

XMPIE STOREFLOW

AN ALL-IN-ONE WEB-TO-PRINT SOLUTION

Increase Efficiency and Grow Business with XMPie

XM
PIE

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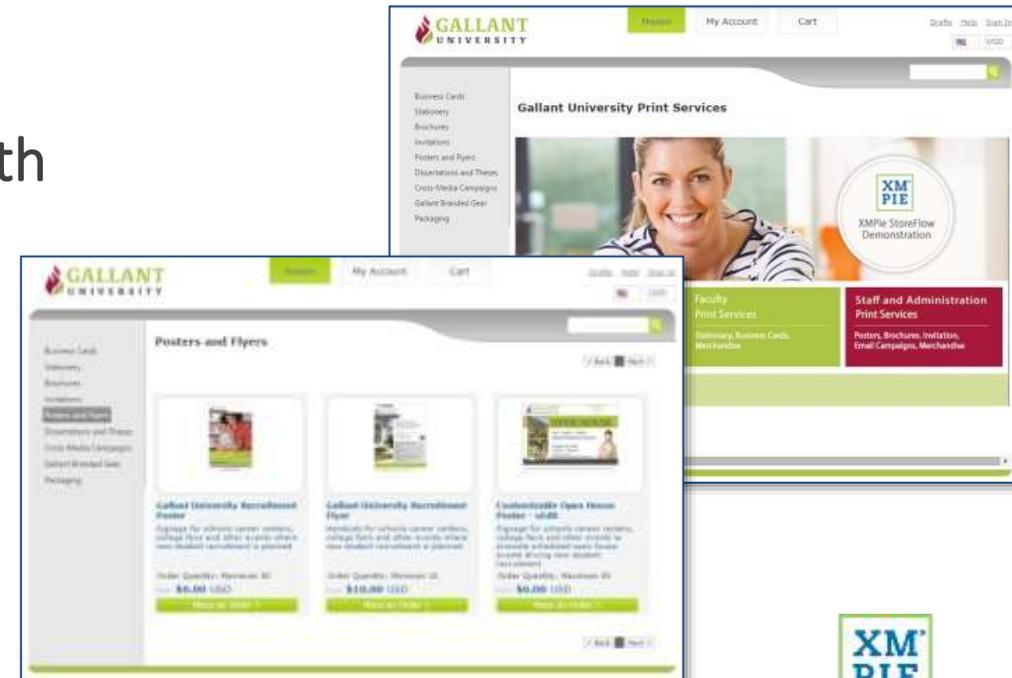
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Why Web-to-Print?

Hardly a question to ask anymore, organizations that grow know this for a fact!

- Printers need to open up shop on internet street. Their customers expect 24/7, self-serve access to submit work
- In return, printers gain higher print volume
 - More return jobs
 - More work coming from the same customers
- The printer will also become more cost-efficient with streamlined workflow and processes
- Create branded online portals for customers
 - On-brand materials ensure brand consistency
 - 24/7 availability
 - Create a long-lasting relationship with a customer, offering more solutions than just print

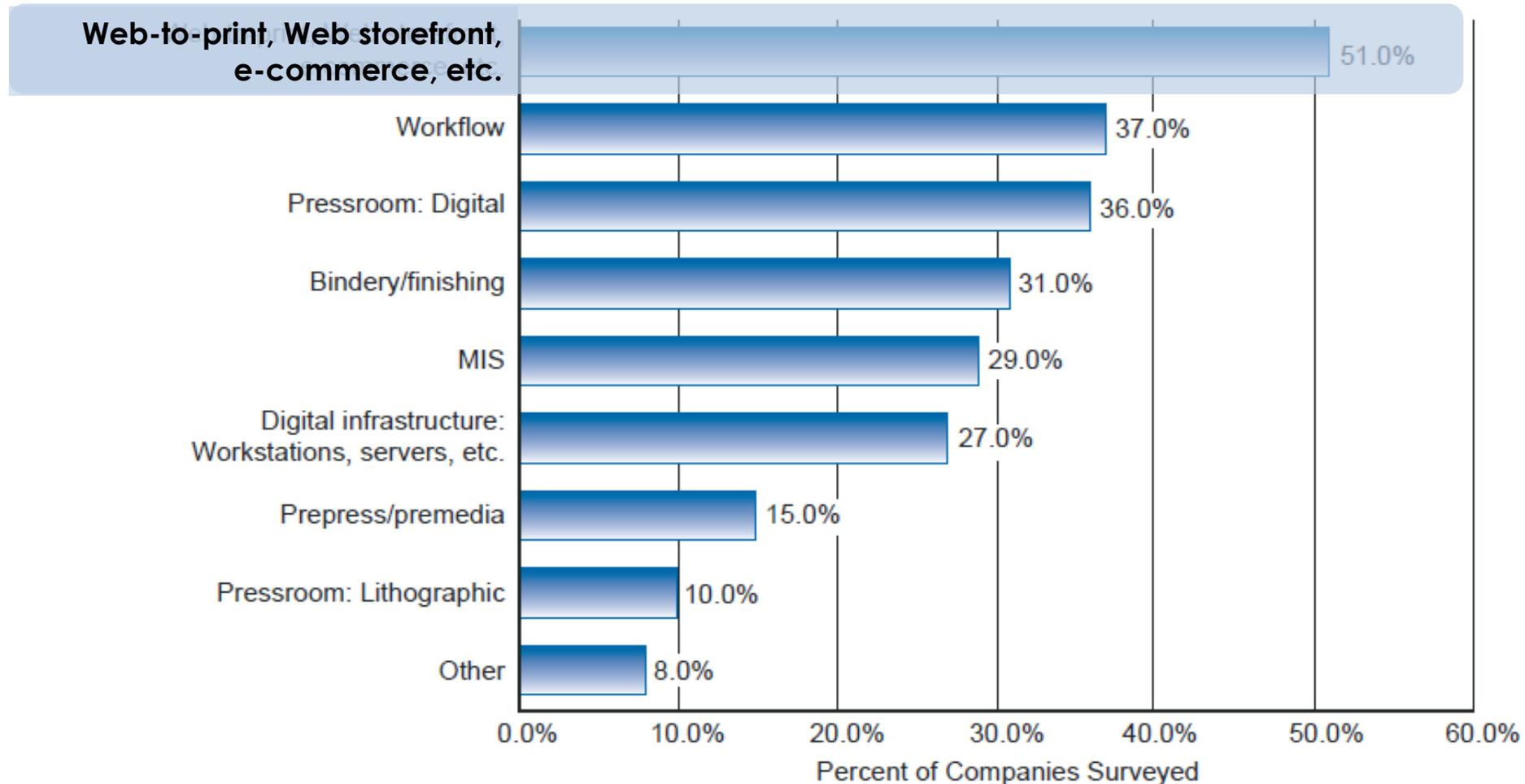


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Web-to-Print – Most Desired Upgrade for PSP

In which areas would you most like to upgrade your capabilities?



