

Open Print...

- Handles every step of your document production chain, from design to mail
- Energizes your business documents with rich colors and sizzling graphics
- Scales to the highest volumes in the most demanding environment with unmatched performance

OPEN PRINT

Unique Advantages and Their Value Proposition

Open Modern Architecture

Open Print is built for today's new needs of mass printing. It accepts all data, all formats from all sources in all environments, making it easy to create new documents and enrich old ones. It is sturdy, reliable and scales without limits.

Proven, Fast Economical Value

Open Print is the only complete integrated printing solution. Its plug and play design is fast to deploy and leads to immediate drastic increase in productivity, especially in large complex, high volume sites

Central Repository

Paragraphs, tables and graphics are all objects stored in a central repository. Created simultaneously via a thin client objects can be shared and re-used in the most secure, auditable process.

Collaborative Document Management

Document creation and maintenance is distributed among all types of users, speeding deployment and accelerating time to market while satisfying stringent compliance to new safety regulations.

Modern Engine

Based on a universal print language format and a unique three steps composition process, Open Print engine creates or transforms online or in batch any document, in any format, within a grid using a distributed, thin client architecture.

Performance and Flexibility

Multiple inputs are processed simultaneously into multiple outputs for ultimate flexibility. Complex documents with complex logic and graphics are processed with unlimited power and speed

■ BOSTON

■ PARIS

■ BRISTOL

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Innovation

Making production simple again

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THE INDUSTRY PROBLEMS

Data Acquisition and Document Design

- Multiple data sources-in multiple unstructured formats and from multiple applications-result in costly rigid data integration
- Documents take a long time to create, losing time to market
- Modification, consolidation or enhancement of information is too lengthy and costly. Only experts can design or correct documents
- Compliance is difficult to follow

Composition

- Increase in complexity and volume of documents demands more processing time against a constant production window
- Variable peaks in print require additional computer power
- Costs are escalating as more scalability is demanded
- Errors are found in documents after costly batch production
- Security and quality require online preview of documents
- Customer queries demand online generation of their documents

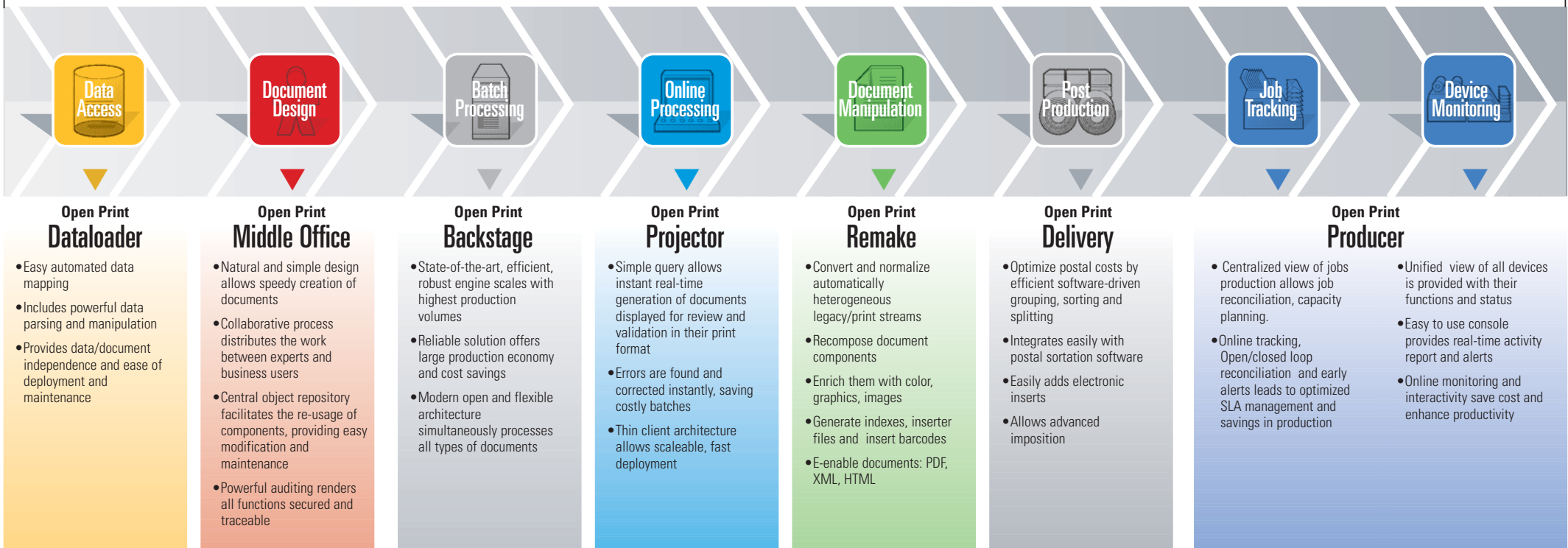
Document and Index Manipulation

- Documents generated by legacy systems are not competitive because of their lack of color, graphics or indexes
- Changes are impossible or very complex, long and costly to implement
- Indexes must be added to enhance pre-sort and economize on postage
- Mail sorting is inefficient
- Postal costs are too high
- Marketing campaigns and inserts are difficult and expensive to add

ADF Management

- Jobs are "lost" because steps are missed and priorities are not managed
- Scattered view of the production process prevents efficient management of workload, resulting in costly mistakes
- Production chain is made of heterogeneous printers, sorters and inserters
- Production progress cannot be traced and productivity not reliably measured
- Remedial steps cannot be taken in time
- Cost and efficiency are not optimized

THE GLOBAL SUPPLY CHAIN



SEFAS VERTICAL SOLUTIONS