

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** **6 hrs.** **3-11%**

For every \$1 spent on print, \$3 are spent on non-print activities to produce a given document¹

Average time spent on common tasks required to prepare a job to print²

Average print volume that is wasted due to bad data or incorrect customer file prep²

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



PRELIGHT



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




94%
of print service providers receive files with errors¹

-  **Low res images**
-  **Incorrect color space**
-  **No bleed or crop marks**
-  **Fonts not embedded**
-  **Transparency issues**

Running these jobs as provided is a huge waste. Fixing them by hand kills profit.




+8%
change in digital page share vs offset²

Each job must be:

-  **Prepped and imposed**
-  **Matched to the right press**
-  **Scheduled and tracked**

Manually routing jobs for production is too time consuming in our fast-turn world.

43%
of print service providers use all or mostly manual processes³

-  **Making image and text changes**
-  **Adding watermarks and barcodes**
-  **Incorporating embellishments**

Client changes happen. How you accommodate them defines profitability.

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

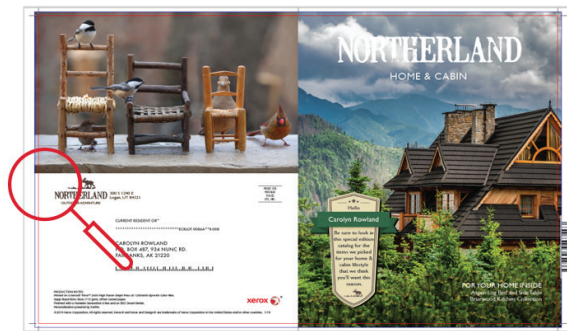
“ We've been able to automate 75% of our jobs within 3 weeks, and we'll have 98% automated in a few months.”

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-press vendor shops.

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 shop¹ 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® and PDF/VT jobs with Core.

Unlock even more revenue with a single download. Free Xerox® FreeFlow® Core Engine Accelerators give you pre-built workflows and tools designed to help fully leverage Xerox and non-Xerox printer capabilities—in seconds. Here's a taste:

Beyond CMYK Accelerators

For Xerox® Presses

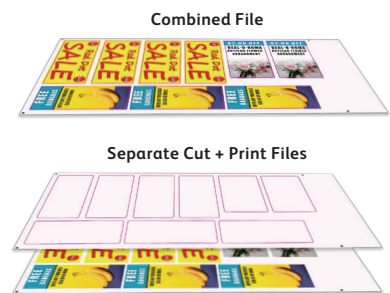
Instantly add eye-catching embellishments without having to go back to the design phase.



Wide Format Accelerator

For Non-Xerox

Go from spending up to 90 minutes in layout time per sheet to just seconds with FreeFlow® Core.



Xerox® FreeFlow® Core Engine Accelerators can be downloaded for free under Support and Drivers at Xerox.com.

Contact your Xerox Rep or visit xerox.com/automate to learn more.