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W2P Opens The Door to Higher Value Services



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How Ditto Document Solutions Transformed Their Business



Ken Shriber
Ditto Document Solutions



<http://goo.gl/DS1wLF>

“ . Since we've converted to a technology business we've been talking less and less about printing and we've been talking more about full program management, turn-key solutions, and our print volume has increased every year. The less we talk about print, our printing volume has grown significantly! ”

Ken Shriber, Ditto Document Solutions



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PersonalEffect StoreFlow Overview

*An End-to-End Solution Helping you Automate your Workflow
from Order Acquisition Through Production and Fulfillment*



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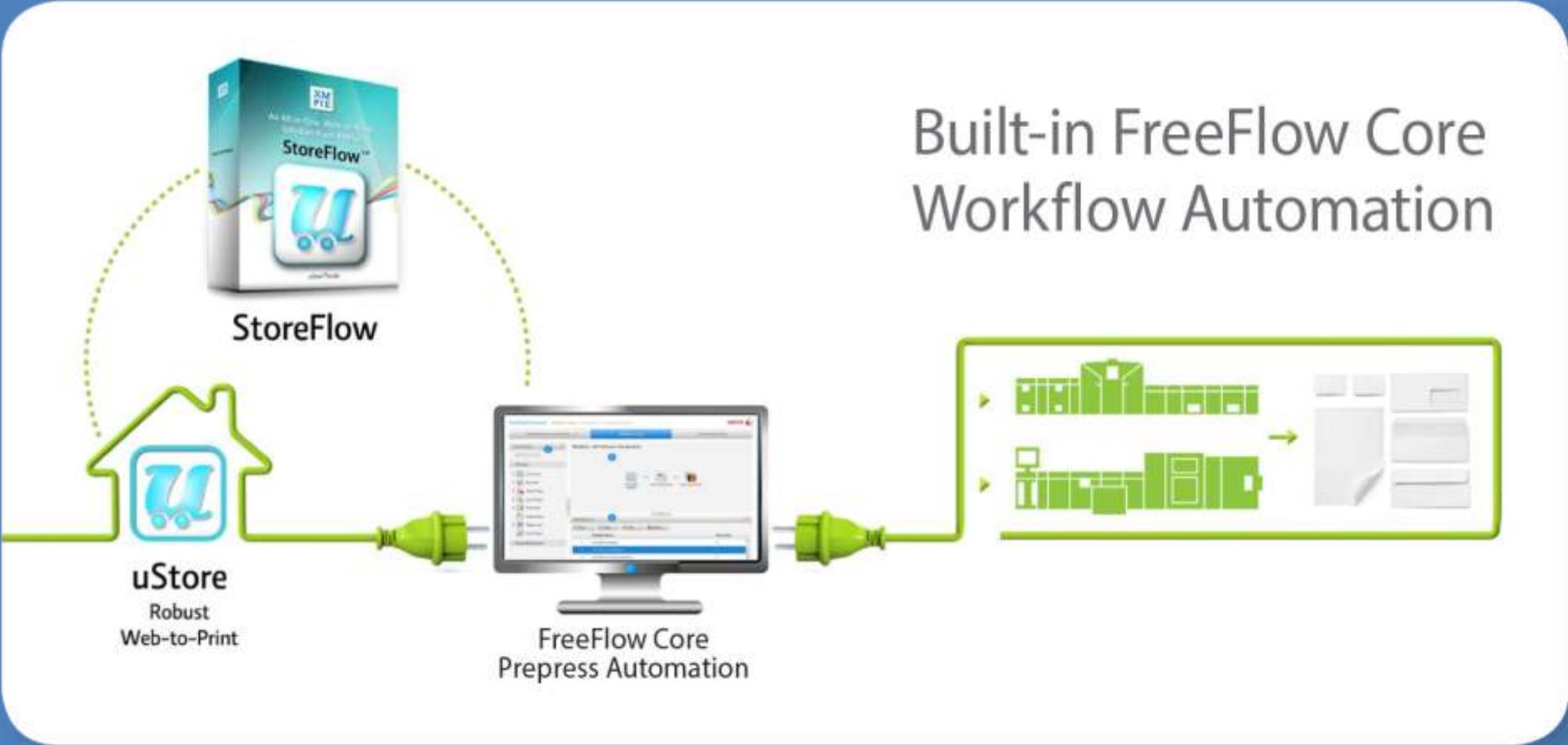
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StoreFlow Overview

A Winning Combination



Built-in FreeFlow Core Workflow Automation



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How Does StoreFlow Help Drive Print Volume?

StoreFlow makes the products and services offered by Service Providers and Print Rooms convenient to order and accessible any time, from any where.

- **Key benefits for the service provider**
 - Allows print buyers to upload documents for printing
 - Allows print buyers to customize and order products
 - Streamlines order acquisition through product templates
 - Increases productivity and efficiency
 - Feeds the beast – drives more print volume
- **Key benefits for the print buyer**
 - Print buyers get instant pricing – no waiting for quotes
 - Print buyers can place orders when it's convenient for them, from any device – desktop, tablet, smartphone, etc.
 - Easy to manage existing orders and reorder previous jobs
 - Consistent, branded products customized to each recipient

65% of PSPs are using Web-to-Print for business cards, brochures and stationery orders.

Source InfoTrends: Trends in Web-to-Print Emerging Trends, Q1 2013.

