



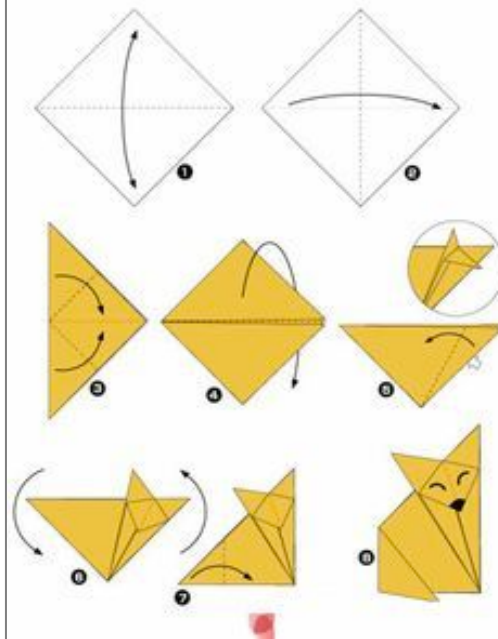
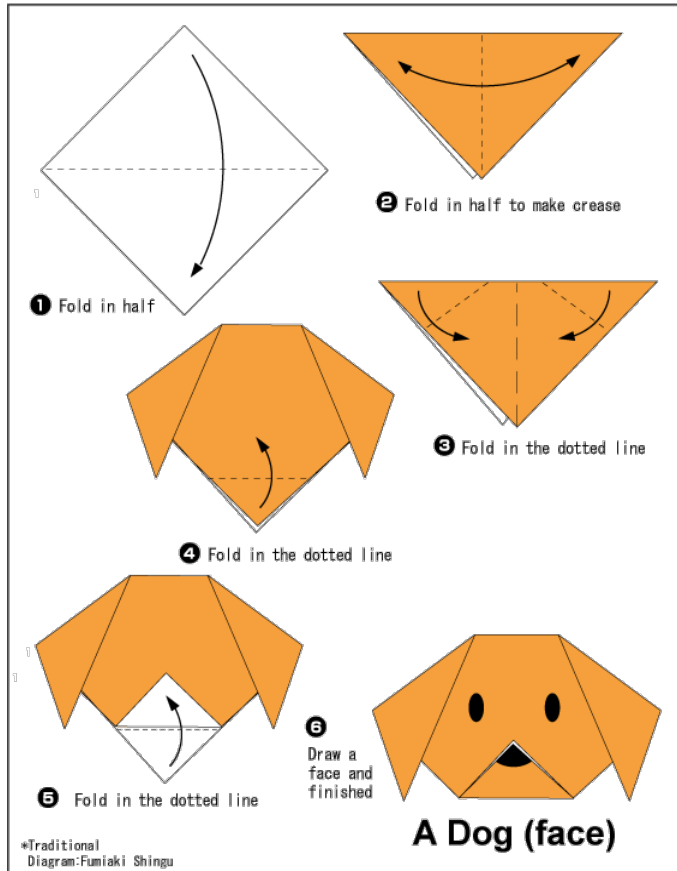
Essential Software for Inkjet Success

