



GMC IntegratedPLUS Solution

Optimized variable-data performance
for the Xerox[®] CiPress[™] 500 Production
Inkjet System

The flexible, productive way to boost your revenue from transactional, transpromo and direct mail

The Xerox® Open Solutions Platform for Automated Document Factory (ADF) Environments introduces the first Xerox® and Xerox® Business Innovation Partner technology collaboration—the Xerox® GMC IntegratedPLUS Solution.

The integration between Xerox® FreeFlow® Print Server and GMC Software Technology together with the Xerox® CiPress™ 500 Production Inkjet System gives you the flexibility to right-size print manufacturing capabilities as you grow your business, maximize print productivity and drive the ROI essential to your success.



Put a proven personalization powerhouse to work in your shop

GMC software is used by nearly 50% of the leading global direct marketing and print service providers for diverse applications.

Customers worldwide have used GMC software to develop promotional, transactional, transpromo and on-demand publishing applications that normally achieve ROI in 6 to 12 months, with up to 60% reduction in programming time and job turnaround improvements of up to 400%.

Xerox's tight integration with GMC streamlines implementation and operation to further assure you of a successful ADF environment.

Designed with high-volume environments in mind

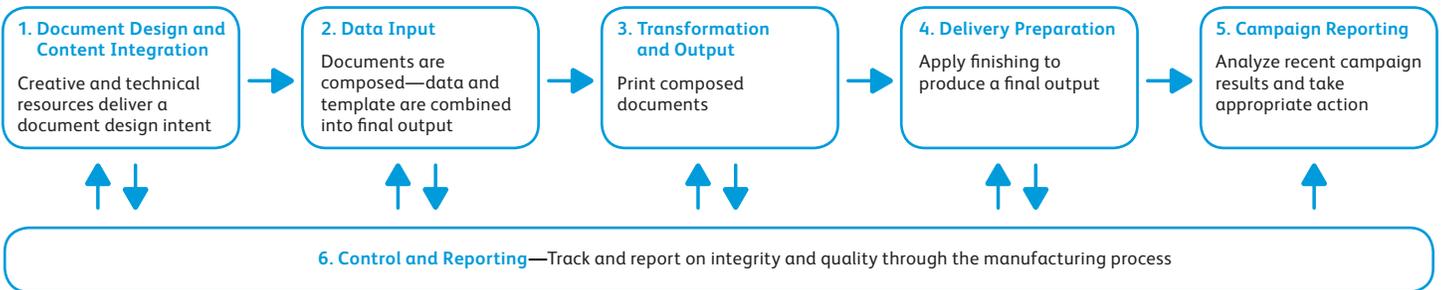
The ability to plug into an open solutions platform with maximum automation and minimal programming is key to an efficient Automated Document Factory (ADF). The GMC IntegratedPLUS Solution handles complex composition and image processing, manages and facilitates job tracking and applies system settings and image quality—all automatically and all architected with one goal in mind: maximum efficiency for the Xerox® CiPress™ 500 Production Inkjet System.

The result is a flexible, productive and cost-effective solution for print manufacturing environments. You are freed from the need to constantly tweak system settings or reconfigure workflows for each job. The CiPress™ can deliver virtually non-stop transaction, transpromo and direct mail documents, unhindered by any limitations due to upstream processing or operator intervention.

Xerox and GMC: a partnership that manages the details for you

Xerox® and GMC Software Technology have joined forces to optimize the integration of Xerox® FreeFlow® Print Server and GMC Inspire™ Software. Experts from both companies have come together to fine-tune how the software, RIPs and print engines interact. This pre-designed integrated solution results in less programming, less labor and less opportunity for error and enables your print engine to run at full capacity.

Automated Document Factory (ADF)



Automated Document Factory (ADF) is Gartner's term for an architecture and set of processes to manage the creation and delivery of mission-critical, high-volume digital documents. The ADF applies factory production concepts to the document production—raw materials, including data and preparation instructions, enter the ADF, where they are transformed into digital documents and prepared for delivery.

Source: Gartner, Inc.

From document design and composition through to finishing, the Xerox® GMC IntegratedPLUS Solution delivers:

Step 1: Document Design and Content Integration.

GMC Inspire™ Designer: A robust design tool for creating dynamic print and “e” communications. Complex personalization including thousands of variable text and graphics made possible with sophisticated rules-based embedded instructions.

Step 2: Data Input.

GMC Inspire™ Automation: Efficiently and automatically compose relevant customers' communications for any channel: web, mobile, print, social media or email.

Step 3: Transformation and Output.

The **FreeFlow® Print Server** and the **Xerox® CiPress™ 500 Production Inkjet System** combine to deliver the power you need for ultra high-volume transaction and transpromo print manufacturing.

Step 4: Delivery Preparation. Whether your print delivery includes roll to roll, roll to fold or roll to cut sheet, the **Xerox® GMC IntegratedPLUS Solution** has been tested with industry leaders such as Pitney Bowes, BBH, Kern, Hunkeler, LaserMax Roll and Matti.