XMPie StoreFlow with Xerox FreeFlow Core enables efficient workflows.

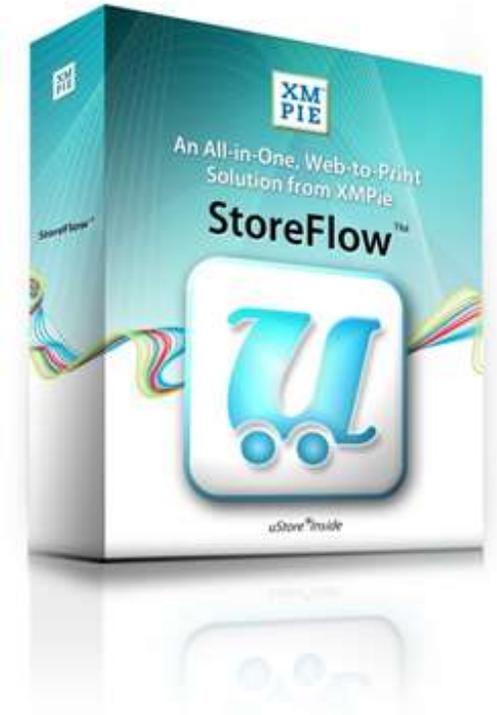


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StoreFlow Redefines Web-to-Print Workflow

- All-in-one **Web-to-Print** solution out-of-the-box
 - Convenient Web portal to order printed products 24/7
 - Streamlines order acquisition, production and fulfillment
- Supports **multiple product types**
 - Enables print buyers to upload/submit documents
 - Supports static, customized and variable documents via catalog
- Integrated **workflow automation** using Xerox FreeFlow Core
 - Xerox certified JDF / JMF job ticketing
 - Increases print volume while lowering operational costs
 - Decreases manual processes and increases operational efficiency
- StoreFlow is a **modern Web-to-print solution**
 - Storefronts use responsive design to support multiple devices and screen sizes
 - Includes uEdit HD – the high-definition WYSIWYG document editor
- **Modular solution** supports future business growth
 - Optional Cross-Media add-on enables multichannel campaigns to be sold on the storefront
 - Other options include personalized imagery, dynamic charts, access to APIs and more
- StoreFlow is a **Xerox product** providing an end-to-end hardware and software solution



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Everyone Benefits By Implementing StoreFlow

Operations



- Simplify order acquisition
- Accessible anytime, anywhere
- Automate workflows
- Improve turnaround
- Improve customer satisfaction
- Offer additional services
- Grow print volume

Management



- Simplify cost recovery
- More visibility & control of spend
- Cut internal admin, design and external bureau production costs
- Greater return on existing capital investment
- Operational efficiencies

Sales & Marketing



- Add new revenue streams
- Reach broader audience
- Deliver personalized content
- Fix the marketing supply chain
- Create sticky relationships
- Improve their customers' brand consistency and quality control
- Internal marketing tool



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StoreFlow Leading The Way

Continuing to Advance Forward

“XMPie uStore continues to take giant leaps ahead, becoming one of the most intuitive, flexible, and extensible solutions out there for expanding a print business and improving operational efficiencies...”

- Will Furphy, Managing Director at Technique, Melbourne, Australia



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Real World Web-to-Print Stories

Check: www.xmpie.com/resources for more case studies

Traxion & Lentz Design

- Web portal for personalized postcards for real estate agents
- Results:
 - Dramatic decrease in order time
 - Improved customer satisfaction for Lentz
 - Easier and more efficient for Lentz to make changes and refine offerings
 - This storefront and others like it helped Traxion double print volumes within one year



ZoxxBox

- eCommerce site for customized personalized packaging
- Results:
 - Caters to both B2B and B2C customers
 - Makes short run possible and affordable for the client
 - A complete workflow from ideation through production and shipping
 - An efficient and profitable production workflow for Zoxxbox

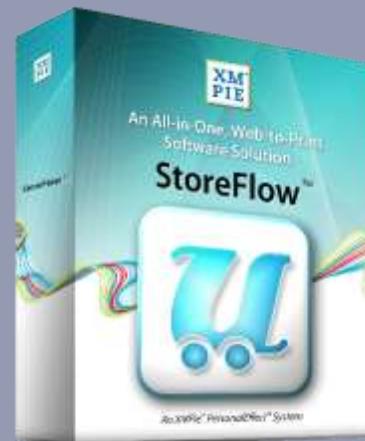


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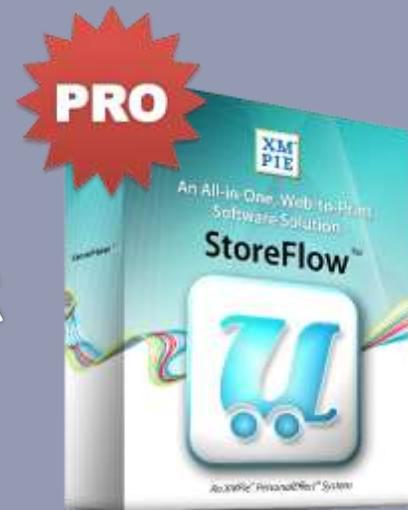
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Which Configuration Fits My Needs?

Choose the Right Web-to-Print Solution for your Business



OR



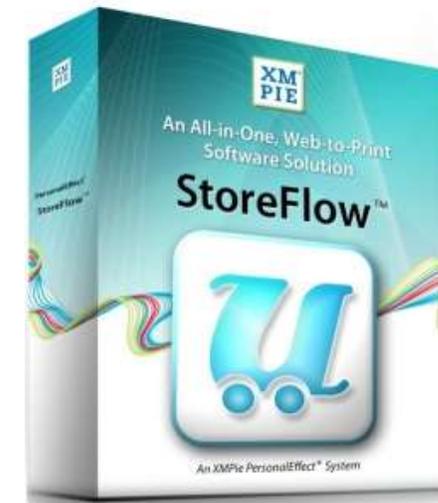
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When is *StoreFlow* the Right Decision?

