BuyersLab

PLATINUM

TESTED
SOLUTION

Xerox FreeFlow Core Software and Versant 80 Press

Streamline and Automate. Print More. Print Faster.

"Increased productivity is the hallmark of both Xerox FreeFlow Core software and the Versant 80 Press. Together the combination can increase the efficiency of operators, even for demanding jobs"

Jamie Bsales,
BLI Senior Editor, Solutions

About BLI SYNERGY

BLI's team of analysts and technicians perform independent research, analyze and review test data, and interview industry experts to provide a holistic benefits assessment of a hardware and software combination.

High-volume printing environments have complex needs. For print shops and in-plant reprographics departments, time is literally money. Efficient turnaround of customer orders means jobs can be produced more quickly and more profitably, so that expensive equipment doesn't sit idle and not deliver a return on the organization's investment in it. These situations call for a robust, innovative and productive solution that allows you to keep productivity high while keeping costs low.
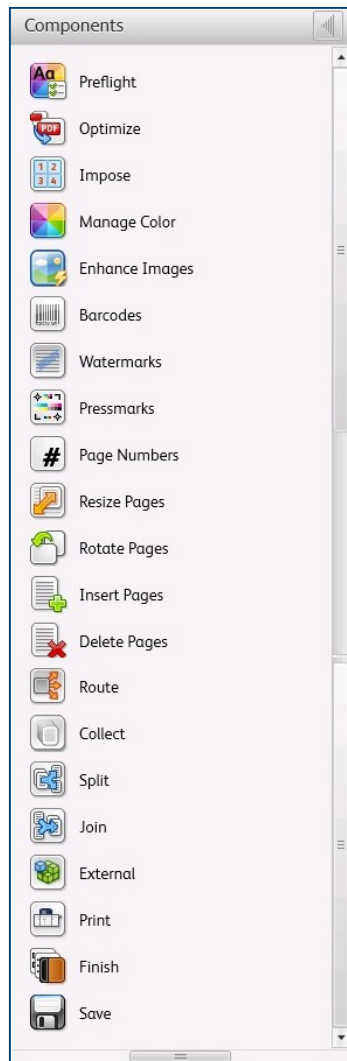
Two-time winner of BLI's coveted "Document Imaging Solutions Line of the Year" award and of numerous hardware and software BLI Pick awards, Xerox is a proven leader and is well-equipped to provide end-to-end solutions to boost productivity and streamline workflow.

Finding the right mix of production hardware and software to meet your business needs can be a challenge, but the Xerox team of engineers, product managers, developers and specialists can help. Their expertise and knowledge of the industry, along with tools and research from respected analyst organizations, can help you make the right decision. This BLI SYNERGY Report, compiled for Xerox by Buyers Lab LLC (BLI), the world's leading independent evaluator of document imaging hardware and software products, includes BLI's analysis and insight, combined with information from BLI's exhaustive Lab Test Reports, Field Test Reports and Solutions Reports, which are the product of hands-on evaluations.

BLI

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Components

- Preflight
- Optimize
- Impose
- Manage Color
- Enhance Images
- Barcodes
- Watermarks
- Pressmarks
- Page Numbers
- Resize Pages
- Rotate Pages
- Insert Pages
- Delete Pages
- Route
- Collect
- Split
- Join
- External
- Print
- Finish
- Save