Elizabeth Gooding

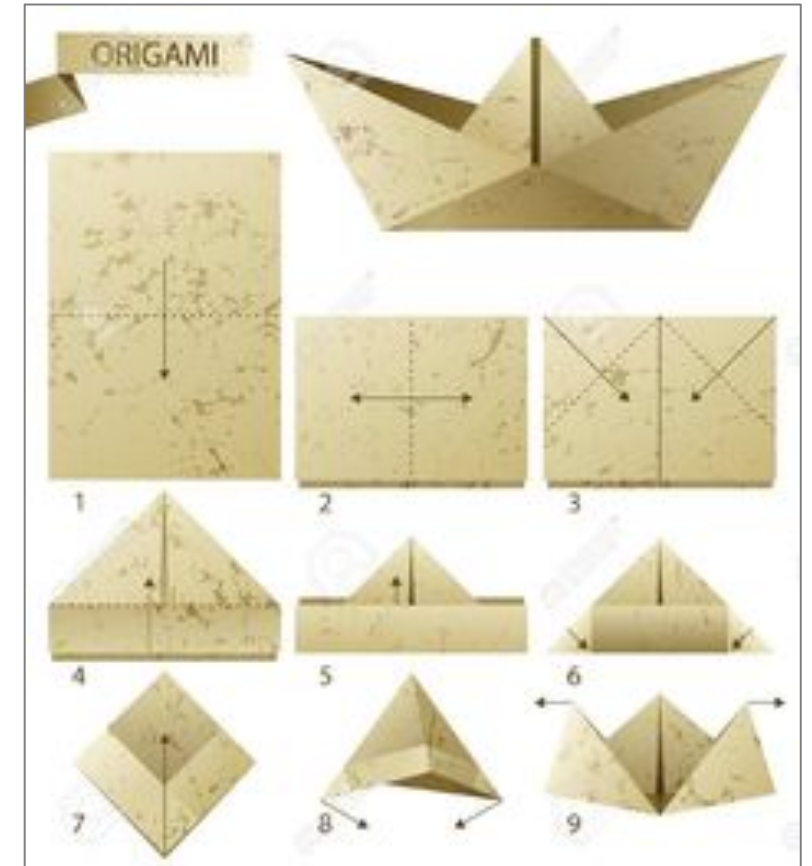
Inkjet Insight

April 11, 2018

Same equipment.



Different result



The Art of the Possible

- Books for one
- Individualized business cards
- White paper transaction print with multiple brands, departmental tracking
- Profitable transaction printing for small customers
- JIT Marketing
- Personalized magazines
- Localized catalog versions