Everything You Need in a Basic Web-to-Print Solution

- **StoreFlow includes all you really need to get started with basic Web-to-print**
 - Bring your business online and give your customers an easy way to order print from their computer or mobile device when it's convenient for them
 - Streamline order acquisition and simplify production and fulfillment with integrated prepress automation
- **StoreFlow enables you to sell the kinds of documents your customers are asking for**
 - Allow your customers to upload and submit documents for production as well as order from a catalog of static and customizable products
- **StoreFlow includes FreeFlow Core Base**
 - If all you need are simple workflows including preflight, imposition, printing and hot folder management, the Base configuration has you covered
- **StoreFlow includes an impressive list of off-the-shelf capabilities**
 - Backend reporting, order management, pricing tables, product profiles, users and groups, and integrated shipping just to name a few
 - As your business grows, StoreFlow can be upgraded to add more functionality



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When is *StoreFlow Pro* the Right Decision?

Get Everything in StoreFlow and More

- **StoreFlow Pro supports an end-to-end Adobe workflow**
- Having Adobe InDesign Server under the hood gives you the ultimate creative flexibility to design, market and sell graphically complex products
- The InDesign Server enables a color managed workflow
- **StoreFlow Pro provides a more robust, multi-instance production engine**
 - Pro's extra processing power allows service providers to produce offline work efficiently without tying up all the resources that impact the Web-to-print experience
 - High traffic Web-to-print sites with peaks of activity will benefit from the extra processing instances
 - Parallel processing production engines support larger VDP volumes
- **StoreFlow Pro includes the FreeFlow Core Advanced Prepress module**
 - If you require sophisticated workflows including page insertion, resize, rotation, join, color management and more, Advanced Prepress has you covered
- **StoreFlow Pro supports online and offline dynamic print production**
 - The unified production workflow efficiently accommodates Web-driven print orders and ad hoc, in-house orders
- **StoreFlow Pro is modular with available add-ons and plug-ins**
 - Optional, off-the-shelf modules available to extend the built-in functionality, plus, additional plug-ins are available from professional services



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Customers Print More with XMPie

*“... the only reason we have those (two) iGens
is our use of the XMPie software.”*

Source: Tom Schicker, Las Vegas Color



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LAS VEGAS COLOR

Customers With XMPie Print More!

Tom Schicker, Las Vegas Color

“... the only reason we have those (two) iGens is our use of the XMPie software. It allowed us to go after the variable digital marketplace, and the iGen4’s in the back are sitting there because of XMPie.”

<http://www.brainshark.com/xmpie/igen>

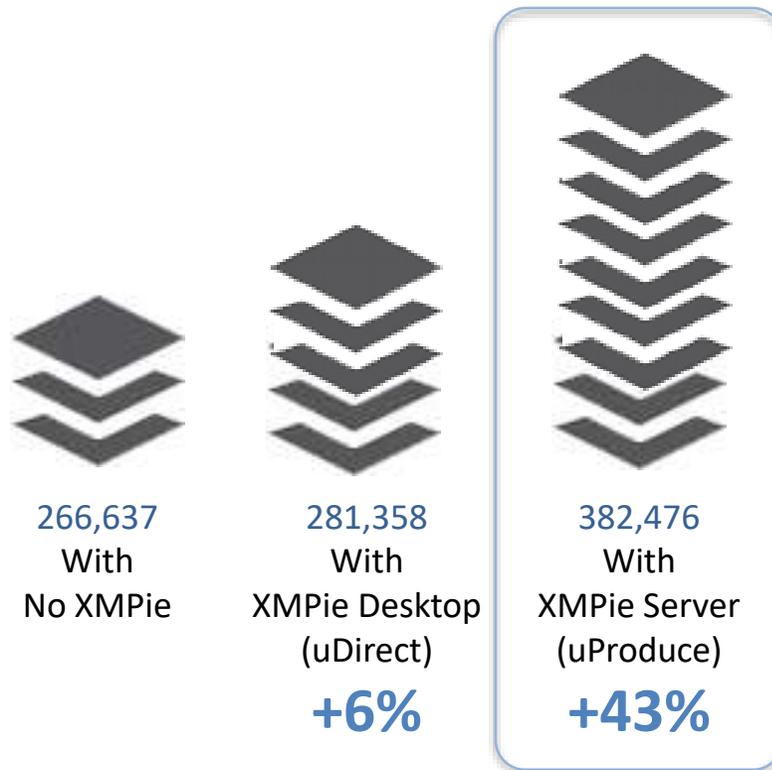


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Customers With XMPie Print More!

Average iGen Page Volume / Month



43% more print
— iGen customers with XMPie Server Solutions produced significantly more than those without.

Source: Data provided by Xerox North American Finance. Included monthly meter volumes for 800 machines over a 16 month period: Dec, 2010 – Mar, 2012.

Confirmed by a similar study from Xerox France



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What Do I Need To Get Started?

And What Resources are Available?



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What Do I Need To Get Started?

- **Skills**

- InDesign for template design
- HTML and CSS for storefront look and feel

- **Hardware**

- Windows-based server for production and storefront hosting (see CED for details)

- **Software**

- InDesign CS6 or Creative Cloud

- **Operator Training**

- 2.5 to 4 days onsite training (depending on configuration and bundled modules)

- **Ongoing Maintenance and Support**

- Annual maintenance fee covers support and product updates



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Resources to Help You Grow Your Business

XMPie provides the tools and support to help you grow your business

When you purchase XMPie software you get access to:

- XMPie Info Portal – Case studies, white papers and best practices
- XMPie Support Team – Highly skilled technical resource
- Marketplace – 100's of ready-to-go dynamic document templates
- Marketing Webinars – Customer successes and innovative applications
- Active Users Group – Annual conference to share and learn, quarterly private e-learning webinars

Finding the transition to Marketing Service Provider a little daunting?