"FreeFlow Core makes it **simple and affordable for print shops or In-Plants to automate** jobs, saving time and money, while reducing operator error."
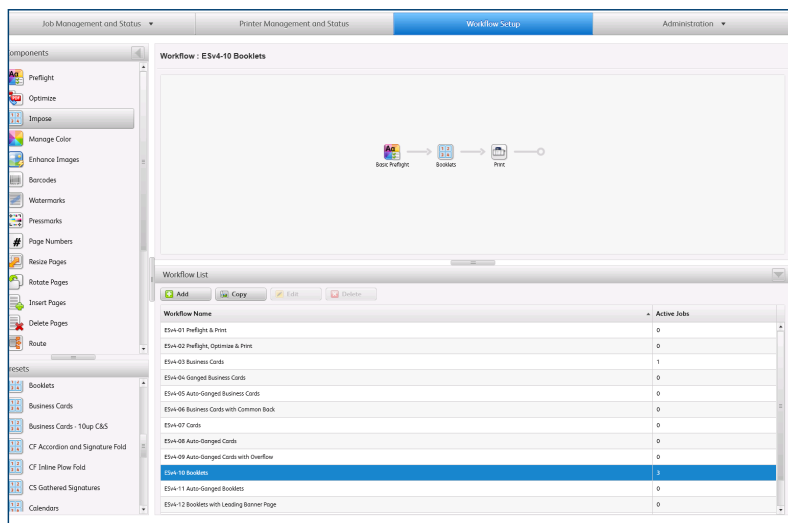
Jamie Bsales,
BLI Senior Editor, Solutions

Xerox FreeFlow Core
Workflow Automation Software
Functionality to fit your needs

FreeFlow Core provides automation customized for your environment. Xerox FreeFlow Core delivers a modular, integrated ecosystem of tools that automate and simplify a shop's workflow to streamline the production process for print shop managers and operators. You can purchase only the components you need and add on as your needs evolve to create a seamless solution. There are components for input, conversion, preflight, editing, imposition, routing and output management. These include functionality for job submission; management and status; hot-folder support; PDF conversion and optimization; image enhancement and spot-color checking; adding, removing and scaling pages; adding watermarks and barcodes; rules-based printer selection; programmed print submission and much more. The advanced functionality FreeFlow Core enables is impressive. For example, the platform's batching and ganging abilities automatically sort and aggregate jobs to help streamline printing (for instance, to minimize media changes at the printer) as well as finishing operations (to sequence jobs that have the same finishing requirements so they can be finished all at once). And its preflight abilities not only check for problems, but also correct them thanks to abilities such as file optimization (to down-sample images with a resolution above a specified threshold) and flexible font-substitution policies. When it comes to output management, FreeFlow Core delivers abilities critical to efficient operation of the entire shop, including intelligent load balancing and failover, FIFO (first-in/first-out) printing, and the ability to manage the rate of job submission to the DFE.
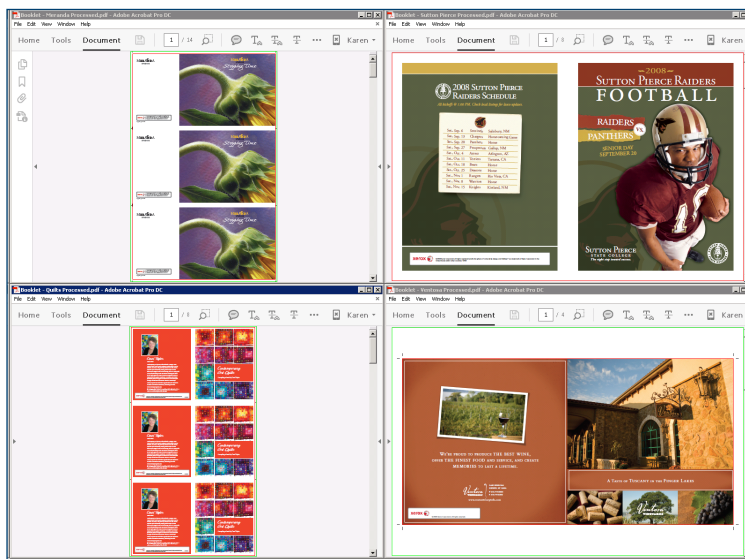
Intelligently Automate Job Creation

With workflows that "think"

The power and simplicity you need. Keeping your operations running efficiently requires sophisticated software. Unfortunately, too often such sophistication equates to complicated, disparate applications that are difficult to learn and even harder to master. But not with Xerox FreeFlow Core. The platform's intelligent rules-based automation engine enables workflows that can "think" on the fly and react according to conditions. Settings, rules and even exception-handling can be built into each workflow—and even each workflow step—which reduces delays and uses equipment most efficiently.