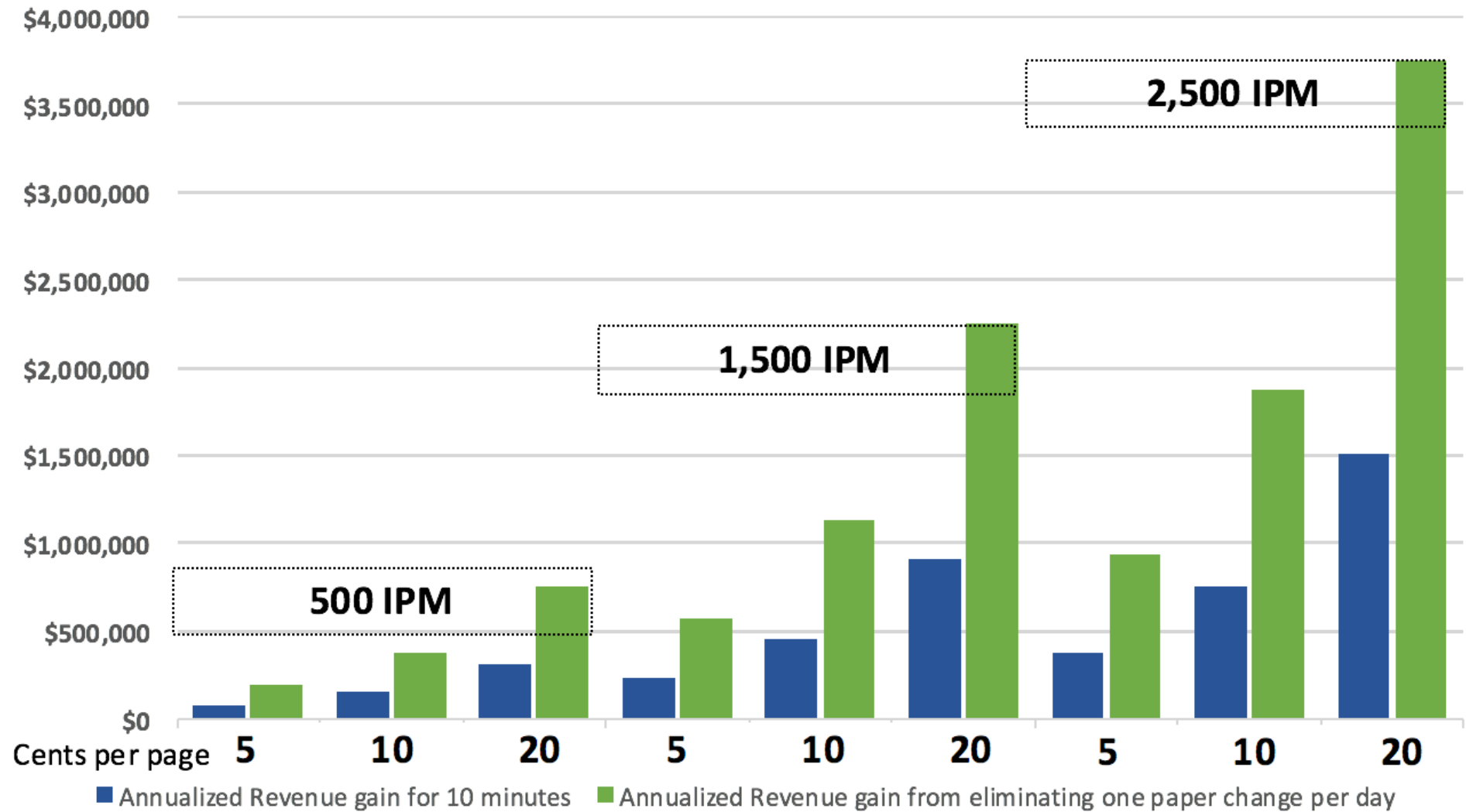
These used to be barriers



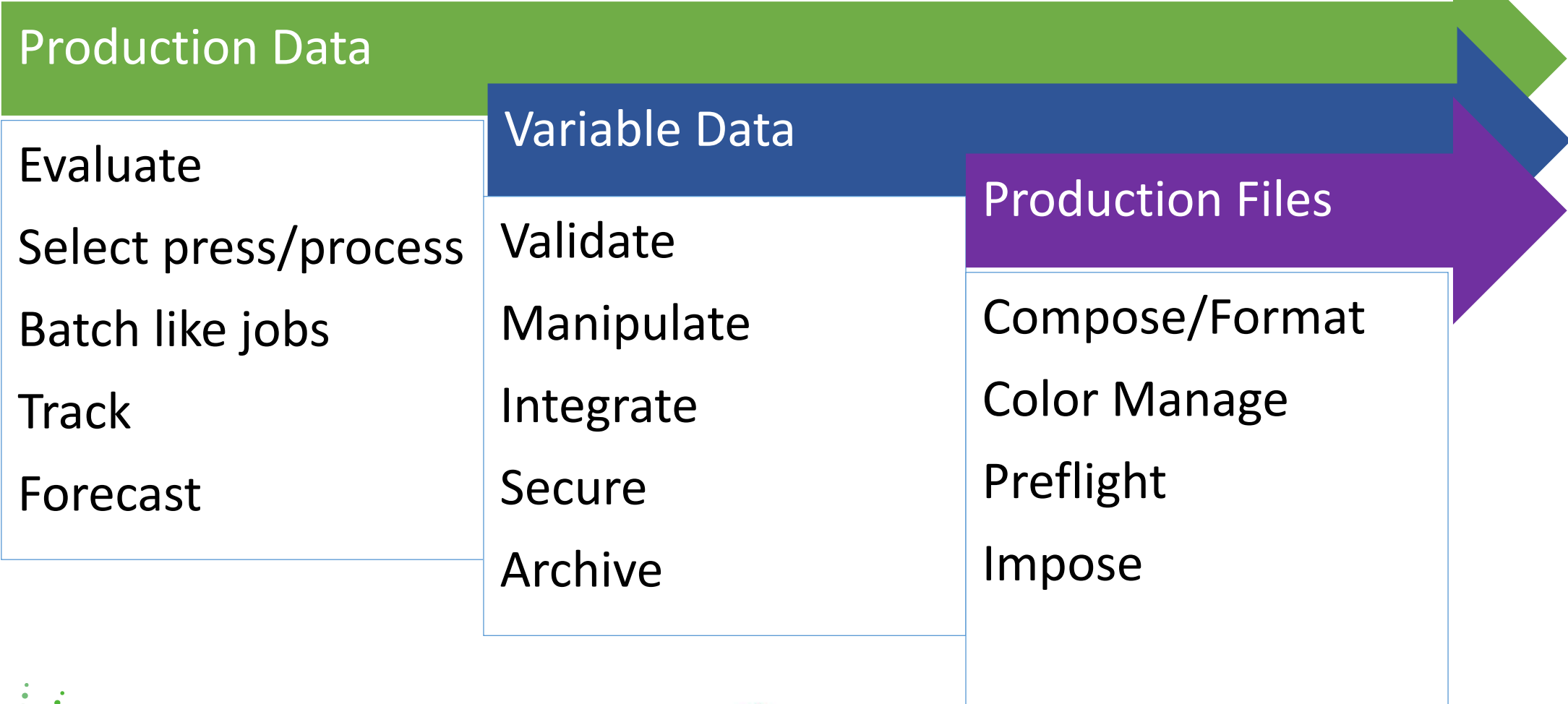
Software is not Workflow.