- On-going Web-based training available
- XMPie Template Conversion Service
 - An affordable way to quickly migrate product templates from existing systems to the XMPie Web-to-print platform



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PersonalEffect StoreFlow Product Highlights

An All-in-One Web-to-Print Solution with Built-in Prepress Automation

DOCUMENT WORKFLOW | PRODUCTION AUTOMATION | E-COMMERCE EXPERIENCE | BACKOFFICE ADMINISTRATION | SCALABILITY



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StoreFlow Product Highlights

Robust Document Workflow

DOCUMENT WORKFLOW | PRODUCTION AUTOMATION | E-COMMERCE EXPERIENCE | BACKOFFICE ADMINISTRATION | SCALABILITY

A broad range of product types:

- Document submission of PDF, Word and PowerPoint
- Customizable documents
- Personalizable, Data-driven document templates
- WYSIWYG document editing
- Customizable Cross Media Campaigns



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StoreFlow Product Highlights

Robust Document Workflow

DOCUMENT WORKFLOW | PRODUCTION AUTOMATION | E-COMMERCE EXPERIENCE | BACKOFFICE ADMINISTRATION | SCALABILITY

Combine user-uploaded files and documents from store catalog

- Instant **conversion** to PDF
- Automatic **preflight**
- User-selectable document **properties** affect final pricing — paper type, binding options, lamination, etc.

Create dynamic length, variable data booklets per recipient

- **Add/Remove** pages or chapters from a booklet
- **Personalize** covers, tabs and separators



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StoreFlow Product Highlights

Robust Document Workflow

DOCUMENT WORKFLOW | PRODUCTION AUTOMATION | E-COMMERCE EXPERIENCE | BACKOFFICE ADMINISTRATION | SCALABILITY

Allow users to customize products using uEdit HD, a high-definition WYSIWYG document editor

- Universally accessible editor works across [mobile](#) devices and [desktops](#)
- Interactive interface responds to [touch gestures](#) on mobile devices
- Intuitive functionality enabling powerful [document editing](#) capabilities
- [Accurately](#) renders text, graphics and images
- Recently re-engineered using [HTML5](#)



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StoreFlow Product Highlights

Robust Document Workflow

DOCUMENT WORKFLOW | PRODUCTION AUTOMATION | E-COMMERCE EXPERIENCE | BACKOFFICE ADMINISTRATION | SCALABILITY

Customizable cross media marketing campaigns

- Let your customers control personalized print, email and PURLs
- Full Marketing Automation
- Schedule touchpoints relative to a customizable start or target date
- Campaign analytics

Event Invite for Different Verticals - Advanced

Product Details | **Customize** | Recipients | Finalize

Verticals | Event Details | Sender Details | Email Content | Design Elements

Vertical*

Retail | Travel | Health | Automotive

Education | Finance | Real Estate | Government

Non-Profit

*Indicates a required field

Next



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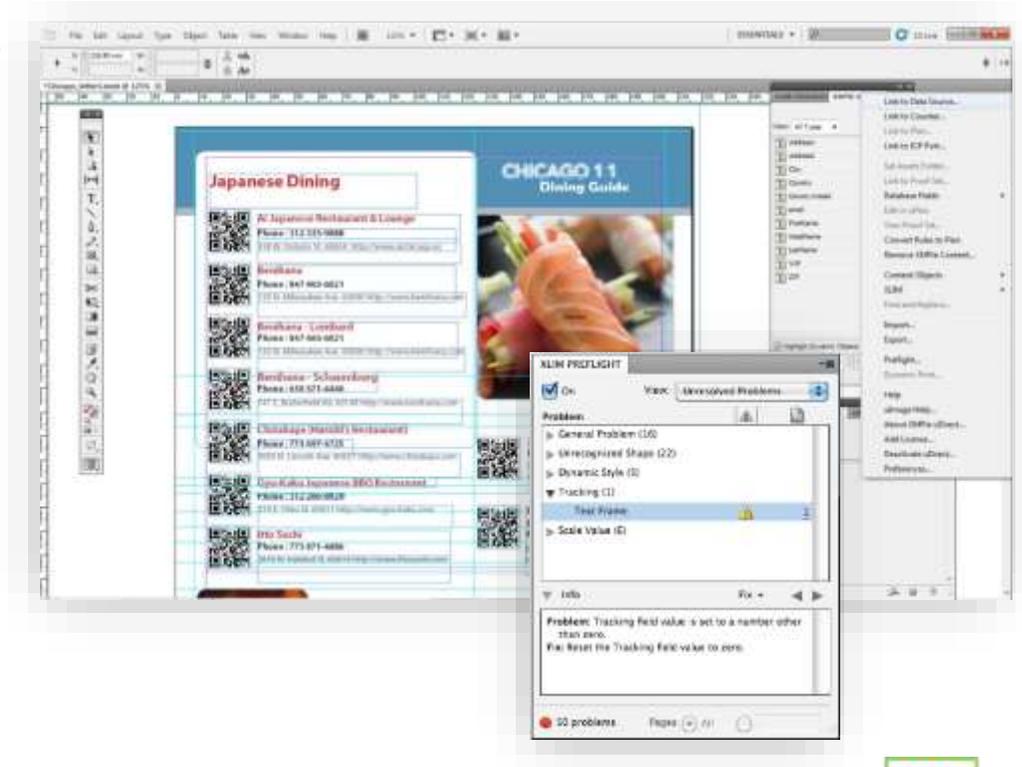
StoreFlow Product Highlights

Robust Document Workflow

DOCUMENT WORKFLOW | PRODUCTION AUTOMATION | E-COMMERCE EXPERIENCE | BACKOFFICE ADMINISTRATION | SCALABILITY

Use Adobe InDesign workflow to create product templates

- Simple and straightforward process to set up templates
- Easy to update/edit templates in InDesign for ongoing maintenance
- Direct connection between uCreate on desktop and uProduce server allows designers to work on remote documents in real-time
- Includes XMPie XLIM document format and composition engine
- XLIM Preflight tool available to simplify template construction



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StoreFlow Product Highlights