"FreeFlow Core is designed to fit nearly anyone's budget. Because the base package is **extremely affordable, even a small to mid-size business can utilize this software** to automate and print business cards and other marketing materials, while larger customers can buy the modules for advanced functionality."

**Jamie Bsales,
BLI Senior Editor, Solutions**

One simple workflow (top) has the intelligence to create disparate jobs (bottom) that would otherwise require multiple workflows.

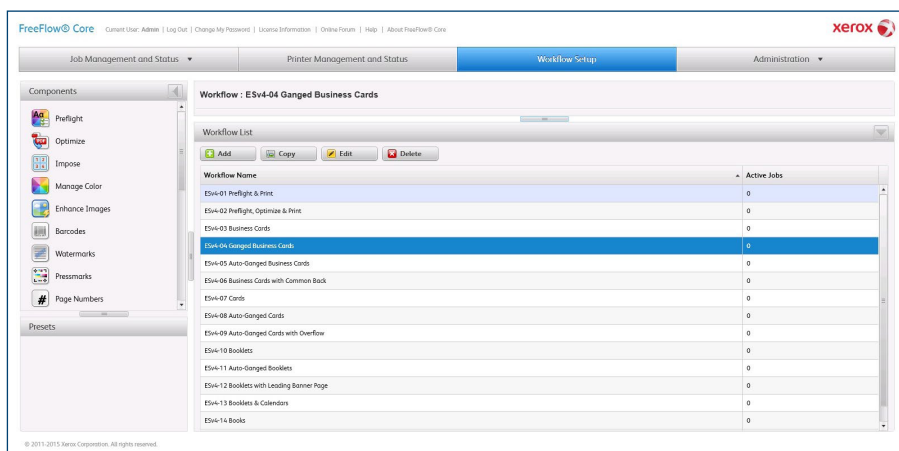**BLI** | BuyersLab.com
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EasyStart Workflows
Prebuilt to run more efficiently

Demystify the process of creating and managing workflows.
Need to get up and running quickly? The platform's EasyStart Workflows remove the complexity of creating and managing custom workflows. This collection of more than a dozen prebuilt workflows addresses the most common jobs. The workflow components are fully customizable to suit your needs and with just a few clicks, your operators can be producing jobs with very little training. And for the ultimate flexibility, the graphical drag-and-drop user interface offers stellar ease of use and dozens of preconfigured workflow-step presets that can be used as-is or customized to suit your needs without any programming experience.

"Not only is FreeFlow Core a robust collection of tools that provides a unified solution to tackle most production-print needs, but its **stellar ease of use enables shop personnel to get up and running quickly** and to make the most of their hardware and software investment. "

Jamie Bsales,
BLI Senior Editor, Solutions

The available EasyStart Workflow presets simplify automation of common job types.

Unsurpassed Ease of Use
Affordability and Fast ROI

Make the most out of your equipment and personnel investments. To initiate a job, operators simply select the appropriate workflow and submit the job. This greatly reduces the time an operator needs to spend on a given job, and cuts down on the amount of training required for print shop personnel. And BLI noted, "FreeFlow Core's price is surprisingly affordable for the features it delivers, helping customers more quickly recoup their investment in the software, associated output equipment, and personnel."

Designed for the way you work. The Versant 80 is there when you need it most, producing page after page, quickly and reliably. With a robust duty cycle of 460,000 impressions, paper-handling options that let you load up to 8,900 sheets, a choice of finishing options and support for a broad range of media weights, types and sizes, the Versant 80 is ready for even the most demanding jobs.

Outstanding Image Quality

Get your message across with vibrant and accurate color.

High quality and the superior accuracy you need. In hands-on testing of the Versant 80, BLI noted its excellent color consistency, so you can rest assured that the colors on page 1 will be just as accurate on page 1,000. BLI technicians also praised the Versant 80 for its "excellent font reproduction, rich solids and close tracking of halftone curves between coated and uncoated media." The optional Performance Package also includes an Inline Spectrophotometer (ILS) and the Automated Color Quality Suite (ACQS), which together eliminates the need for manual intervention when performing DFE calibration and custom profiling.

"The Versant 80 is an excellent choice for production and in-house print environments. It's fast, easy to use and has some of the **best color consistency we've seen to date**."

Pete Emory, BLI Director of Research & Lab Services, US/Asia

FIELD TESTED
BLI®
PRODUCTION PRINTER
★★★★★
COLOR CONSISTENCY

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Fast Speeds and Intuitive Design
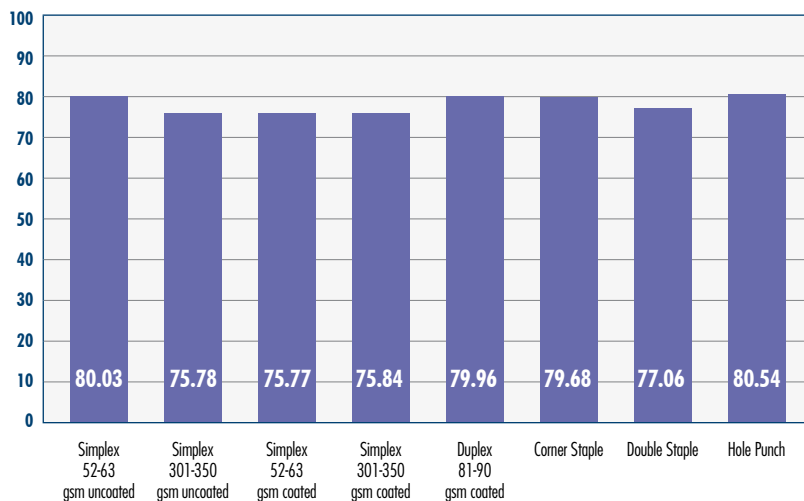## Work more efficiently together.

Productivity that goes beyond the stopwatch. In hands-on testing of the Versant 80, BLI noted that not only was the Versant 80 more efficient than many models tested, it maintained its speed, outputting nearly at full engine speed in almost every test, regardless of whether it was on light or heavy media, or coated or uncoated stocks (See graph below). The Versant 80 even maintained speed when switching media types in the middle of a job, so your shop won't suffer any slowdowns when processing even the most complex jobs. But the productivity advantages don't end there.

Because the included software automates calibration and registration procedures to a large degree, the key operator doesn't have to waste time manually taking readings and making adjustments to maintain quality.

FIELD TESTED
BLI®
PRODUCTION
PRINTER
★★★★★
PRODUCTIVITY

"The SIQA software's registration method is **far superior to the complicated, time-consuming trial-and-error procedures** used by many competitive devices, ensuring the most consistent output automatically."

George Mikolay,
BLI Senior Product Editor,
A3/Copier MFPs

Test	Value
Simplex 52-63 gsm uncoated	80.03
Simplex 301-350 gsm uncoated	75.78
Simplex 52-63 gsm coated	75.77
Simplex 301-350 gsm coated	75.84
Duplex 81-90 gsm coated	79.96
Corner Staple	79.68
Double Staple	77.06
Hole Punch	80.54