Making the Business Case for Essential Software

On a high-speed press, every second counts.



Optimizing Jobs to Maximize Productivity and Up-time



Customer Acquisition

Sales management
Estimating
Quotes
Ordering
Pre-flight

Production

Data management
Application development
Output management
Quality control
Resource Planning

Customer Service

Billing
Reporting
Self service tools
Measurement

Dashboard Monitoring

End-to-End Security

Make it easy for
customers to engage.

Make it easy for your
employees to deliver
what customers want.

Make it easy for
customers to stay &
grow their business.


“Customers Buy Workflows”

Making it Easier for Customers

- Color Management
- Customer Dashboard
- Customer Ordering Interface
- Data Preparation
- Data Security
- Testing Automation
- Integrating with THEIR workflow

Why isn't there an Alexa for Print?

Starbucks Launches Voice Ordering App
Customers can now use their iPhone or Amazon Alexa to place an order.

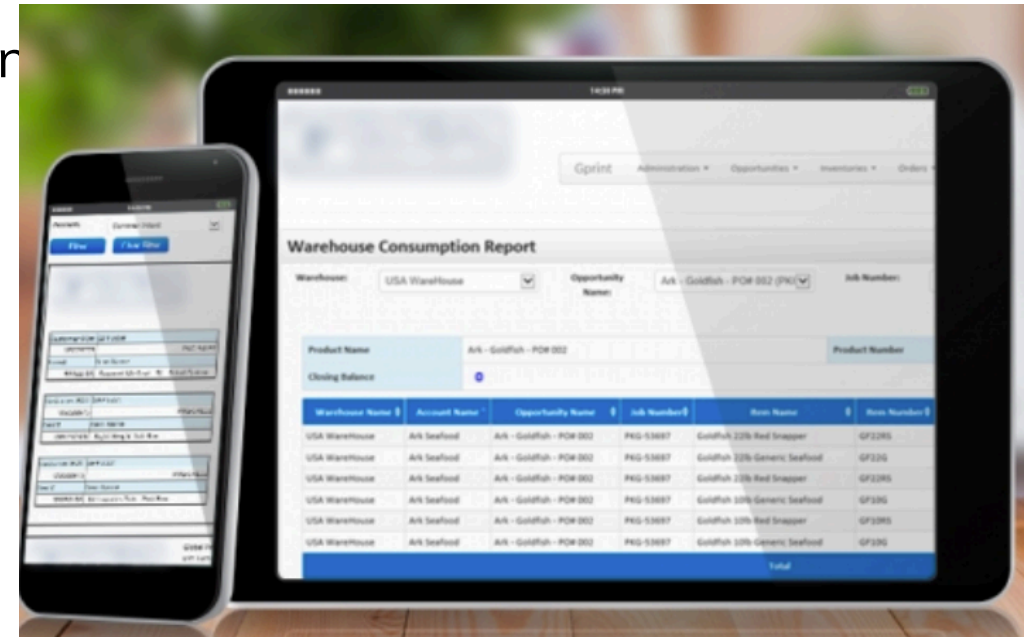


“ONE OF OUR CORE TENETS IS TO REALLY ELEVATE THE CUSTOMER EXPERIENCE. WE ASPIRE TO HAVE A VERY SEAMLESS DIGITAL EXPERIENCE WHERE IT IS STILL CUSTOMER-FIRST, EXPERIENCE-FIRST, WHERE YOU DON'T HAVE TO THINK ABOUT IT.”

