

Xerox® FreeFlow®  
Digital Workflow Collection  
FreeFlow® Digital Publisher  
Brochure



# Xerox® FreeFlow® Digital Publisher

Automating print and digital production  
to open new horizons for you and your customers.



# Content owners need to broaden their reach. You want to grow your business. FreeFlow® Digital Publisher helps accomplish both.

Everywhere you go, everywhere you look, you see people using their smartphones and tablets – and that includes the workplace. The use of these devices for business purposes is growing exponentially. In fact, it's expected that more than one billion employee-owned smartphones and tablets will be in use in the enterprise by 2018.\*

Corporate mandates, new business requirements, and evolving customer needs have compelled many companies to transition content to include electronic formats. How people consume information is also changing – the consumer experience differs greatly depending on whether the content is viewed in a print format, or as a mobile digital document.

In light of these powerful usage trends, how well are you positioned to serve your customers' changing needs? Do you have the resources you need to remain relevant in the marketplace?

## FreeFlow® Digital Publisher delivers seamless print-to-digital production.

### More value for your customers.

**More opportunity for you.** How can you achieve digital integration without remaking your whole operation? FreeFlow® Digital Publisher makes it easy. This integrated print and e-Publishing solution helps automate your print operation – while helping you generate new opportunities for expanded reach and revenue. FreeFlow® Digital Publisher is available in multiple options that suit your individual software needs, from light to heavy use, onsite or in the cloud. Choose the configuration that is right for you.

FreeFlow® Digital Publisher takes almost any job you traditionally print today, and automatically transforms and optimises the content for delivery via today's digital media. As a result, your customers can reach a broader audience through Web browsers; mobile apps that can be

downloaded from the Apple® iTunes® Store, Google Play®, or the Amazon® App Store; and links to content sent via social media.

**Bringing print to life.** FreeFlow® Digital Publisher dramatically enhances your customers' documents by creating interactive, impactful electronic versions

of printed communications that include the ability to add rich media such as video and audio, live hyperlinks, and slide shows. This significantly enhances the reader experience – adding value to your customers' communications and to your services. Best of all, it's ideal for most print production jobs.

## A print + electronic approach = a competitive edge for you.



\*Source: Juniper Research.



## FreeFlow® Digital Publisher helps give you a competitive edge.

With FreeFlow® Digital Publisher, you get print and e-Publishing automation from a single, unified workflow. This saves time and reduces your costs by automating your print production, while adding a new revenue stream to your business with new digital and mobile content production.

## The support and professional services you need to get the results you want.

It's easy to get up and running with FreeFlow® Digital Publisher. Xerox provides simple "getting started" tools to jump-start your productivity, and assistance every step of the way – such as market and business development tools, plus professional services and support.

- **First**, your Xerox team conducts an initial consultation and recommends a specific set of services to meet your needs.
- **Next**, if you choose the on-site configuration, Xerox experts install and configure your solution – including

developing and customising your workflows to ensure that they integrate with existing applications to minimise your costs. No matter what configuration you choose, Xerox provides all the training you need.

- **Finally**, through end-to-end validation of your workflows, your Xerox team applies its expertise to ensure quality and efficiency. On-site or remote sales training helps you start seeing results quickly.

With Xerox support, you get the confidence and peace of mind that comes from working with a financially strong, global leader – so you can confidently enter the future of print and beyond, where opportunity, efficiency, and simplicity come together to build success.

Available Xerox® Professional Services include:

**Digital conversion services:** Converting the PDF to digital, embedding rich media, and helping your customers keep their content fresh and relevant to encourage readership.

**Hosting and management:** Content hosting and maintenance of the digital Web reader and apps, and archiving of up to 200 back issues.

**Access control:** Controlling access to content in the Web reader and apps via subscriber management, publisher site login, IP authentication, subscriptions, open issues, and more.

**Content delivery:** Email notification services with click-through and open-rate reports, first-issue instant delivery, automated "push" notifications, Web reader and app tracking data, and reader behavior data (subscriber-specific usage and activity data).

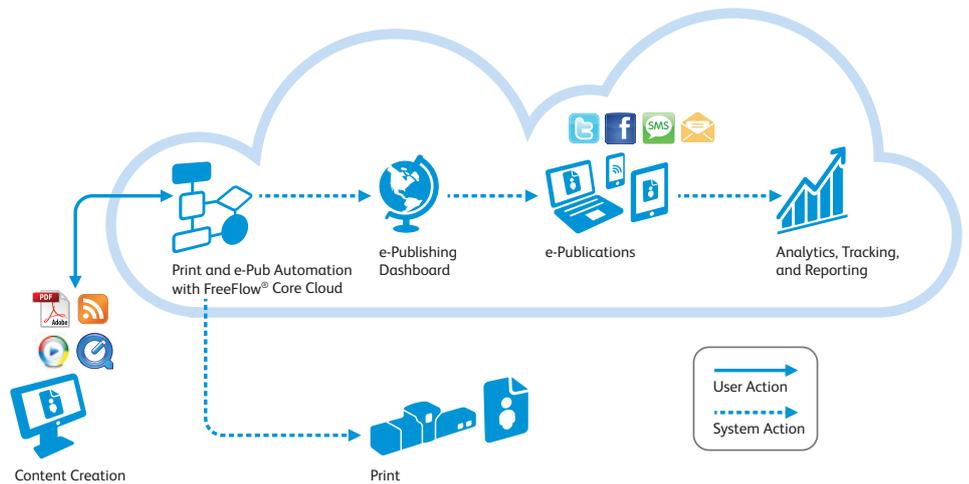
**Optimisation:** Best practices and analytics consultation to help your customers make informed decisions to improve the effectiveness of future content.

**App help:** You supply assets and information, we build and submit your app. We know how to navigate the app stores to help you get approval.

# Flexible options that allow you to test the digital waters...

## FreeFlow® Digital Publisher Cloud Configuration.

**A cloud-based solution for print, web, and mobile production** that automates your print and e-Publishing production workflow. This configuration is much like the on-site version, but resides in the cloud to get your production workflow automated without the upfront investment necessary for server hardware. You're up and running quickly in the cloud, producing digital and mobile versions of your print jobs seamlessly, all from the same unified workflow. With the cloud configuration, there's no need for software installation and expensive IT support resources. You get all the benefits of print automation and digital publishing with the same detailed insights into readership to help your customers perfect their digital content.



## FreeFlow® Digital Publisher e-Publishing Configuration.

**A cloud-based, e-Publishing-focused solution.** If you're not quite ready to revamp your existing print production workflow – but would still like to “get in the game” and provide web editions and mobile apps for your customers – now you can choose the e-Publishing Configuration. The cloud-based, e-Publishing configuration allows you to efficiently publish and distribute digital content with interactive and mobile versions, without touching what you do for your print business. Simply submit jobs through FreeFlow® Core Cloud, and the no-touch digital workflow automates the production of digital content for a variety of reading platforms, including online (PC or Mac), smartphones, and tablets – and the same detailed readership analytics will help your customers perfect their digital content. With the e-Publishing Configuration there's no need for on-site installation. Best of all, it is easily upgradable to the Cloud and Onsite configurations as your needs change.



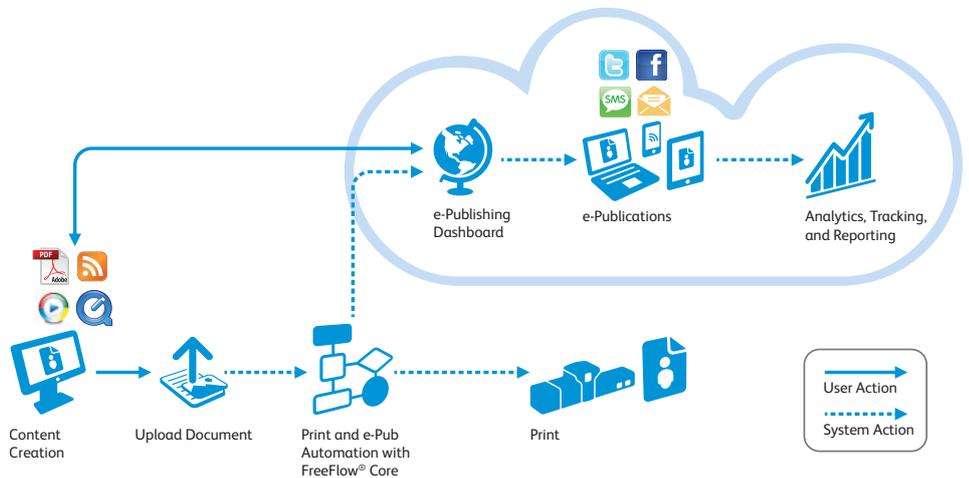
“Print is only one component in today’s complex communications channel, where value is derived from combining media options.”

– InfoTrends

# ...or jump right in.

## FreeFlow® Digital Publisher On-site Configuration.

**A locally installed solution for print, web and mobile production** puts automation in your hands in two ways – for print production, and digital content production. This on-site solution provides maximum performance for print production using FreeFlow® Core, while also putting new revenue in your hands by producing interactive digital and mobile content for those same print jobs. You receive an input PDF from your customer, and FreeFlow® Digital Publisher seamlessly converts it to digital formats by using our new, browser-based, configurable workflow automation software. Give yourself a competitive edge with multi-channel services that differentiate you from your competition, and extend your customers' reach from thousands to potentially millions or even billions of readers.

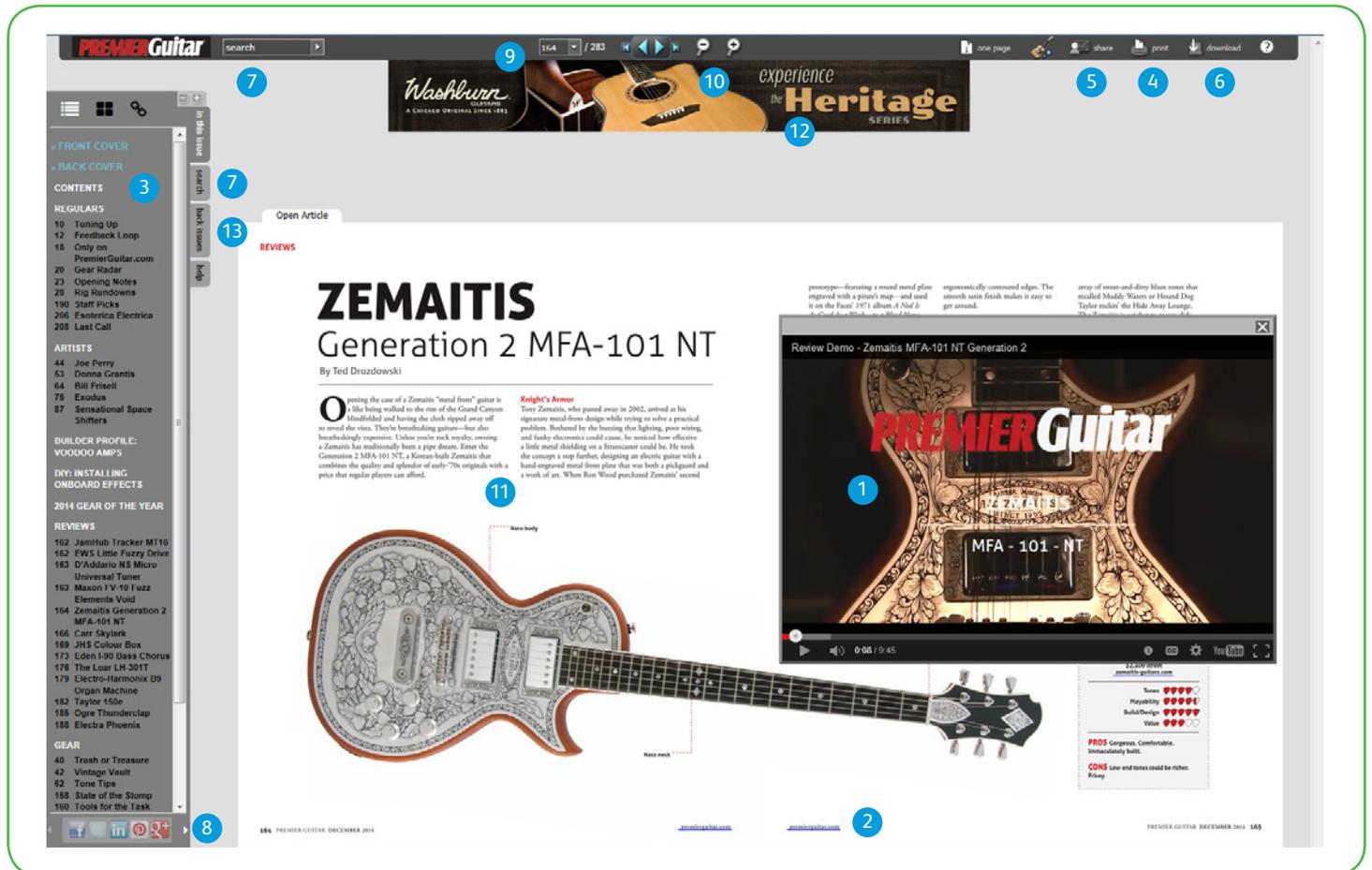


	FreeFlow® Digital Publisher		
	On-site Configuration	Cloud Configuration	e-Publishing Configuration
Automates print production	X	X	
Automates web and mobile production	X	X	X
Creates HTML5 web edition	X	X	X
Creates mobile app for Apple®, Google® Play and Amazon® app stores	X	X	X
Provides Analytics	X	X	X
Local software installation (server necessary) <sup>1</sup>	X		
Software subscription <sup>2</sup>		X	X

<sup>1</sup>Local server required for FreeFlow® Core installation. e-Publishing dashboard, web editions and Analytics are cloud based.  
<sup>2</sup>All software components are cloud based.

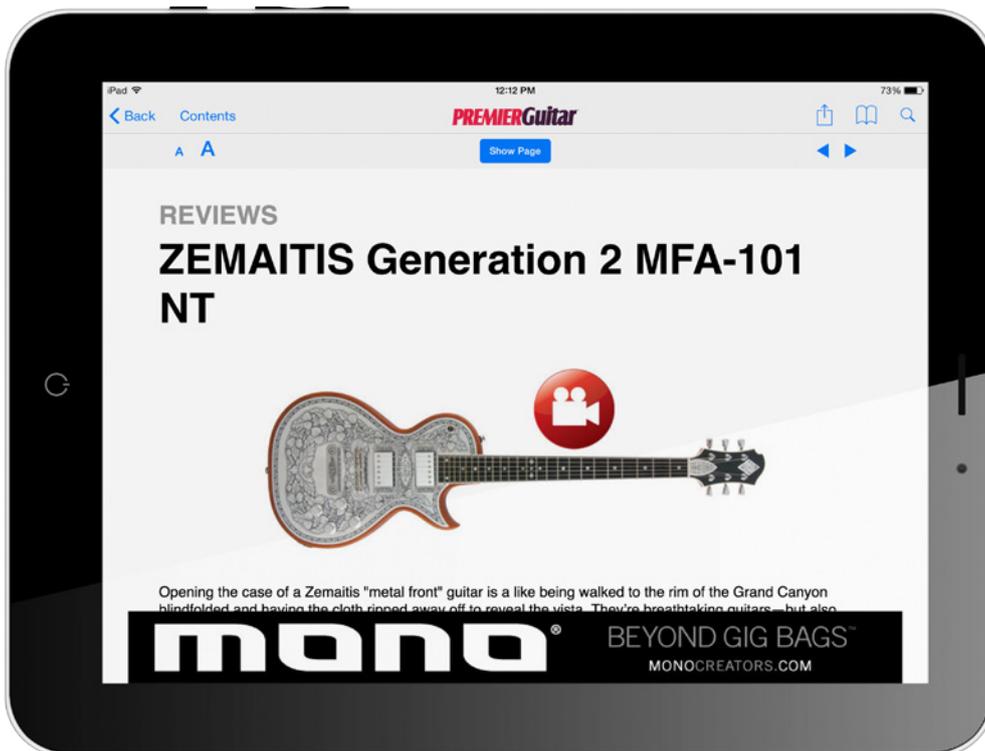
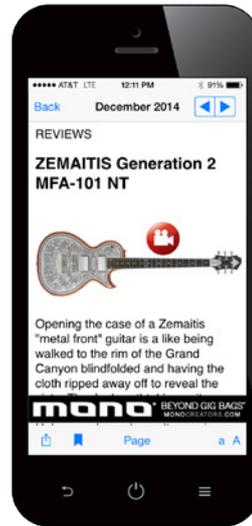
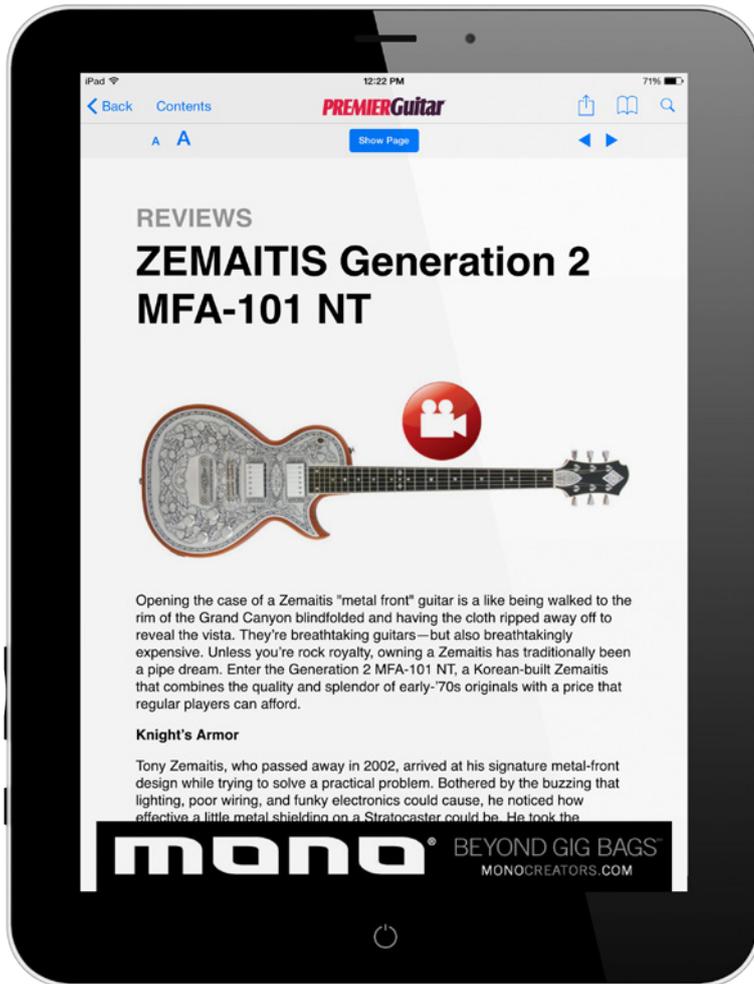
# Easily create vivid digital versions of the documents you print today.

FreeFlow® Digital Publisher delivers the same high-resolution imagery you've come to expect from Xerox® print and digital versions of content – with crisp, clear photos, graphics, and text in both replica and non-replica formats. An option for one- or two-page views that caters to reader preferences is just one of the features of this exciting digital publishing solution.



- 1 Video** – Increase viewer engagement – and the time consumers spend on the digital edition – by embedding videos, or using a “blow-in style” video overlay.
- 2 Hyperlinks** – Text, images, and ads can be linked to pages within the digital edition, or to websites for e-Commerce.
- 3 Table of Contents** – Lists sections and articles inside the digital edition.
- 4 Print** – Lets readers select which pages to print. (Can be customised to turn off for subscriber-managed or protected content.)
- 5 Share** – Readers can email a page or article, share content via social media, and create a link or a widget – all through an easy, drop-down menu in the navigation bar.
- 6 PDF Download** – Lets readers save a PDF file of the digital edition. (Can be customised to turn off for subscriber-managed or protected content.)
- 7 Search** – Readers can search for content across issues, or within a single issue. Search items are highlighted, and a thumbnail of each page shows up in the results.
- 8 Post to Social Network** – Allows readers to post content to social networks.
- 9 Intuitive Navigation** – Nav bar lets readers browse pages, or jump to a specific section.
- 10 Zoom** – Lets readers enlarge page content by clicking the “+” sign in the navigation bar.
- 11 Search-Engine Visibility** – Digital content is visible to search engines, where it can be indexed to improve discoverability.
- 12 Advertising** – Publishers can generate revenue through the digital issue with elements such as banner or button ads, rich-media sponsorships, cover pages, custom links, and served ads.
- 13 Archiving** – Back-issues tab displays previous editions, giving readers access to more content and extending content shelf life.

With FreeFlow® Digital Publisher, mobile articles are automatically optimised for viewing on today's variety of mobile devices.





Now it's easier than ever to differentiate your business, position yourself as a forward-thinking partner, and take on digital jobs that would have gone to other providers.

### For you:

- Become a one-stop print and digital communications provider and gain a competitive advantage
- Expand your capabilities, easily and affordably – and without investing in highly technical resources
- Retain existing customers and capture new business
- Add profitable digital annuity revenue, without adding a costly IT staff
- Use analytics to improve content and understand new revenue opportunities
- Enhance sustainability
- Save time and money by automating print and digital workflows

- