

Achievement = Activate x Automation

The print communication world is changing.

In the old days, print communication and production was about intermediate films, manually produced proofs, handwritten corrections on faxed texts and layouts. The job bag was physically shipped from one production stage to the next. Each highly skilled specialist handled colour scanning or typography or precise film stripping. One after the other. And back... for another time consuming round of changes or corrections.

Today, it is all about digital files, on-line communication, web based approvals, password protected access, networked collaboration. Standardized. Direct. Ready at all times.

The evolution points towards software driven, truly integrated manufacturing. Let's produce annual reports, science fiction books, glossy fashion magazines, cell phone packaging... like a car: JIT delivery of parts, spearhead warehousing, automated sub assembly, refined processes, production wide control,... Insight, reporting and action readiness are available at all times, from any place inside or outside the production structure.

Activate.
Automate.
Achieve.





What it takes...

- It takes understanding of how brand owners and print communication specifiers team up with print service providers.
- It takes experience of how to activate any type of data from and to all parties involved anywhere in the game.
- It takes practical knowledge to automate the conversion of these data into print products.
- It takes the proven capability, too, to achieve success in developing ideal value chains: publishing and production solutions based on integrated software, hardware, services and “brainware” (also known as people). Agfa Graphics understands this.

Brand Owners, Content Creators and Print Service Providers.

Let's face it: software/hardware combinations are all around us driving our personal and business lives. And certainly in business environments, the “brainware” – the people – simply depend on them and have to master them for all the same and interrelated reasons:

- improve quality
- save time
- reduce cost, and therefore
- sell more

Activate. Automate. Achieve.

Collaborate and Communicate on Intent – Content – Status.

When print is a product in itself, publishers drive content owners who drive print providers. When print is collateral to help sell products, communication specifiers steer creative agencies who steer print providers. Often combinations of both are needed, which adds another level of complexity.

The more complex the matter, the more need for clear communication. There is a multitude of print approaches available – inkjet and xerographic printing for Small Office/Home Office and transactional applications, sheet fed and web offset, flexo and gravure, digital printing – and it is decisive to know how they compete, overlap, co-exist and integrate.

All the parties in any print communication project, located anywhere around the world, today require a backbone system solution to collaborate and communicate driven by three focal points: the intent of this project, its content components and the need for status information for everyone at all times.

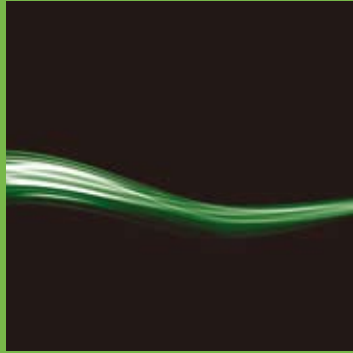
Agfa Graphics Offers Brainware – Hardware and Software.

Agfa Graphics not only has over a hundred years of experience in providing imaging and print communication solutions. It was the first to combine consumables, engines and software into system solutions.

Agfa Graphics is a founding member of the ICC* colour management committee and the original CIP3 committee, and drives the development of CIP4*. Together with Adobe, Agfa Graphics introduced the PDF* standard in the graphics world. Its R&D team developed a lot of software patents over the years. It pioneered in automatic high speed image improvement. Today, it designs innovative software driving reliable output engines. It is a world leader in publishing workflow solutions. It presents unique system-wide XML*-based solutions to manage and control extensive print communication projects. Agfa Graphics clearly knows what software based systems are all about.

* See page 45-47: Standardization and Expertise

Activate



Brand and content owners as well as creative teams and print service providers first of all need to define and manage all data referring to content, intent and status.

Content

Content refers to all text, image, artwork, video and audio data that first need to be captured or created and stored. These content components ideally will be saved in a media neutral format – PDF, XML – to activate free handling and access as well as smooth use across different media. In the end, content is what it is all about: some offer it at a price to gain money, others pay to consume it for information and use, and still others connect to it to promote products and services.

Intent


Intent determines the use of content. Intent points to how the owner/creator/provider wants this content piece to be used: positioned, transformed, approved, proofed, folded, cut... This is all about guiding content components into and through workflow streams including, in a universal JDF* or XML format. It includes each and every instruction to activate the process: stop or go, enter into processing steps, wait for approval, use certain screen settings, apply the appropriate colour profile, etc.

Status

Status, finally, continuously indicates in which stage the project is. This is the overall guidance in terms of tracking what is done or not done with the content, and verifying which intents are applied, which deadlines exist and how they are handled. This is the type of information – made available in a metadata* industry standard format like JMF* or XML – that is fed into local project management systems as well as overall enterprise CRM*, ERP* or MIS* systems.

