

Inter-Company PDF Workflows

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Overview

- Why are inter-company workflows important?
- What kinds of variations are there?
- Example requirements analysis
- Discussion of one possible solution

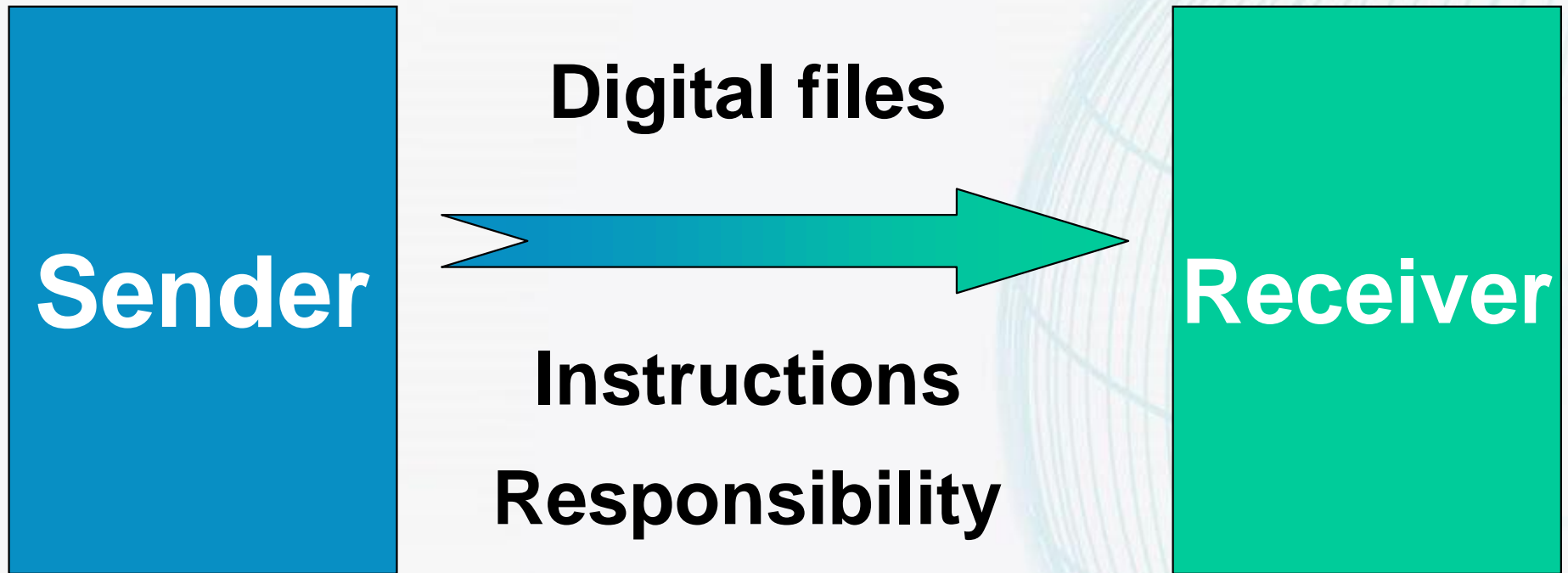


Shared workflows

- Maximum efficiency from connectivity
- Webservices/right-sizing/core competence
- Open standards like JDF provide support
- Some companies not yet positioned to take part



Moving between companies



Who controls the exchange?

- What file format?
- How were they made?
 - application versions
 - print/conversion configuration
- How are they transmitted?
- How are instructions sent?



Different relationships

- Variations
 - technical expertise
 - proofing expected
 - response to problems
 - budget for tools
- Both sides can vary



Two models

- Compete on service
 - give us your XPress, Illustrator, InDesign, PowerPoint, Excel, Microsoft Publisher, Lotus Freelance, Harvard Graphics...
 - whatever it is, we'll make it work
- Compete on cost
 - send me only "X" files
 - I print what's in the file, and you pay
 - no real support for the client in constructing the files



Take one example

- Many clients to one service provider
- Frequent repeat business
- Competitive market - low margins
- Technically unsophisticated clients
 - small budget for tools
- Examples
 - quick printers
 - in-plant
 - corporate doc management



How to compete?

- Onservice?
 - customereducationcosts
 - costoffixingjobs
- Onprice?
 - erosionofrepeatbusiness
 - customereducationcosts



The ideal workflow

- Client creates using application of their choice
- PSP supplies tool to reliably convert to standard, printable format
- Client can proof after conversion
- Easy transmission of documents
- Easy construction of job ticket



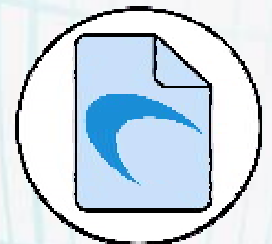
The constraints

- Serviceprovider
 - toolsforclientsmustbecheap
 - jobreceptionmustbeeasyto implement
 - solutionmustfitwithexistingworkflow
- Client
 - mustbehardtogetwrong



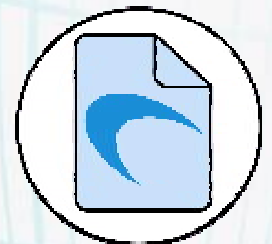
One solution - Jaws PDF Courier

- Proven PDF generation technology
 - PDFCreator
- Flexible job ticketing
- Simple job delivery



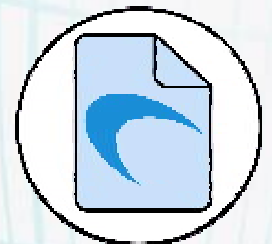
PDF Courier - PSP set-up

- Customizesubmissiontools
 - branding
 - pre-configuredjoboptions
 - canbe'locked'sothatonlyPSPoptions canbeused
- Customizejobticketentry
 - ticketformatcanbeconstructedto matchexistingworkflow
 - websiteallowsdynamicupdate



PDF Courier - the client side

- Design in their chosen application
- “Print” to a normal printer driver
- Preview the document on screen
 - with hard proof if desired
- One-click to start transmission
- Job ticket wizard automatically opens
- Files are encrypted for maximum security in transmission



PDF Courier - job reception

- Files received automatically
 - via HTTP
- Files decrypted automatically
 - will work with any workflow
- Job tickets automatically associated
- Fed into the workflow
 - automatically, semi-automatically or manually, as desired



Off the shelf or build your own?

- Applied to inter-company interactions as well as internal workflows
- PDF Courier is:
 - off-the-shelf if compared to separate creation, FTP upload, and job ticketing products
 - build-your own compared to hosted portal services



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