Making it Easier to Do Business – For You

- Color Management
- Output Management
- Print Stream Reengineering and Transformation
- Production Modeling
- Production Planning
- Production Tracking
- Resource Management/Conversion
- Testing Automation

Enable Mobile. Carefully.



Workflow is Designed. Not Bought.

- Inventory – Internal Evaluation
- Requirements and Innovations
- External Evaluation
- Integration and Professional Services
- Assign Product Managers

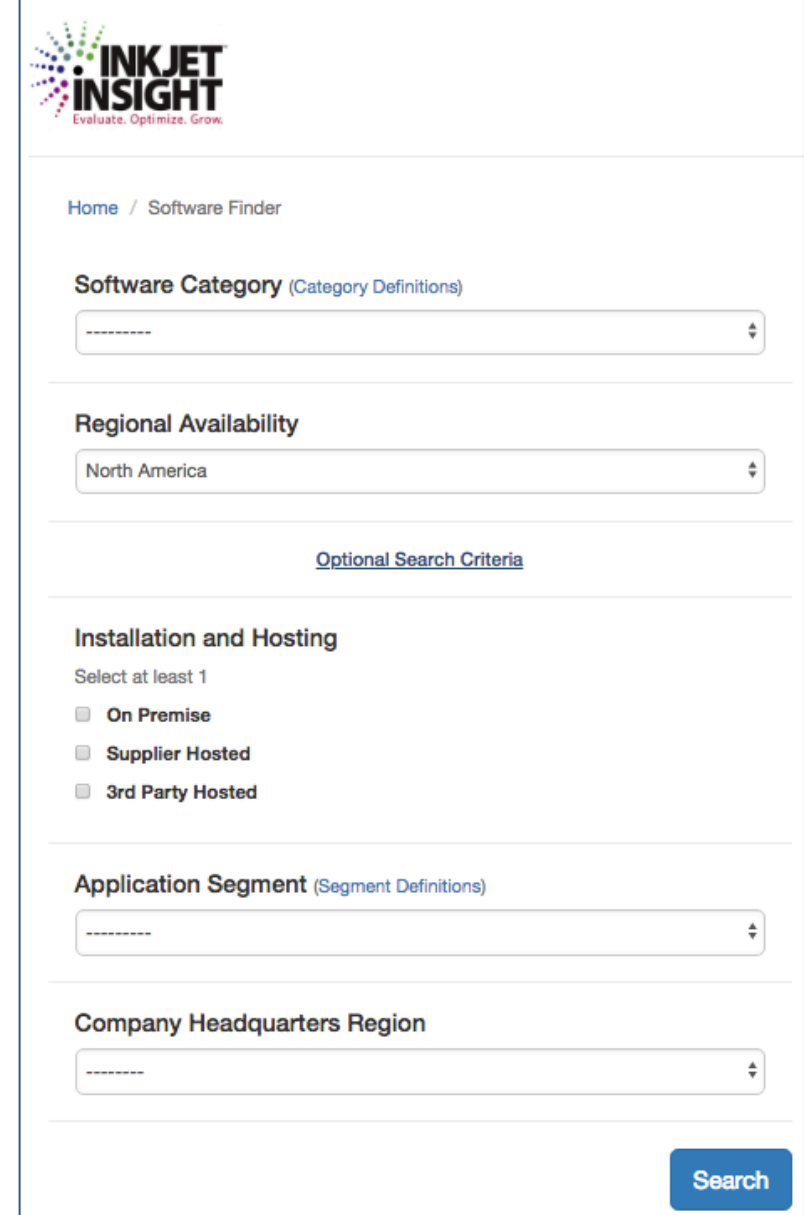
What Works?

What Doesn't Work?

What's Missing?

