

# More jobs: the gift that keeps taking.

An increase in digital print jobs is good news until you consider the steps involved to get each file production-ready. Managing all that work manually is even more challenging as our skilled labor force shrinks. Process automation is the only way to complete essential file optimization and preparation tasks across dozens—if not hundreds—of jobs per day.

\$3 for every \$1

For every \$1 spent on print, \$3 are spent on non-print activities to produce a given document<sup>1</sup>

6 hrs.

Average time spent on common tasks required to prepare a job to print<sup>2</sup>

3-11%

Average print volume that is wasted due to bad data or incorrect customer file prep<sup>2</sup>

Stop wasting time and money on repetitive manual job prep tasks.

**Let Xerox® FreeFlow® Core do all that work for you—in seconds.** Its intelligent, rules-based automation puts manual prepress, makeready, and job routing tasks on autopilot, eliminating inefficiencies and waste so you can get jobs into your clients' hands faster and more profitably—and consistently meet tight service level agreements (SLAs).

Go from submit to print in seconds:



SUBMIT



CONVERT



PREFLIGHT



EDIT



MAKEREADY



PROOF



ROUTE

# Monetize every production minute.

FreeFlow® Core's rules-based automation gives you the power to automate the repetitive tasks you don't want to do all the time. With it, you'll see costly errors and waste get replaced by productivity and profit—right from day one.

Complexity is everywhere. Use our rules-based automation to

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|---|---|---|
| <p><b>94%</b><br/>of print service providers receive files with errors<sup>1</sup></p>          | <ul style="list-style-type: none"><li> <b>Low res images</b></li><li> <b>Incorrect color space</b></li><li> <b>No bleed or crop marks</b></li><li> <b>Fonts not embedded</b></li><li> <b>Transparency issues</b></li></ul> | <p>Running these jobs as provided is a huge waste. Fixing them by hand kills profit.</p>  |
| <p><b>+8%</b><br/>change in digital page share vs offset<sup>2</sup></p>                        | <p><b>Each job must be:</b></p> <ul style="list-style-type: none"><li> <b>Prepped and imposed</b></li><li> <b>Matched to the right press</b></li><li> <b>Scheduled and tracked</b></li></ul>   | <p>Manually routing jobs for production is too time consuming in our fast-turn world.</p> |
| <p><b>43%</b><br/>of print service providers use all or mostly manual processes<sup>3</sup></p> | <ul style="list-style-type: none"><li> <b>Making image and text changes</b></li><li> <b>Adding watermarks and barcodes</b></li><li> <b>Incorporating embellishments</b></li></ul>  | <p>Client changes happen. How you accommodate them defines profitability.</p>             |

1 Ghent Workgroup

2 IT Strategies

3 North American and European Software Investment Outlook: 2019, Keypoint intelligence-InfoTrends

“ You always hear that every challenge should be an opportunity. With FreeFlow Core, that couldn't be more true.

It's impossible to overstate the difference FreeFlow Core has made in our business.”

Jerry Turner, Graphicolor

“ I don't want to manage print jobs. I don't even want to see what each job is. I want to direct the flow of work to a printer...

FreeFlow Core allows that. We've dropped down from 130 queues to about 7.”

Mutual of Omaha

“ We've been able to automate 75% of our jobs within 3 weeks, and we'll have 98% automated in a few months.”

Troy Fischer, Process and Systems Development, Henry Wurst, Inc.

transform problems into profit—in seconds.

Go from  
“Oops” to  
“Done!”

ELIMINATE ERRORS +  
WASTE, AUTOMATICALLY



Automatically inspect PDFs to ensure files are error free.  
Optimize PDFs to create super-efficient files that accelerate processing speeds:

Up to 9900%!

Go from  
quiet to  
cranking.

KEEP JOBS FLOWING,  
AUTOMATICALLY



Intelligently prep each job on the fly.

Automatically interrogate each job for common attributes.

Batch and route like jobs, even in multi-printers.

Go from  
manual to  
hands-free.

CAPTURE MORE  
OPPORTUNITY,  
AUTOMATICALLY

Add security watermark



Add content

Add specialty effects

Add or change pages

Implement client changes and design edits quickly.

Insert, rotate, delete and normalize pages.

Add specialty embellishments in seconds without a designer.

# Accelerate production and profit with one modular solution.

Moving jobs through your shop at lightning speed puts real money back in your pocket. Here are just some of the savings that a 400 job-per-month shop<sup>1</sup> can expect:

**\$80,000**

monthly savings just by  
**REMOVING WASTE**

**\$11,320**

monthly savings just by  
**AUTOMATING IMPOSITION**

**\$10,425**

monthly savings just by using  
**ELECTRONIC PROOFING**

Based on your jobs and automation goals, we will advise you on the exact modules you need:

**BASE SOFTWARE**

Put common prepress and job routing tasks on autopilot.



**ADVANCED PREPRESS**

Optimize everything: PDFs, color management, document manipulation and annotation.



**ADVANCED AUTOMATION**

Transform manual steps in your workflow into programmed actions.



**OUTPUT MANAGEMENT**

Implement even smarter decision making regarding when and where your jobs will be printed.



**VARIABLE DATA**

Fine-tune personalized communication workflows by integrating VIPP<sup>®</sup> and PDF/VT jobs with Core.

<sup>1</sup> Savings calculated using the mean number of jobs identified in North American and European Software Investment Outlook: 2019, Keypoint intelligence-InfoTrends

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