SmartPress Production Consultant Services
Helping Xerox Customers Become More Efficient & Profitable
The Xerox SmartPress Production Consultant
Part Project Manager, Part Analyst, Part Coach and Mentor

Unleash all the power and know-how of Xerox people.
In these times of economic challenges and rapidly changing business dynamics, you need help to find ways to sustain and grow your business. You have made a smart business decision partnering with Xerox. Now, how can you really optimize the return on this investment? Wouldn’t it be great to have a team of highly skilled people who will listen to your requirements and customize a solution to meet your needs?

Great News! Xerox Smart Press Production Consultants are the answer! This team works together with your Systems Analyst and Sales Representative to provide you with a multitude of on-site services and workshops. The Smart Press Production Consultant (SPPC) team is committed to help you become more productive, efficient and profitable with your investment in Xerox digital color equipment.
Hi, I’m Steve Averbach, Manager of iGen3 and iGen4 SPPC Professional Services. I have the pleasure of working with one of the most creative and talented teams in digital color printing. The SmartPress Production Consultants are dedicated professionals who are committed to provide you with world class color services and training. This diverse team has the skills and knowledge necessary to deliver timely, well-targeted and affordable solutions to improve your bottom line.

The SPPC team is comprised of printing industry professionals; their ranks include former print business owners, designers, art directors, programmers and systems analysts with many years of experience. The SPPCs will use their experience and production knowledge to improve your work processes and take your business to the next level.

This catalog of SPPC services will help you determine what you need to improve productivity, efficiency and print quality. You can engage us by contacting either your Xerox Sales Representative or Systems Analyst. For additional information, feel free to contact Steve Averbach at 732-431-0390 (steven.averbach@xerox.com) or Diane Boone at 1-800-445-5444 (diane.boone@xerox.com). We truly value you as a Xerox customer. Thanks in advance for your business and also your interest in our SPPC services.
SPPCs are a diverse team of true Graphic Arts professionals. We have the sought after skill sets that will help your business move forward. The variety of collective skills includes variable data, graphic design, pre-press, digital and offset printing, sales and programming. This is a team that has been guiding customers since the dawn of iGen3 and iGen4. We understand the power and intricacies of digital color printing. The bottom line: The SPPC team is dedicated to growing your business.
Customers Agree That SPPCs Are a Talented and Valuable Resource
This Team is Dedicated to Improving Customer Workflow and Print Quality

What our customers say:

“Both operators commented on the fullness and the difference in the training the SPPC provided. It was very hands-on, operational focused and yet allowed us to produce product. At this point, we are rapidly increasing production and learning every day. We feel the SPPC efforts have made a difference in the learning curve. In all, we were very pleased with the experience.”

Wayne Nemecek
Owner, AmeriPrint
Appleton, WI

“I am extremely impressed with our SPPC. She is very knowledgeable and has a very calming way of handling everything. She has worked with us to get some production out without any problems and has made my people, training on the machine, feel like they can do anything. I am thoroughly satisfied with her training and feel that she has empowered my people with the knowledge to make us capable of producing the kind of quality and volumes necessary to make us successful.”

David Tobman
President, Automation Taft Printing
Los Angeles, CA

“ADR has participated in Xerox provided training many times, most recently on-site training with an SPPC. By choice, ADR is literally a repeat customer—this was the SPPC’s third trip to ADR in the last 6 months. As a direct result of the training that the SPPC and Xerox has provided, our team has become intimately more knowledgeable in operation, maintenance, and workflow capabilities of our iGen4. In addition, we enjoy the benefits of the relationship that has been built during training and have continued to utilize that resource as we grow our business and capabilities. Thank you Xerox! We consider our partnership with you to be an integral part of our success!”

Traci Grote
Manager, Print On Demand Services, ADR, Inc.
Wichita, KS

“The Week One instructors conducted a clear, concise and professional class. I enjoyed their respective training methods and styles. And then our SPPC helped us to reinforce the learning from Week 1, being sensitive and flexible to accommodate our business needs, and yet holding us accountable to the learning continuum. The total training experience will be invaluable to the success of our new digital color business offerings.”

Allen Thrift
Senior Vice President, The Cleaning Authority
Columbia, MD

“I just wanted to take a few minutes to let you know how helpful and accommodating our SPPC was during his recent training session at Broadridge Financial Solutions. In the short time he was here, he developed a nice working relationship with the team and captured their full attention. He was also in consistent contact with me to ensure he was covering the topics that were important to our business and workflow. This was probably the most important and beneficial piece for me and the team, because it demonstrated that the SPPC, who was representing Xerox, truly wanted to make this implementation successful.”