Many (Overlapping) Categories of Software

- Automated Document Composition
- Color Management
- Customer Dashboard
- Customer Ordering Interface
- Data Preparation
- Data Security
- Digital MakeReady
- Disaster Recovery/Business Continuity
- ERP/Business Management
- Marketing Automation
- Materials Management
- Output Management
- Postal Automation
- Postal Hygiene
- Print Stream Reengineering and Transformation
- Production Modeling
- Production Planning
- Production Tracking
- Reprint/Archive
- Resource Management/Conversion
- Testing Automation



The screenshot shows the 'Software Finder' page on the InkJet Insight website. At the top left is the InkJet Insight logo with the tagline 'Evaluate. Optimize. Grow.'. Below the logo is a breadcrumb trail: 'Home / Software Finder'. The main content area contains several filter sections:

- Software Category (Category Definitions):** A dropdown menu with a dashed line indicating no selection.
- Regional Availability:** A dropdown menu with 'North America' selected.
- Optional Search Criteria:** A link to expand search options.
- Installation and Hosting:** A section titled 'Select at least 1' with three radio button options: 'On Premise', 'Supplier Hosted', and '3rd Party Hosted'. All are currently unselected.
- Application Segment (Segment Definitions):** A dropdown menu with a dashed line indicating no selection.
- Company Headquarters Region:** A dropdown menu with a dashed line indicating no selection.

A blue 'Search' button is located at the bottom right of the form area.

Ask Suppliers About Integration Options

XML cXML

- Flexible
- Simple
- 2-way Validation challenges
- Often links order entry with MIS
- Input to composition

JDF xJDF


- Built on XML
- CIP4 defined schema
- Virtual job ticket
Links MIS with equipment
- Level of adoption varies

API

- Unique to each product
- Not all products have them
- Supports complex queries and bi-directional interaction

Securing the End-to-End Workflow

- More and more data is part of the process
- Taking data from customers over the web
- Using service processes that access the web



Building End-to-End Data Security into Inkjet Print Operations

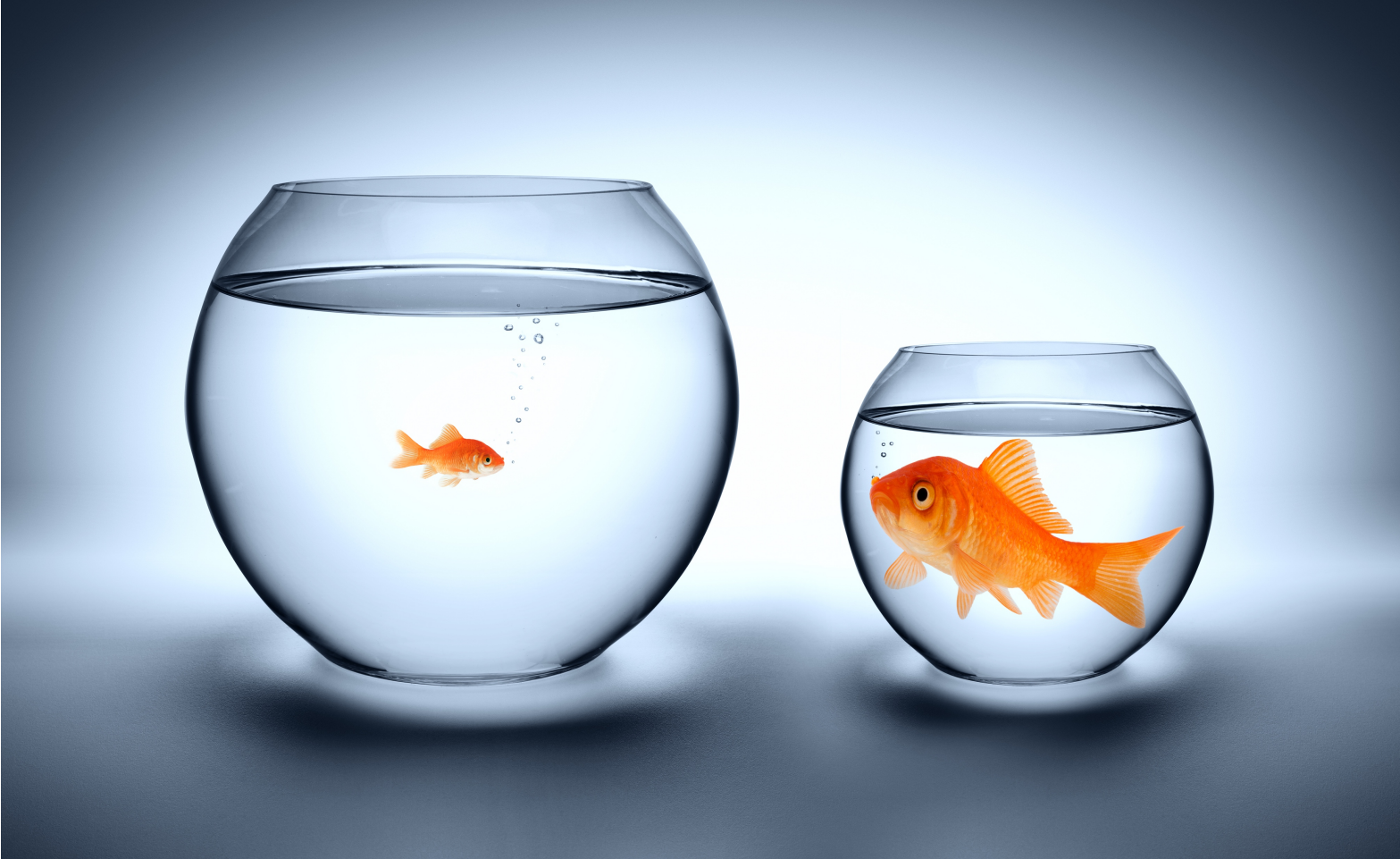
Table 1 – Best Practices for End-to-End Production