Defining your data and streamlining them for further use is the start of every print communication process. It is by using industry standard formats that you ACTIVATE all available and necessary data.

* See page 45-47: Standardization and Expertise



“Revision and approval cycles of product brochures and datasheets in different languages are very time consuming. The nice thing about :APOGEE Media (part of :APOGEE PUBLISH) is that it both simplifies and increases the efficiency at which I can collaborate with my print service provider.”

DRIES VERDONCK,
Product Manager at Würth

“With :APOGEE Media, Agfa managed to develop a unique production platform for publishers. The way content management is integrated with layout and output for print is at least innovative. Besides the architecture, based on industry standards, is designed to easily connect into other output formats as our web applications.”

JEAN LESAGE,
CEO at Virtual Paper



:APOGEE PUBLISH

:APOGEE PUBLISH consist of two main products:

:APOGEE Media and :APOGEE Secuseal.

:APOGEE Media is an integrated publishing system for cross media content creators and owners that integrates colour managed content creation and management with layout and editorial workflows.

:APOGEE Secuseal is the solution for brand owners providing dedicated designing and verification tools to generate complex security designs and patterns that make imitations recognisable and traceable.

Automate



Every player in publishing, prepress and production wants to cut out all superfluous time or cost.



Publish & design

Publishers and content owners want to create and keep available news, information and messages in cross media formats. Almost always, the clock imposes deadlines for final decisions, so a professional digital asset management system is vital.

Anything that can be automated will be automated. Store, retrieve, back up and archive data. Index, improve, and repurpose images. Streamline, layout and copy fit text. Edit, review and approve jobs. Number, make versions of and route pages. Time stamp and track all data all the time. Feedback and communicate for true collaboration.

Prepress

Convert incoming content pages and ads into print ready files? No sweat. What used to be craftsmanship is now a software feature and you want it to be as automated as possible. The prepress solution identifies incoming items. It does preflighting on PDF files, indicates errors, missing fonts or wrong resolutions. It attaches or replaces colour profiles. It positions the right spot on the right page in the imposition plan. It halts to send out requests for remote approval or makes the local proof. It registers the OK and starts to render for the specific output device.

Print production

Time presses. Don't keep the presses waiting! Press one button for automatic remote approval, direct plate making, and calculation of ink key data. The attached colour management* and ink key profiles, together with all necessary printing and finishing instructions (in JDF/XML format), are sent forward to the press and post-press systems. Ink keys are set on the 8-colour press, production settings are fed into the digital press interface. Output is folded, stitched and wrapped. Skilled operators control what is not yet automated from a remote computer console.

You need highest level, end-to-end automation to convert activated data into any type of printed product. Key is to AUTOMATE jobs processes, not people, even across each other's territory.