Jeffrey Matos
Sr. Manager, Digital Document Solutions, Broadridge Financial Solutions
Edgewood, NY
We Offer a Wide Range of Workshops and Services

SPPCs Help Improve Your Productivity and Efficiency

Do you have digital printing problems and color issues? We can help. SmartPress Production Consultants will work with you to help you understand color, profile your press, prepare your files to print, streamline your workflow and refresh your operators with iGen3 and iGen4 training. We offer a wide gamut of classes and workshops that are truly relevant to today’s printing professionals. SPPCs deliver these services with an impressive knowledge base that spans graphic design to production to management in both commercial and in-plant print shops. Work SMARTER, not harder by taking advantage of our SPPC led offerings today!

Color printer profiling: Control your color, day in and day out

Who would benefit from this course? Are you ready to take the next step in managing your color by implementing a color managed printing workflow? Then, this service is for you! You can choose to have custom profiles built for you, or decide to take control of profile creation yourself. This offering will help you get better color matching between your Xerox digital color printers, your iGen3/iGen4 digital press and/or your offset press. There are 2 different offerings:

1. The SPPC will profile your presses.
2. Create your own profiles: The SPPC provides a robust 2-day training program using your hardware and software. The students will learn how to create color profiles for digital and/or offset presses.

Are there any site/equipment requirements? This offering requires X-Rite’s i1®iSis automated chart reader and MonacoPROFILER Software. The SPPC will use their own software and hardware if offering #1 is selected. However, this software and hardware package is available for purchase from Xerox, if you select offering #2.

How long does it take? Typically, 2 days.
iGen3 and iGen4 Operator Training: Create highly skilled and efficient operators

Who would benefit from this course? New iGen3 or iGen4 operators who need to be Xerox certified in the areas of software application, troubleshooting, problem solving, and advanced press maintenance.

Are there any site/equipment requirements? On-site training requires the availability of operators, and use of customer iGen3 or iGen4 press. Operators and press need to be completely dedicated to training activities.

How long does it take? The complete training is 3 weeks. Week 1 will be conducted at one of two National Customer Training Centers: Rochester, NY or El Segundo, CA. Weeks 2 and 3 will be conducted at your site.

New for 2009!

Xerox Workflow Assessment: Get ready to move forward and streamline your business

Who would benefit from this course? Print professionals who seek new ways to reduce costs, support diverse data streams, maximize the capacity of their operations and optimize workflow to increase efficiency.

Are there any site/equipment requirements? Access to key members of your staff in customer service, prepress, design, digital B&W/color printing, variable data printing and finishing.

How long does it take? One week.

* This service can also be delivered by a trained Xerox Systems Analyst.
iGen3 and iGen4 Operator Boot Camp: The perfect, disciplined training course for your operators

Who would benefit from this course? New iGen3 or iGen4 operators who need to expand their abilities to include certified advanced customer maintenance activities.

Are there any site/equipment requirements? The training is performed at your site, using your equipment, thereby minimizing your travel costs.

How long does it take? We train in one week modules. One Module: One 40-hour week. All three Modules: 120 hours, or three 40-hour weeks.

New for 2009!

iGen3 to iGen4 Expert Training: Reap the full benefits of your iGen4 through expert-level training

Who would benefit from this course? This training is designed specifically for existing iGen3 accounts who are upgrading to an iGen4. This enables operators to fully leverage the benefits of the iGen4’s automated functions and enhancements. The curriculum goes above and beyond the standard iGen4 basic operator training for trained iGen3 operators. For an entire week, the SPPC works closely with your staff to ensure a smooth integration of the iGen4 into your workflow.

Are there any site/equipment requirements? We require the iGen4 press and the operator’s undivided attention.

How long does it take? This is a five day course based on an 8 hour day. Training for more than two operators is available upon request and may require additional time and expense.
Let’s Get Digital: A seminar designed to make your workflow more efficient

Who would benefit from this course? This course was designed to introduce color management concepts to customers who have not yet implemented a color managed workflow. The seminar starts with the basics of color management and can include a review of color theory and correct design tips. The course is ideal for customers who currently produce black and white or highlight color prints and are considering making the leap to full digital color printing. You will also learn the “language” to help you communicate more effectively with clients who have more advanced printing needs. This training will help the in-house designer, pre-press staff, operator and production manager better understand their customers’ challenges and enable them to get desired results from their digital color printer or press.