Lights-out Production Automation

DOCUMENT WORKFLOW | PRODUCTION AUTOMATION | E-COMMERCE EXPERIENCE | BACKOFFICE ADMINISTRATION | SCALABILITY

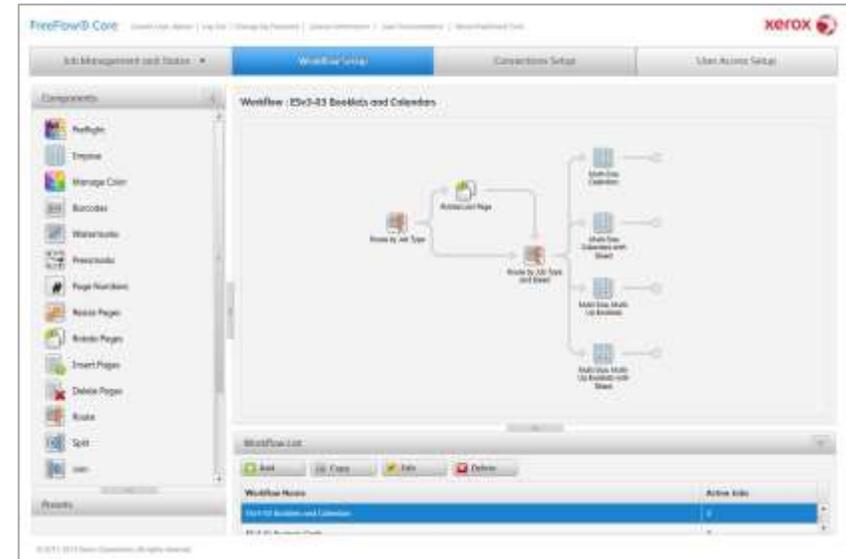
Bundled with Xerox FreeFlow Core for Prepress Automation

- Efficient and automatic preparation of jobs for streamlined production
- Automate common prepress tasks — preflight, imposition, crop marks, send to printer or save to hot folder
- Advanced Prepress, Advanced Automation and other add-ons available

Reduce overhead and lower costs associated with every print order by eliminating manual processes

Utilize multi-step workflows to simplify processes and reduce errors

Accommodate growing print volumes with existing staff



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StoreFlow Product Highlights

Lights-out Production Automation

DOCUMENT WORKFLOW | **PRODUCTION AUTOMATION** | E-COMMERCE EXPERIENCE | BACKOFFICE ADMINISTRATION | SCALABILITY

JDF/JMF Compliant

- JDF **job ticket** automatically-generated for each job
- Straightforward processing through **JDF-compliant** devices
- Uses **Xerox-certified** JDF schema

Integrates With Xerox FreeFlow Process Manager

- Works with **Process Manager** out-of-the-box
- Select predefined workflows
- Monitor printer status



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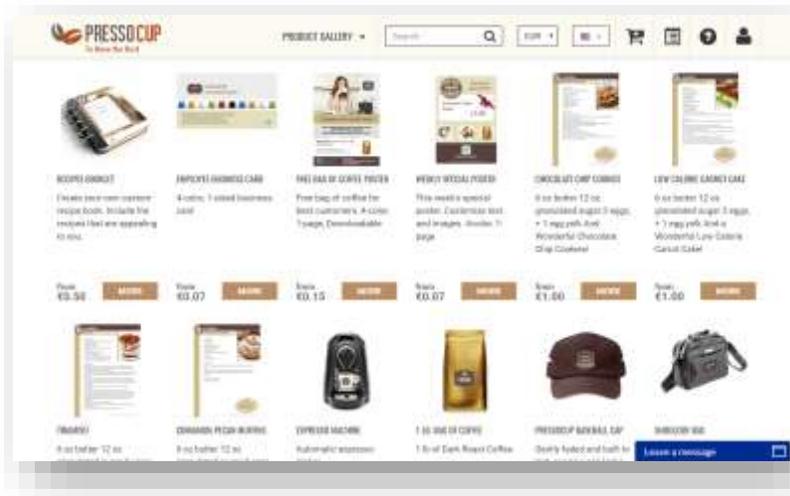
StoreFlow Product Highlights

Store Visitor E-Commerce Experience

DOCUMENT WORKFLOW | PRODUCTION AUTOMATION | **E-COMMERCE EXPERIENCE** | BACKOFFICE ADMINISTRATION | SCALABILITY

Mobile-friendly responsive skin design

- Supports **desktop**, **tablet** and **mobile**
- **Responsive** design accommodates various screen sizes
- Look-and-feel defined using **standard CSS**
- Interactive controls respond to **touch gestures**



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StoreFlow Product Highlights

Store Visitor E-Commerce Experience

DOCUMENT WORKFLOW | PRODUCTION AUTOMATION | **E-COMMERCE EXPERIENCE** | BACKOFFICE ADMINISTRATION | SCALABILITY

Intuitive online shopping experience

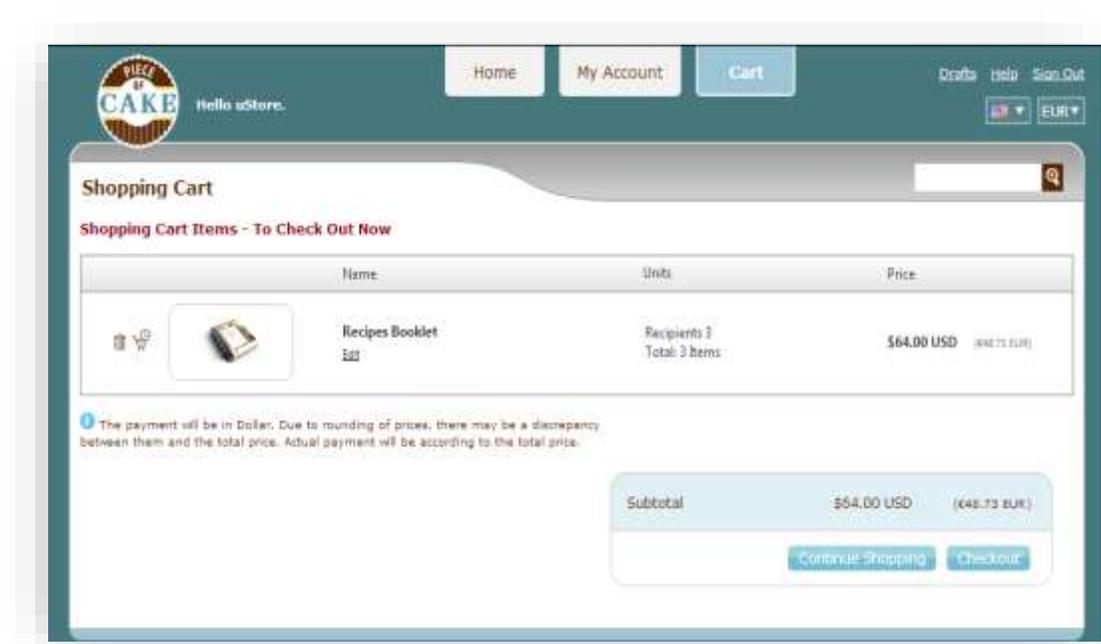
- Responsive design guarantees **consistent user experience** across multiple devices
- Supports **latest browsers** on all platforms
- Up-to-date with current **Web usability standards**

