

# The New Business of Printing® Business Development Services.

The right help for all aspects of  
your digital business.

We're focusing all of our expertise on your success.

#### Sales and Marketing Services enable you to:

- Build marketing plans
- Sell 1:1 and Web-to-Print services
- Develop an effective digital print sales force
- Target vertical markets

#### Workflow Services help you:

- Conduct a workflow assessment
- Build, integrate and optimize your workflow
- Set up a web-enabled business

#### Application Services help you:

- Develop specialized applications in high-growth categories
- Create, produce and sell high-value TransPromo applications

For more information on our comprehensive collection of Business Development Services, contact your Xerox representative or visit us at [www.xerox.com/businessdevelopmentservices](http://www.xerox.com/businessdevelopmentservices)

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Business  
Development  
Services  
Workflow Services



## Training and Professional Services Enhancing Your Workflow



# Looking for a way to optimize your workflow and maximize your ROI?

**In order to turn digital printing capabilities into a successful business** you need three things: the right business model, the right workflow, and the right technology<sup>SM</sup>.



## Here are a few examples.

### **Workflow Webinars.**

This series of live webinars covers a wide range of digital production issues and opportunities. For example, we offer a curriculum for establishing your print e-business through **FreeFlow® Web Services**. You'll learn how to provide customized web sites for your customers, including unique online document libraries, pricing, ordering, printing, and payment while automating production.

### **Optimize your workflow with Design for Digital.**

This course gives you a thorough understanding of how to prepare files for production on Xerox digital presses that maximize quality and productivity.

Ideal for your in-house designers, file prep staff and creative professionals, **Design for Digital** provides guidelines for achieving outstanding and consistent digital print results.

### **Everything you always wanted to know about digital workflow.**

These are just some of the examples of our Digital Workflow Services. We also offer services to optimize print environments, custom integration with existing software such as MIS systems, application design and testing, and much more.

### **Put your business on the path to optimum productivity and success.**

All of our services can be customized to meet your specific requirements. For more information on our Advanced Workflow Professional and Training Services and our FreeFlow Digital Workflow Collection, contact your Xerox representative.



### **Ensuring your success in The New Business of Printing® ...Xerox Business Development Services.**

You always have access to help where and when you need it. Our team of experts is available to work with you on your most important needs—sales, marketing, operations, workflow, applications, and more.

From tools and resources, learning events, workshops, and more, you can draw on our rich history of enabling successful digital printing businesses.

# Advanced Training Workflow Services

## Developing the skills that drive productivity

The Xerox FreeFlow® Academy offers a curriculum of advanced training services, delivered classroom-style on-site, or online to help you realize the benefits of cutting-edge digital print productivity.



### What is the right workflow?

We have helped thousands of digital printers establish profitable commercial businesses and successful in-plant operations. One of the most important things we have learned through that experience is that every business is unique. There is no single workflow that can possibly address the variety of work environments, job requirements, and application opportunities.

So the right workflow is the one that optimizes your particular business. The one that helps you create new revenue streams. The one that helps you get jobs into, through, and out of your shop in the fastest, most efficient, and cost-effective manner possible.

### When it comes to digital workflow, start with the Xerox FreeFlow® Digital Workflow Collection.

Whether you're building a digital business from scratch or integrating it into your current offset business, we have the software you need to build an optimized workflow.

We've taken all of our experience and expertise in helping customers build successful digital businesses and bundled them into a collection of software tools that help you manage your print jobs, automate your processes, and capitalize on the most valuable digital printing applications.

### Get the most out of your workflow...Xerox Training and Professional Workflow Services.

That same experience and expertise is available to you in the form of a powerful set of Business Development Services. Our Training and Professional Workflow Services give you the specialized and tailored help you need to succeed in The New Business of Printing®.

### Basic Workflow Services begin the moment you partner with us.

You get a lot more than world-leading production printing systems. From the moment you decide to build your digital business, our digital printing experts are on-site working with you to ensure that you have the right solution and that your installation and implementation are flawless.

As part of our commitment to you, Basic Workflow Services, such as Workflow Requirements Identification, Solution Requirements Definition, Site Preparation and Implementation Planning are all included at no charge. These are standard services that are a basic part of every solutions design project.

### Beyond the Basics: Advanced Professional and Training Workflow Services.

Up and running is one thing. The goal is to maximize revenues and the productivity of your digital operations. This requires a workflow that is streamlined, automated, and accelerated. It requires a workflow that is tightly integrated, and ready to support new applications.

We can help you get there with a powerful collection of Advanced Workflow Professional and Training Services.



### Analysts, consultants, and trainers at your service.

Our Workflow Services are delivered by a team of digital printing professionals with expertise in technical issues, business optimization, and industry applications.

These services are provided according to your preference:

- On-site with professional consultation
- At one of our training facilities
- Via webinar or teleconference

# Advanced Professional Workflow Services

## Start here: Xerox Workflow Assessment

**Our workflow experts work with you on-site to audit your current workflow,** identify opportunities for integration with your current print operation support systems, and design an optimized workflow tailored to your requirements. This optimized workflow is the foundation for maximizing your productivity, minimizing required investments, and expanding your digital business.

### Professional Workflow Services for a variety of digital challenges and opportunities.

We're helping customers meet challenges and capture new opportunities every day. Our workflow consultants can help you set up a web-enabled business so you can connect to your customers with confidence.

They can help you manage color in your shop with customized color tools that meet your specific customer requirements and simplify day-to-day operations. This includes automated color calibration and profiles for your most valued customer applications.

For customers printing variable data, we can work with you to mine your database, design personalized documents with maximum relevancy, manage campaigns, and automate the print process for optimum efficiency and productivity. When that data is sensitive, we can help you architect a secure document delivery network.

Whatever your needs are for workflow optimization, our Professional Workflow experts are here to ensure maximum efficiency and maximum return on your investment.