Based on BLI field testing of the Xerox Versant 80 with optional Performance Package. In BLI's media impact on productivity test, five sets of a 48-letter-image job are sent to the device and are output on different media types, with throughput time assessed between sets 2 and 5.
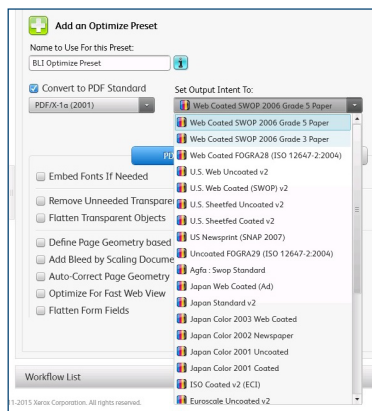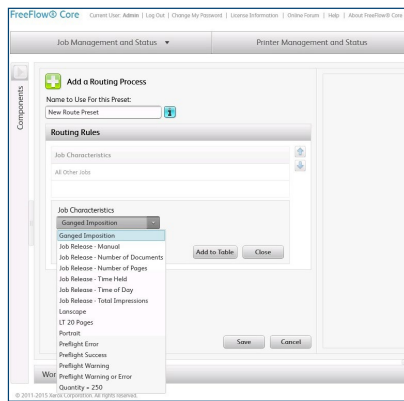
Xerox FreeFlow Core Software and Versant 80 Press

Streamline and automate. Print more. Print faster.

Intelligent Automation

Rules-based workflows let your shop run more efficiently

FreeFlow Core's automation engine creates workflows that can react according to conditions. Even exception handling can be set in advance, so fewer jobs need special attention from an operator. The Versant 80 streamlines otherwise complex chores for operators, including calibration, registration adjustment and custom profiling, keeping color and output consistent without user intervention.

Class-leading Efficiency

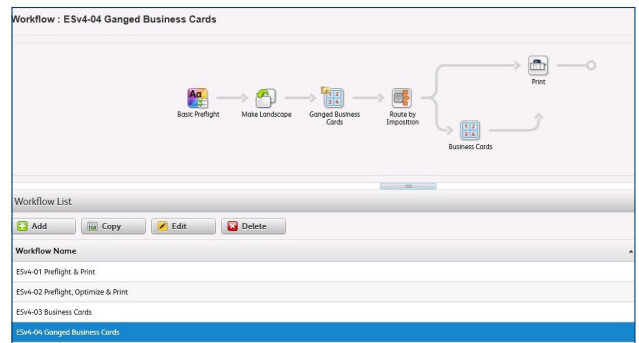**Minimal intervention and maximum productivity for every job**

Intelligent workflows in FreeFlow Core reduce job setup and creation to just a few clicks, so operators are on to the next job sooner. And in BLI's testing, the Versant 80 proved more efficient than competitors, delivering pages at a higher percentage of its rated speed—even when switching media types, inserting covers or using finishing.

Ease of Use

Empower operators to work faster, not harder

From the prebuilt EasyStart Workflows to its drag-and-drop workflow builder, every operation in FreeFlow Core is intuitive to find and easy to master. The Versant 80 was also designed with simplicity in mind, featuring an intuitive touch-screen control panel, while the driver includes a customizable Quick Access tab that lets operators easily program jobs.

Unified Workflow

Streamline. Print more. Print faster

With preflight, imposition and other prepress tasks handled automatically in FreeFlow Core, operators can focus on keeping the Versant 80 producing jobs at the fastest speeds possible.

Vibrant, Consistent Color

Get the rich color you expect with every page

Xerox HD Color and the outstanding color consistency of the Versant 80 press deliver rich, vibrant tones and accurate reproduction from page 1 to page 1,000 and beyond. And for improved image quality at the source, FreeFlow Core includes optimization presets for images and PDFs along with automated image enhancements for contrast, exposure, saturation, sharpness and more.

Xerox FreeFlow Core Software and Xerox Versant 80 Press

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About **Buyers Laboratory LLC**

Buyers Laboratory LLC (BLI) is the world's leading independent provider of analytical information and testing services to the document management industry. For over 50 years, buyers have relied on BLI to help them differentiate products' strengths and weaknesses and make the best purchasing decisions, while industry sales, marketing and product professionals have turned to BLI for insightful competitive intelligence and valued guidance on product development, competitive positioning and sales channel and marketing support. BLI also offers private, for-hire testing services that help OEMs develop and market better products and consumables.

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