Pursue your potential from every angle.

Unified Offset and Digital: 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

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 fulfilment process.
• FreeFlow MakeReady software streamlines your complex, labour-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 colourful one-to-one marketing communications to fully formatted electronic customer statements. And because of the VIPP® variable data workflow, you can produce personalised 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-colour 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 specialised knowledge of Xerox's 100+ finishing and software partners.
FreeFlow is a platform that enables our customers to realise 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.

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 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.

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.

Performance Accelerated.

- FreeFlow Web Services
- FreeFlow Partners
- FreeFlow Process Manager
- FreeFlow Partners
- FreeFlow Makeready
- FreeFlow Print Manager
- FreeFlow Variable Information Suite
- FreeFlow DocuSP
- FreeFlow Partners

Reach for your full potential

Your offset workflow is perfectly suited for high volume runs of books, catalogues, brochures and other applications, but customer requirements for short run, quick turnaround print-on-demand are louder and more frequent. To take advantage of this opportunity, you can add digital devices to your operation but then what? Can you be confident that you’re maximising your resources and getting the greatest return on your investment? Can these very different workflows really be compatible and complementary so you can achieve greater efficiency and faster production, enable more jobs, increase profits, and reduce costs?

Let Xerox show you how.

FreeFlow unified offset and digital solutions let you seamlessly integrate Xerox digital printers into your existing offset workflow to expand your opportunities and revenue potential. In fact, within an offset prepress workflow, FreeFlow solutions let you direct and submit jobs to your digital presses via a Web to print system. And because FreeFlow unified and offset solutions support JDF (Job Definition Format), you can create a highly productive workflow to streamline your business. Additionally, FreeFlow partners lend unprecedented flexibility to your solution by offering choices of digital front ends and web submission capabilities while FreeFlow services can provide a workflow assessment to determine the best solution for your unique operation. Xerox can also help you implement and integrate your solution and provide you with professional, end-to-end support.

**BUSINESS BENEFITS**

- Improve job turnaround with more efficient workflows and increased production options.
- Reduce cost and waste by directing jobs to the most appropriate devices.
- Expand opportunities by enabling short run, digital production.
- Support mixed jobs with the integration of offset colour pages with monochrome or digital colour pages.
- Increase product offering with variable data documents.
- Add Web-driven job submission capabilities to provide new growth and revenue opportunities.

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Complementary workflows... many new applications

By adding digital printing to your offset operation, you’re opening up a whole new world of applications and print-on-demand opportunity. Unifying your digital and offset workflows with FreeFlow solutions lets you maximise all of your resources for the greatest return on investment.

- **FULL COLOUR TRAVEL BROCHURES**
  Targeted, full colour marketing communications must meet requirements for high quality but aren’t necessarily needed in large volumes – especially if they include special offers and promotions that can expire.

- **FULL COLOUR BUSINESS CARDS**
  Full colour business cards make a powerful impact and are an ideal application for digital printing given they’re low volume requirements and frequent need to update.

- **FULL COLOUR POSTCARDS**
  Short run, high quality, full colour postcards make high impact direct mail pieces. Digital printing multiple versions of these and other marketing communications represents a great opportunity.

- **FULL COLOUR FINE ART BOOKS**
  Fine art books require high quality printing but aren’t necessarily needed in large quantities. Digital colour printing can fill this need and offset printers can leverage their experience and expertise with full colour, high quality applications.

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

- **SCIENTIFIC AND MEDICAL JOURNALS**
  Scientific and medical journals represent a whole new opportunity now that digital printers can print on offset and coated stocks. Smaller run volumes and the periodic nature of their production cycle make them ideal for digital printing.

- **MONOCHROME USER MANUALS**
  Just in time manufacturing has put pressure on printers to produce manuals on tight schedules – making digital printing the perfect solution. Manuals are also subject to frequent updates as products change.

- **FULL COLOUR CATALOGUES**
  Full colour, high quality catalogues are key for selling specialty consumer products. Digitally printed catalogues can meet quick turn around times and be easily updated as new products are introduced.
FreeFlow Unified Offset & Digital workflow solutions

The FreeFlow Unified Offset & Digital Workflow

FreeFlow products complement your existing offset workflow and enable you to improve productivity, flexibility, and take advantage of digital printing with minimal change to your workflow. Files enter the FreeFlow unified offset and digital workflow via Web submission, hardcopy, or document authoring tools. Files are prepared using an offset prepress workflow, or if destined for digital printing, can be directed to a FreeFlow prepress workflow. Once all FreeFlow prepress activities are completed, the file can be sent to a wide variety of Xerox digital printers. Printed pages can then be finished inline or in your existing bindery.

- Choose workflow components from a wide array of JDF-enabled FreeFlow partners to integrate your digital and offset workflows. Within the unified and offset digital workflow, partners provide Web submission, authoring tools, and prepress capabilities as well as digital front ends and finishing solutions. FreeFlow solutions are based on open, industry standards to support existing customer workflows and enable partner solutions.
- Bridge your offset and digital workflows 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.
- 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 unified digital and offset workflow.
- Streamline make-ready operations with FreeFlow Makeready that provides document assembly, document editing, production make-ready, and Adobe PDF review and approval.
- Automate many of your routine prepress activities with FreeFlow Process Manager to maintain consistency and quality and reduce errors.
- 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 unified digital and offset workflow.

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 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® 92C 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

**COLOUR**
- 8142 Wide Format Printer
- 8160 Wide Format Printer