can accommodate updates and quick turnaround of orders.

- **FULL COLOUR ENROLMENT KITS**
  Orientation handbooks and training materials often combine offset preprinted covers with digitally printed pages to meet print on demand requirements while allowing materials to be updated easily.

- **FULL COLOUR DOCUCARDS**
  As part of a membership kit, DocuCards can be printed on demand with the new member’s name, identification numbers, and other key data— as needed.

- **FULL COLOUR ENROLMENT KITS**
  Orientation handbooks and training materials often combine offset preprinted covers with digitally printed pages to meet print on demand requirements while allowing materials to be updated easily.

- **FULL COLOUR RETAIL ADS**
  Highlight colour can make documents more effective, especially documents that have a short life cycle like retail advertisements. Print on demand workflows can deliver these documents quickly in monochrome, full colour, or highlight colour.

- **TRAINING MATERIALS**
  Orientation handbooks and training materials often combine offset preprinted covers with digitally printed pages to meet print on demand requirements while allowing materials to be updated easily.

- **HIGHLIGHT COLOUR RETAIL ADS**
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- **WIDE-FORMAT HIGHLIGHT COLOUR ENGINEERING DOCUMENTS**
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FreeFlow Print on Demand Workflow

In the FreeFlow print on demand workflow, files are submitted via the Web, or scanned, or created with a variety of authoring tools. At the document preparation stage, documents may be merged, edited and converted to PDF. PDF’s may be sent to the document library for future use or proofed before going into production make-ready. The document can be further edited in make-ready, imposed, and colour managed. The files are then RIPped, printed, and finished.

- Add scanning flexibility and outstanding image quality to your workflow with the FreeFlow Scanner 665.
- Offer customers a “Web storefront” through which they can submit new jobs or reorder existing ones in a secure environment through FreeFlow Web Services. Jobs are easily incorporated into the print on demand workflow.
- Streamline make-ready operations with FreeFlow Makeready that provides document assembly, document editing, production make-ready, and Adobe PDF review and approval.
- Turn variable data and images into variable documents – from colourful one-to-one marketing communications to fully formatted electronic customer statements – with the FreeFlow Variable Information Suite. And because of the VIPP variable data workflow, you can produce most personalised communication and promotional transactional documents at rated speeds.
- Manage your print on demand workflow with FreeFlow Print Manager. Print Manager provides you with a single point of access to all of your FreeFlow Print Manager-supported printers, as well as a highly productive demand reprint workflow and JDF-support.
- Automate many of your routine prepress activities with FreeFlow Process Manager to maintain consistency and quality and reduce errors.
- Choose workflow components from a wide array of FreeFlow partners. Within the print on demand workflow, partners provide Web submission and an array of authoring tools, as well as finishing options. FreeFlow solutions are based on open, industry standards to support existing customer workflows and enable partner solutions.
- Rely on Xerox services to provide you with support for your workflow solution. Beginning with a workflow assessment, Xerox can also help you integrate and implement your print on demand workflow.

Print engines to power your workflow

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- Streamline make-ready operations with FreeFlow Makeready that provides document assembly, document editing, production make-ready, and Adobe PDF review and approval.
- Turn variable data and images into variable documents – from colourful one-to-one marketing communications to fully formatted electronic customer statements – with the FreeFlow Variable Information Suite. And because of the VIPP variable data workflow, you can produce most personalised communication and promotional transactional documents at rated speeds.
- Manage your print on demand workflow with FreeFlow Print Manager. Print Manager provides you with a single point of access to all of your FreeFlow Print Manager-supported printers, as well as a highly productive demand reprint workflow and JDF-support.
- Automate many of your routine prepress activities with FreeFlow Process Manager to maintain consistency and quality and reduce errors.
- Choose workflow components from a wide array of FreeFlow partners. Within the print on demand workflow, partners provide Web submission and an array of authoring tools, as well as finishing options. FreeFlow solutions are based on open, industry standards to support existing customer workflows and enable partner solutions.
- Rely on Xerox services to provide you with support for your workflow solution. Beginning with a workflow assessment, Xerox can also help you integrate and implement your print on demand 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 COLOUR
- iGen3™ Digital Production Press
- DocuColor® 8000 Digital Press
- DocuColor® 6600™ Digital Colour Press
- DocuColor® 5252 Digital Colour Press

PRODUCTION MONOCROME & HIGHLIGHT COLOUR
- Nuvera™ Digital Production System
- Nuvera™ Digital Copier/Printer
- DocuPrint® 90C Printer
- DocuTech® 128/155/180 HLC System
- 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
- 510 Copy System
- 6030/510 Wide Format Solutions
- 721 Copy/Print Systems
- 8142 Wide Format Printer
- 8160 Wide Format Printer