Step 5: Campaign Reporting. The **Xerox® GMC IntegratedPLUS Solution** is delivered on a platform built on industry standards, enabling integration with campaign management solutions from GMC or other leading providers.

Step 6: Control and Reporting. Every Step of the Way: Vision Systems inspect print work in concert with control and reporting solutions like Ironsides to capture identifiable data from every printed page. Job performance is measured against SLA commitments with status notifications provided real-time.

Take a closer look at the advantages of the GMC IntegratedPLUS Solution

Maximum Flexibility to Reduce Your Costs

The **GMC IntegratedPLUS Solution** integrates with the widest possible range of hardware and software in your ADF environment and has been custom designed to optimize the **CiPress™**:

- Move from offset shells to full-color digital printing, including built-in predictable color to minimize manual color correction and eliminate the need to print, store, load and unload diverse paper rolls.
- Optimize print system operations with a common controller workflow for your cut sheet and continuous feed digital printers, increasing operator efficiency and decreasing technical support required with diverse controller technologies.
- Always know where your job is: Job- and piece-level tracking is expanded beyond IPDS data streams with two-way data communications from the print server controller to your print management system, including IPDS, PS and PDF. Visibility to your jobs throughout the print production process, regardless of data stream, reduces errors.

Maximum Productivity to Produce More Jobs and the ROI to Help Your Business Grow

The **GMC IntegratedPLUS Solution** delivers maximum productivity and maximum ROI through unique customization for ADF environments:

- The solution minimizes the need to perform transforms with native printing of IPDS, PS, PDF and VIPP® data streams to accelerate manufacturing throughput.
- Highly tuned high-speed page buffering at the RIP print server allows uninterrupted upstream composition and downstream processing to get more jobs out the door.
- The scalable **FreeFlow Print Server** architecture supports up to 84 RIPs in 14 RIP servers with an astounding 25 terabytes of job-spooling capacity, so you can grow your business and maintain press efficiency.
- Deliver the widest color range, vibrancy and detail possible right out of the box. The **GMC IntegratedPLUS Solution** comes with color pre-calibrated specifically for the **CiPress™**. Automatic color gamut optimization delivers consistent and predictable color quality—page to page, print engine to print engine, site to site, eliminating the need for highly skilled operators to continually adjust settings.
- Crisp text images: Font optimization is shifted from the composition system to the **FreeFlow Print Server**, reducing the need for manual intervention, accelerating processing time and delivering superior text quality and crisp edge definition even for small-sized fonts.

Extend maximum performance throughout your manufacturing process

Powerful, flexible processing power to handle complex jobs

Your workflow includes everything you do in your ADF environment every day to move jobs in, through and out the door. When it comes to addressing the challenges your business is facing, your workflow is the opportunity for the greatest return. The Xerox® Open Solutions Platform for ADF Environments, featuring the FreeFlow® Print Server and GMC Inspire™ software, helps you produce more jobs, reduce your costs, delight your customers and, ultimately, grow your business.

The GMC IntegratedPLUS Solution gives you the best of Xerox® and GMC technology in one fully integrated package. While Xerox and GMC pre-configure settings to optimize composition, RIP and system performance, the potential benefits of the Xerox® Open Solutions Platform for ADF Environments don't stop there.

The GMC IntegratedPLUS Solution can unify workflow beyond your printer all the way to finishing. The GMC IntegratedPLUS Solution has been fully integrated and tested with common finishing equipment, vision systems and tracking systems for the ultimate in automation and piece-level assurance of job and data integrity. From management system, to composition, to RIP, to printer, to finishing, you will have end-to-end visibility and control of the process with a single interface. You no longer have to manually check finishing equipment for job and piece status.



Application snapshot: Transactional and transpromo

Targeted marketing through monthly statements opens a valuable direct line between a business and its customers. The GMC IntegratedPLUS Solution, Xerox® FreeFlow® Print Server for ADF Environments and the Xerox® CiPress™ 500 Production Inkjet System streamline the composition and production of complex documents, delivering cost-effective color documents that increase customer loyalty and accelerate payments—all without the need for costly separate inserts.

Managing a busy, high-volume ADF environment is complex. With the GMC IntegratedPLUS Solution, you can spend more time on customer service while your print manufacturing process delivers exactly what you expect.

Xerox® Open Solutions Platform for ADF Environments

Whether you need a solution that fits inside your current environment or one that replaces a legacy system, Xerox offers scalable production workflow solutions that can help you improve efficiency and lower your costs. By working with partners such as GMC Software Technology to enable higher levels of automation, we help you take operational cost out of your business and improve your focus on customers.



Xerox® GMC IntegratedPLUS Solution:
A Xerox® and Xerox® Business Innovation Partner
technology collaboration

For more information on the Xerox® GMC IntegratedPLUS Solution, contact your Xerox sales representative, call 1-800-ASK-XEROX or visit us at www.xerox.com