Single sign-on with Facebook

Instant pricing updates automatically

Integrates with many payment gateways and shipping providers

One-click reorders from order history



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StoreFlow Product Highlights

Store Visitor E-Commerce Experience

DOCUMENT WORKFLOW | PRODUCTION AUTOMATION | **E-COMMERCE EXPERIENCE** | BACKOFFICE ADMINISTRATION | SCALABILITY

LivePerson® integration for proactive engagement with store visitors

- Increase **visitor conversion** and average order **value** in your stores
- Offer better customer **service**

“Messaging and bots lower customer care costs by 48% by shifting away from expensive, customer-hostile voice calls”



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StoreFlow Product Highlights

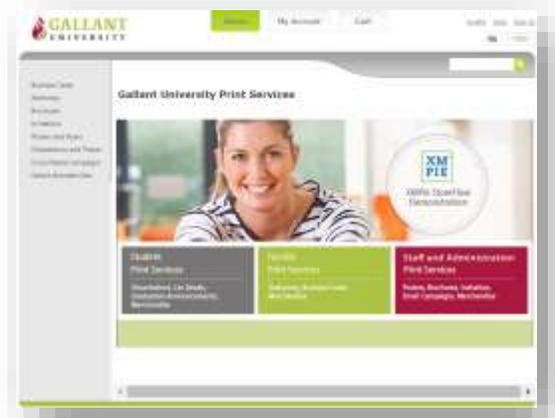
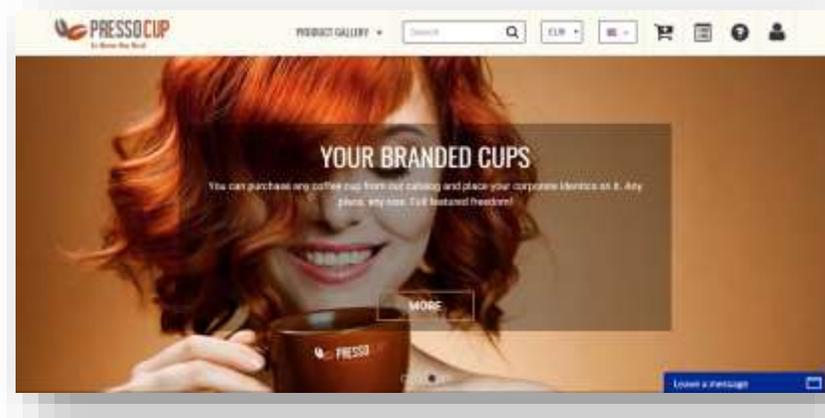
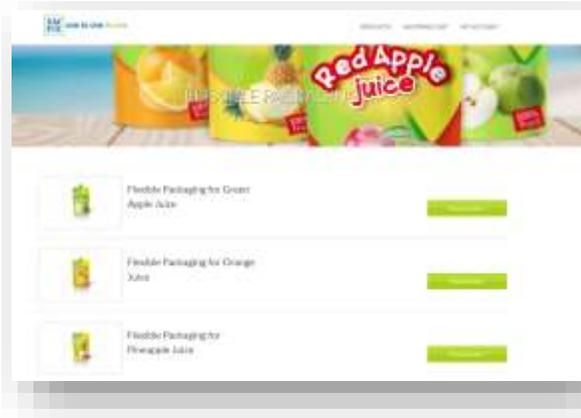
Powerful Toolbox for Store Administration

DOCUMENT WORKFLOW | PRODUCTION AUTOMATION | E-COMMERCE EXPERIENCE | **BACKOFFICE ADMINISTRATION** | SCALABILITY

Create an unlimited number of stores with unlimited product templates

Customize storefront skins to match customers' branding

- Industry-standard CSS3 to define the look and feel of each storefront



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StoreFlow Product Highlights

Powerful Toolbox for Store Administration

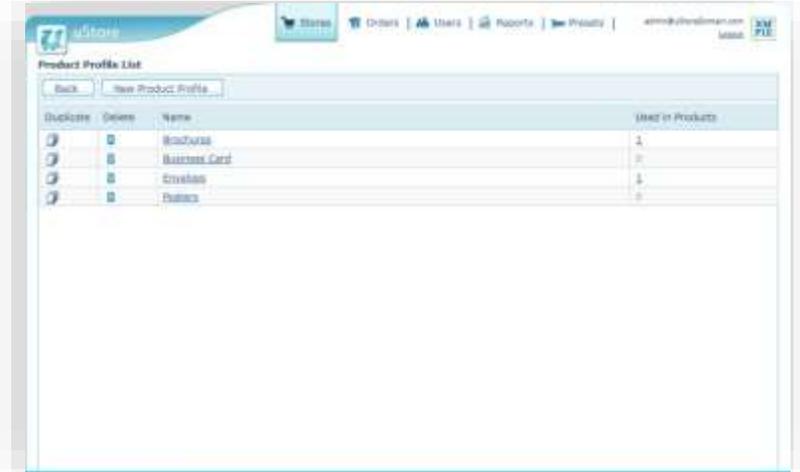
DOCUMENT WORKFLOW | PRODUCTION AUTOMATION | E-COMMERCE EXPERIENCE | **BACKOFFICE ADMINISTRATION** | SCALABILITY

Product Profiles

- Define product **categories** (e.g., business card, self-mailer)
- **Globally** populate product properties, Pricing structure, production considerations, etc.
- **Cascade** to all in hierarchy or selectively override

Manage Product Inventory Levels

- **Notification triggers** alert on low inventory levels
- Inventory Levels **report** provides the current inventory of all products that are tracked



The screenshot shows a web application interface for managing product profiles. At the top, there are navigation tabs for 'Stores', 'Orders', 'Users', 'Reports', and 'Profile'. Below the navigation, there is a 'Product Profile List' section with a 'Back' button and a 'New Product Profile' button. The main content is a table with columns for 'Duplicate', 'Series', 'Name', and 'Used in Products'. The table contains four rows of data:

Duplicate	Series	Name	Used in Products
		Business Card	1
		Business Card	1
		Envelope	1
		Envelope	1



The screenshot shows a product detail view for 'Wine New'. It includes a product image of a lake and mountains. The text indicates 'Order Quantity: Maximum 22' and 'In stock: 4800 Items'. Below this, there is a section for 'Composite' with a product image of a book and a red 'Sold Out' banner. The text indicates 'Order Quantity: Minimum 3' and 'Out of stock. Save for later.'