Are there any site/equipment requirements? For this event, there’s not much more needed than a suitable room that can accommodate your group comfortably (no computers or software are required). Also, it would be beneficial to have a digital projector and whiteboard available to make the presentation more effective. If necessary, we can arrange for presentation hardware for a nominal charge.

How long does it take? The workshop is offered in a convenient modular format that will run from four to six hours. It can be customized for the unique requirements of your organization.

Executive Boot Camp: A strategic overview of your iGen3 or iGen4 Press

Who would benefit from this course? This offering targets print production management executives from mid-sized to large printing operations who seek basic knowledge of iGen3 or iGen4 capabilities and a broader understanding of the implications of this technology for their managerial strategy. Topics include an overview of operator maintenance, image quality best practices, consumables management, material safety and disposal, paper handling, and much more.

Are there any site/equipment requirements? We require a conference room that can accommodate a group comfortably and a laptop-compatible digital projector. The iGen3 or iGen4 press should be made available to the group for an afternoon walk-through and informal question and answer session.

How long does it take? This is a one-day event requiring approximately 8 hours. Events lasting more than one day can be arranged by request. They will be priced accordingly.
Color Management Training: Create consistent color output even across multiple devices

Who would benefit from this course? This is an invaluable workshop for pre-press managers and pre-press technicians. After identifying the key facts about your devices, workflow and experience of your people, we will focus on the most critical issues and tailor the program so you get the maximum benefit.

Are there any site/equipment requirements? Access to key members of your staff. We require a conference room that can accommodate a group comfortably and a laptop-compatible digital projector. Also, access to an internet connection is desirable.

How long does it take? One business day.

* This service can also be delivered by a certified Xerox Systems Analyst.

Design for Digital Training: Gain a better understanding of digital technology and file creation

Who would benefit from this course? This workshop can be taught to in-house designers as well as to external customer designers. It is optimally presented in groups of 10 or less. You’ll be shown very practical and specific steps that enable you to prepare your designs for digital printing—steps that will save you time and money while ensuring that you achieve the best possible results with your design.

Are there any site/equipment requirements? A classroom or conference room with a laptop projection system and a white board or flip chart is all that you need to provide. If necessary, we can arrange for presentation hardware for a nominal charge.

How long does it take? The SPPC will be on-site for one day to deliver this workshop. There is time built in for on-site consultation as needed.

* This service can also be delivered by a certified Xerox Systems Analyst.
SmartPress Production Consultants deliver a variety of workshops and services that are designed to help you excel in these demanding times. We’ll help you streamline and drive your business!

The Color Quest workshop: Learn the theory, art and science of color

Who would benefit from this course? This offering is specifically for those who simply need a better understanding of how color works. This seminar clarifies theory and the science behind all color, particularly as these apply to the world of color printing. Color terminology is defined and explained in terms that business people can understand. This is a great course to help operators, customer service staff, and anyone who is a color novice understand the basics of color and color printing.

Are there any site/equipment requirements? The event is conducted at your site. We require a suitable room that can accommodate your group comfortably. Also, it would be beneficial to have a digital projector and white board available to make the presentation more effective. If necessary, we can arrange for presentation hardware for a nominal charge. For a customized color workflow consultation, we require an available workstation.

How long does it take? Color Quest is one day in length. Expanded offerings for workflow consultation are also available.
Are You Ready to Work More Efficiently? Give Us a Call Today and an SPPC Will Be There!

**Xerox digital color technology is a smart investment** for the future of your company. SPPCs will enable you to realize the maximum benefit from your investment by improving your productivity and profits now!

**The Xerox SPPC is a high-powered graphic arts professional** who can hit the ground running to provide you with the right direction, the right workflow and the right color solutions. SPPCs take the time to learn your business, staff, and workflow. We develop a true partnership whose aim is to help you improve quality and efficiency. We are constantly on the lookout for new ways to expand your offerings and build volume. The Xerox SPPC team can help you achieve your business goals as quickly as possible, so you can see a maximum return on your investment.

**Make it a reality.** Please contact your Xerox Sales Representative or Systems Analyst for all SPPC services listed in this brochure. For additional information, plus any customized service that you may require, feel free to contact Steve Averbach at 732-431-0390 (steven.averbach@xerox.com) or Diane Boone at 1-800-445-5444 (diane.boone@xerox.com). The SPPC team is ready to help you gain the competitive edge.