

# Your business cards produced with a single touch.

Maximize your productivity and increase production rates with the Xerox® FreeFlow® One-Touch Business Card Productivity App.

## Conquer the high costs of business card printing.

Business cards are in high demand, but they can mean high labor costs to print providers. You must go through many manual and time consuming prepress steps to ensure the right template and layout are created for production. And quick turnaround time is a given. In the production shop, there are many questions to be worked out:

- How many orders do you need to start production?
- What sheet size does your Xerox® digital press support?
- How can you minimize paper usage while ganging diverse short-run customer orders?
- Do I need to run my press every time I receive a business card order?
- What finishing equipment can accommodate the job?
- What color management is required to ensure the absolute finest image quality?
- Is the received file of the highest quality possible?

Typically, highly skilled prepress personnel guide this process. The FreeFlow One-Touch Business Card Productivity App can transform the entire process from a labor-intensive, multi-step process to a single touch. One-Touch business card workflow automates decision-making, eliminates separation of orders and completes all prepress steps automatically, without any production shop labor involvement, to accelerate prepress dramatically and maximize print production throughput. Whether the business card job is received via email, from a web application or on a flash drive, the process goes quickly and accurately. You'll reduce labor costs while processing diverse business card orders together in a common print run—all with a touch of a single button.

## Make your Xerox® digital press even more productive.

One-Touch Business Card Productivity App takes advantage of the amazing capabilities of FreeFlow Process Manager®. This award-winning software solution automates prepress decision-making, performs complex prepress steps, forwards files to external software programs and receives them back to complete prepress, and most important of all, communicates with your Xerox® digital press for printing and finishing. The FreeFlow One Touch Business Card Productivity App enables all of these steps; from receipt of many business card orders, through ganging jobs, normalizing, prepress, and printing, everything is managed by a single touch on a screen.

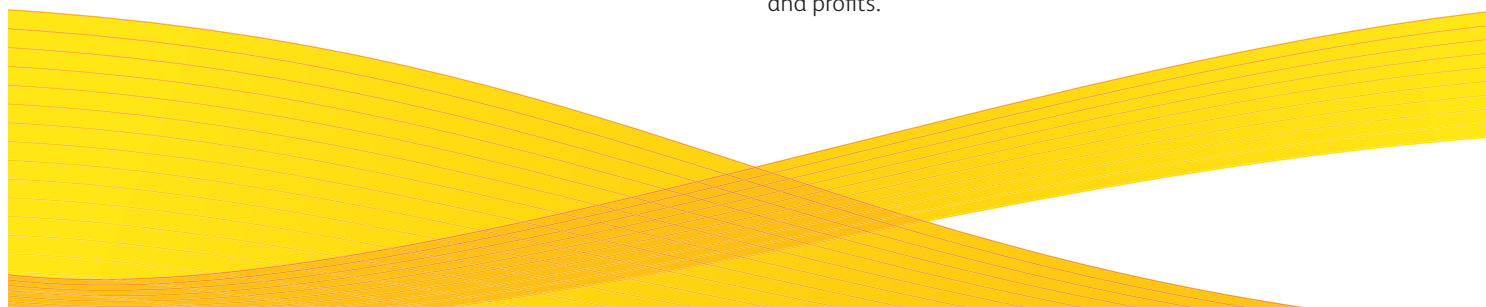
One-Touch business card workflow can also automatically query full job orders and compile requested jobs into a single print stream custom tailored for unique customer orders. And you can apply your automated workflow again and again to print more jobs with the touch of a button.

The FreeFlow One-Touch Business card Productivity App delivers the fastest business card preparation technology on the market. It enables you to produce more jobs and maximize the investment you made in your Xerox® digital press.

## We're with you every step of the way.

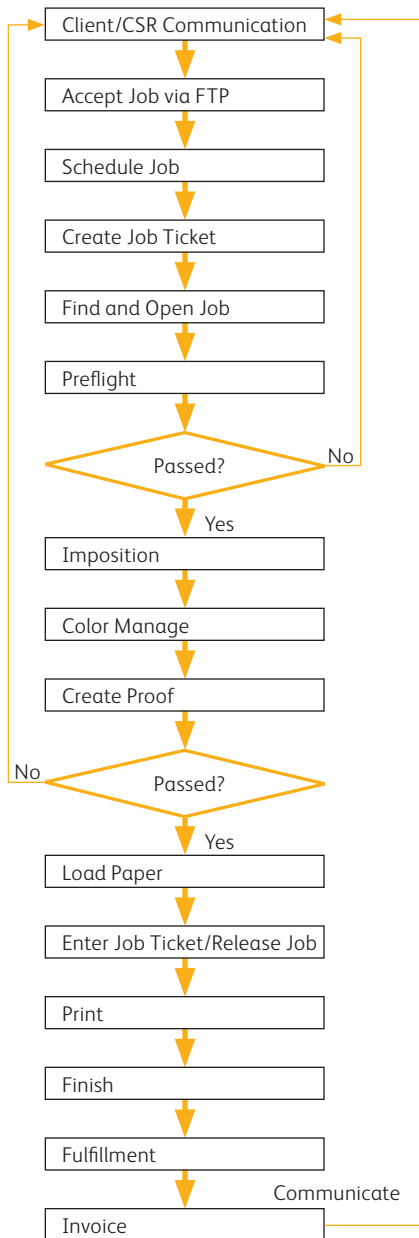
To ensure your business receives every advantage possible, Xerox will provide you guidance from the industry's very best. Xerox-trained technical support will come on-site to work with you side-by-side, delivering a short One-Touch tutorial and a test run of your own business card workflow. You will learn how to maximize your Xerox® digital press productivity, produce business cards faster than you ever thought possible and free up your valuable resources so they can focus on what matters most: your customers.

It's one more way the Xerox® FreeFlow One-Touch Productivity Apps accelerate your business card production and drive increased revenues and profits.

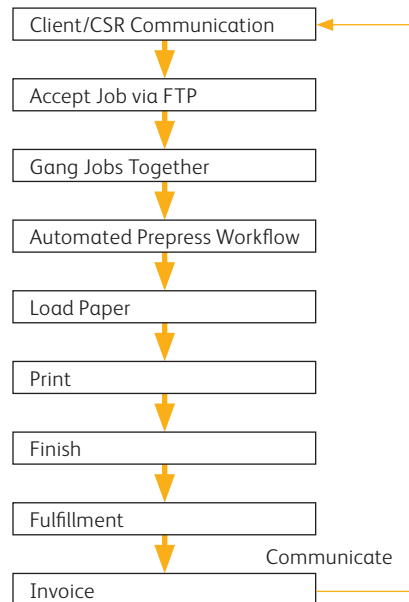


# Results: Nothing Short of Amazing One-Touch Business Card Production

## Current State



## Future State



Picture all the savings exhibited in the diagrams above, where a number of business card orders have production time savings of **81 minutes** and production cost savings of **\$55.55**.

Imagine running 10 similar batches a day, which is a savings of **810 minutes** or **13.5 man-hours** per day for a total of **\$555.50**.

Let us look at it from a total monthly savings by assuming a one-shift operation, Monday through Friday, 8:00 a.m. to 5:00 p.m. and 22 working days per month. The one-touch business card jobs will easily give a return of **297 man-hours** and **\$12,221.00** every month.

For more information on Xerox® FreeFlow® One-Touch Productivity Apps, call 1-800-ASK-XEROX or visit us at [www.xerox.com](http://www.xerox.com)