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StoreFlow Product Highlights

Powerful Toolbox for Store Administration

DOCUMENT WORKFLOW | PRODUCTION AUTOMATION | E-COMMERCE EXPERIENCE | **BACKOFFICE ADMINISTRATION** | SCALABILITY

Dashboard for complete control and tracking
Activity reports include pivot tables, charts and graphs

- Capture cost breakdown to better analyze profit margins

Google Analytics

Use Excel to drive your pricing policy

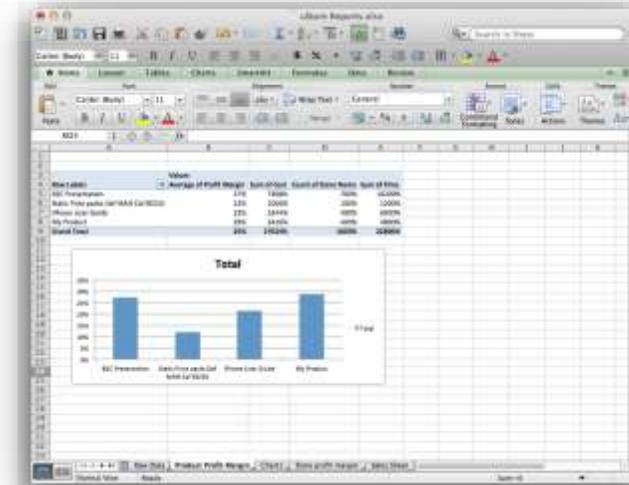
External pricing engine plug-in

- Simplified integration with MIS systems

Promo codes, coupons and discounts

Customizable order fulfillment workflow

Automated order fulfilment



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StoreFlow Product Highlights

Powerful Toolbox for Store Administration

DOCUMENT WORKFLOW | PRODUCTION AUTOMATION | E-COMMERCE EXPERIENCE | **BACKOFFICE ADMINISTRATION** | SCALABILITY

Supports LDAP authentication to simplify customer set-up for B2B portals

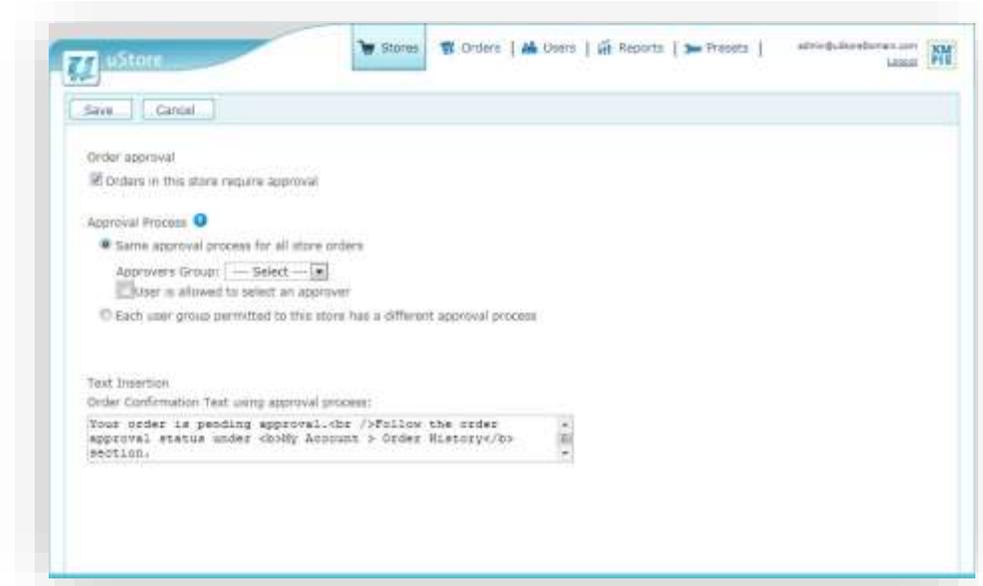
Manager level approval workflows

- Set up multiple levels of order approvals
- Designate appropriate approver for each user

Role-based user privileges

Full-featured store administration

- Support of split shipments and multiple delivery addresses
- Instant pricing received from UPS and FedEx
- PO, credit card and PayPal billing methods supported
- Customizable receipts, email notifications and delivery notes
- Bill-to/Ship-to tax calculations



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StoreFlow Product Highlights

Scalable to Meet Your Growing Needs

DOCUMENT WORKFLOW | PRODUCTION AUTOMATION | E-COMMERCE EXPERIENCE | BACKOFFICE ADMINISTRATION | **SCALABILITY**

With StoreFlow, customers can be assured of a cost-effective path to scale operation as their business grows

	StoreFlow	StoreFlow Pro
uStore	✓	✓
uProduce	✓	✓
uCreate Designer	✓	✓
uCreate Print	Optional	✓
uProduce Connectivity License(s)	1	3
uPlan	Optional	✓
uEdit HD	✓	✓
XLIM Production Engine	(1) Instance	(4) Parallel Instances
Adobe InDesign Server Production Engine	Optional	(4) Parallel Instances
Xerox FreeFlow Core	✓	✓
FreeFlow Core Advanced Prepress	Optional	✓
FreeFlow Core Advanced Automation	Optional	Optional
uStore APIs	Optional	Optional
uProduce APIs	Optional	Optional



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For More Information



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