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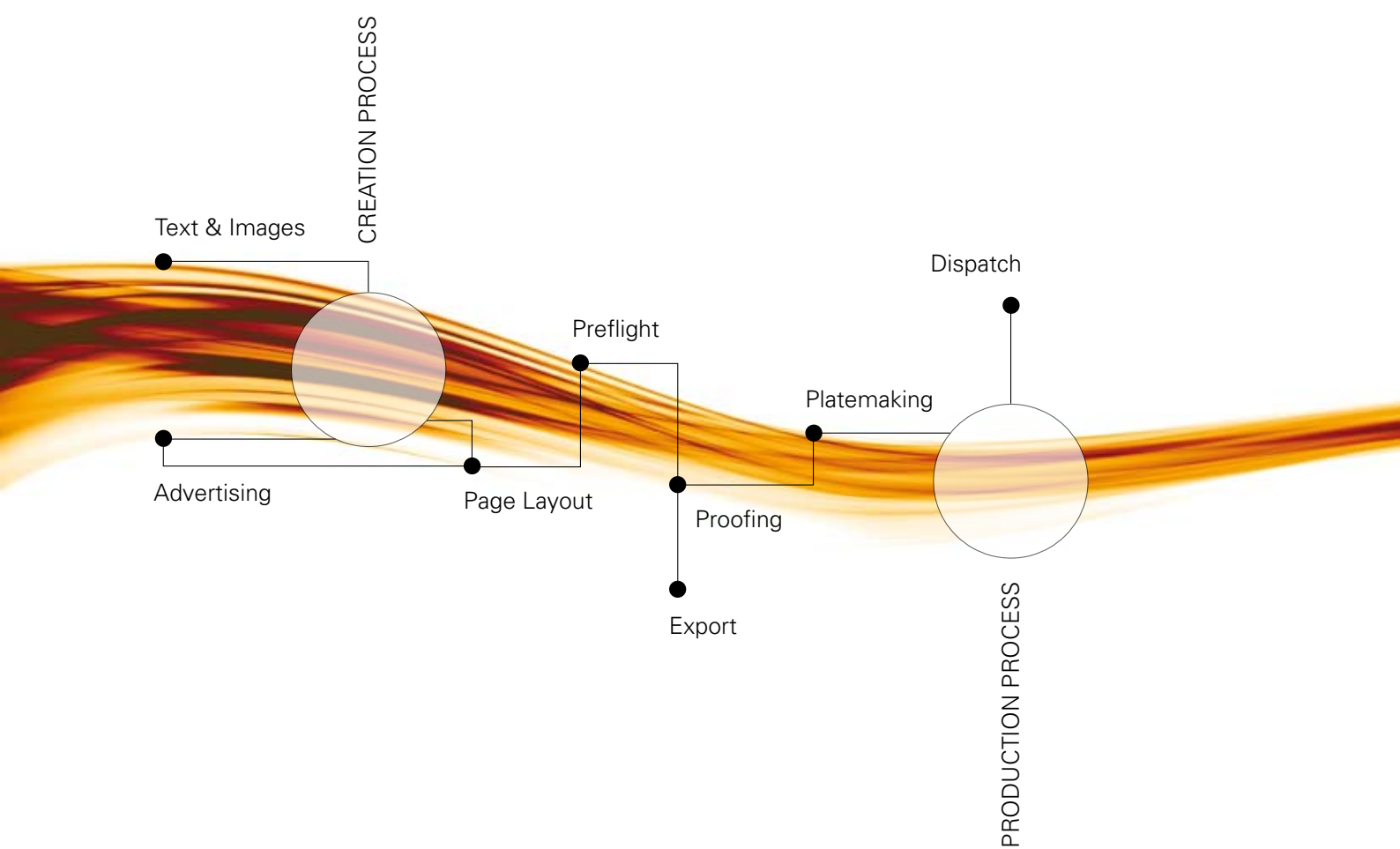


"With :APOGEE PORTAL, we have eliminated our 3rd shift in prepress reducing our total Prepress dept costs by 50%. Many jobs flow through to plate making unattended. We've reduced our proofing costs with more than 80%. Today only 6% of jobs require hard copy proofing. And last but not least: our turnaround time was reduced by 2-3 days on average."

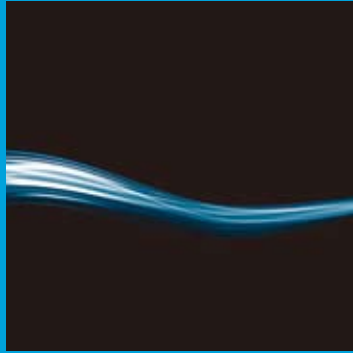
CHRISTY MINERS,
Digital Prepress Supervisor at Democrat Printing, USA

:APOGEE PORTAL

:APOGEE PORTAL is a project management solution with a flexible, web-enabled, and XML-based approach for print and trade service providers that offers customer focused approval, print and communication project management.



Achieve



To create success
“from think to ink”,
you need to establish
product leadership,
create customer
intimacy, and maintain
operational excellence.



Product leadership

It is the brainware, i.e. the people, who create, develop and produce the industry's winning software and hardware solutions. Continuous innovation is a brainware thing. For Agfa Graphics, getting the right people in their teams is a standard for achievement.

Today, "QualiTime" – the combination of quality product delivered in time – is at least as important as cost leadership. What good is lowest cost if the product is no good and/or late? This balancing exercise should at all times be guided by clear vision and maintained focus.

Customer intimacy

Making new customers is 5 to 10 times more expensive than keeping your existing ones. But, for ongoing success, you need both. All efforts to create true customer intimacy are built on three customer-centered cornerstones:

- their needs and expectations define your offer
- they should feel in control on process steps important to them
- their feedback and input is strongly valued and stimulated to build true communication with them.

Operational excellence

Your customers' perception of operational excellence is defined by products and services* they can rely on at all times. As business people, they translate competitive prices into 'value for money'. In that equation, value can take the form of easy to learn-use-install and maintain software and hardware platforms that reduce learning curves, achieve more effective and efficient usage, and minimize error rates. Continuous product and service improvement is a huge value too, far larger than mere price. That is how you achieve the perfect value chain.

All parties involved activate data and automate the conversion into print communication only to ACHIEVE the perfect value chain.



“Here at Stämpfli,
we have a philosophy:
everything that can
be automated,
should be automated!
Agfa Graphics
(:APOGEE PORTAL and
:APOGEE PREPRESS)
is helping us to do just that.”

Stämpfli Publikationen AG,
Bern, Switzerland