

Workflow Connectivity That Makes Business Sense

In this competitive market, your customers demand value for every marketing dollar they spend. And businesses like yours need the tools and the flexibility to meet those needs with value-added communications—delivered efficiently, affordably, and above all, profitably.

To compete and thrive, your services need to go beyond ink-on-paper. In addition to conventional print, you need to tailor your offerings for each customer—to provide strategic, customized solutions that target your customers' special communication requirements. To manage this without increasing costs, the key is a streamlined, integrated workflow, one that automates repetitive tasks, that minimizes manual interactions, and that ties together the various processes and systems on your production floor, from order-entry through fulfillment. As an industry standard, **JDF** (Job Definition Format) is the bridge that helps automate these processes and enable printing companies to deliver a quality final product on time.

Creo Color Servers – the Experts in Workflow Connectivity

Creo Color Servers are backed by a strong track record in workflow, and engineered to provide your business with a sustainable competitive advantage. They utilize intelligent, open connectivity, with **JDF**-enabled automation of all print-production steps to help drive business performance and profit. They make a strong link between all workflow solutions on your print-production floor: creative tools, storefronts, prepress and digital workflow systems, MIS and finishing. Workflow is our expertise, and **Creo** Color Servers offer optimized connectivity without any need for additional utilities, plug-ins or costly options.

Workflow and VDP Partnership Programs

Creo Color Servers benefit from broad connectivity through strong alliances with leading workflow and VDP vendors. In collaboration with our partners, we have developed **JDF/JMF** integrations between **Creo** Color Servers and our partners' solutions. For example, bi-directional connectivity enables returning JMF status signals to facilitate job tracking—so that each time the status of a **JDF** job changes (as requested by the initiating program), the **Creo** Color Server sends a JMF signal. We, and our partner vendors, develop, test and approve, and continuously maintain these integrations. Through our Partnership Programs, integrations are continually initiated and developed, giving our customers the flexibility to choose the workflows that best fit their production requirements. Thanks to these alliances, you can achieve robust digital printing capabilities without replacing your upstream workflow tools with proprietary systems.

To read more about the Workflow and VDP Partnership Programs, go to: www.creoservers.com/Partners

You Select. We Connect.

For more information about **Creo** Branded Products, contact your local representative or visit www.creoservers.com

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