Step	Protection
Receipt of data	<ul style="list-style-type: none">• Encrypted transmission• Scan all incoming files for viruses
Storage of data	<ul style="list-style-type: none">• Encrypt at rest• Automatically delete data at earliest compliant date
Data Transmission	<ul style="list-style-type: none">• Encrypted transmission whether to internal or external location• Automatically redact or scramble when transmitting externally, except for production processing
System Testing	<ul style="list-style-type: none">• Automatically redact or scramble data for all testing processes, internally and with outside partners
Production Failure	<ul style="list-style-type: none">• Automatically scramble production files needed for third-party support of system failure.
Disaster Recovery Testing	<ul style="list-style-type: none">• Use scrambled data for all testing prior to fail-over tests• Encrypt transmission
General	<ul style="list-style-type: none">• Secure network access for all connected devices including DFES, servers, operator consoles, camera systems and scanners.• Validate cloud security settings with a network security specialist• Disable all unnecessary ports and services to reduce vulnerability

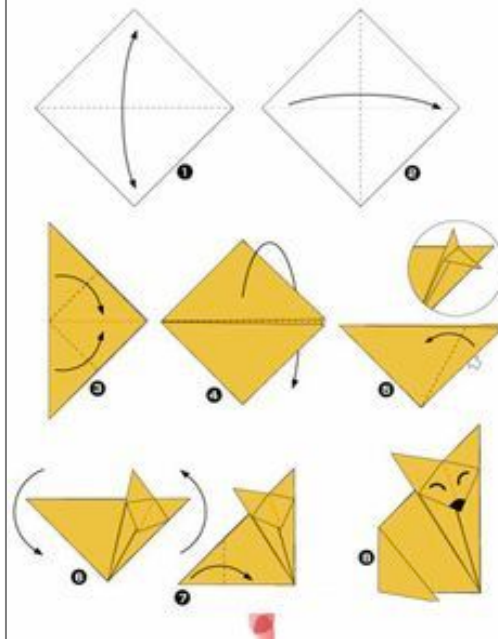
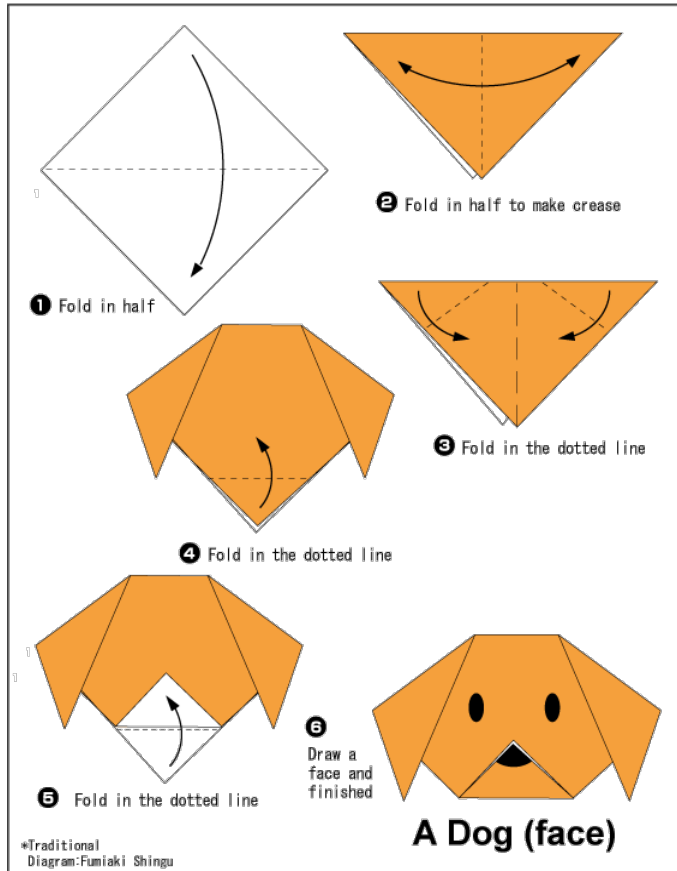
- 1 In addition to securing data within the print operation, ask clients if the data that they are sending for testing purposes includes live customer information.
- 2 Discourage clients from sending production data for use in testing because reducing unnecessary exposure to personal data reduces the likelihood of loss.
- 3 If the client insists on the use of production data for testing, ensure that files are immediately scrambled on receipt.

Page 6 of 11 © Inkjet Insight LLC InkjetInsight.com

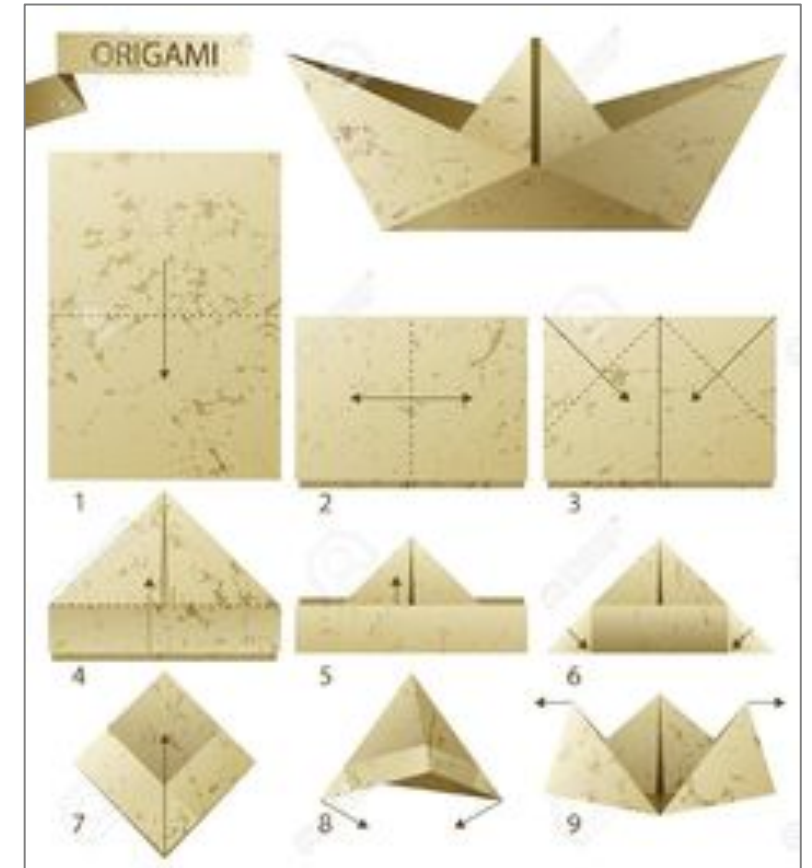
Plan for Growth



Same equipment.



Different result



Inkjet Insight provides valuable tools and resources to help companies objectively **evaluate** the potential of inkjet for their business, **optimize** their operations and **grow** their businesses using production inkjet.

Our Message to Printers, OEMs and the Industry at Large

Evaluate. Optimize. Grow.

Repeat



For more information please contact:

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800-886-2196 x7

Thank you for your time and attention.

We look forward to the opportunity to help you reach new customers through valuable technical and educational content.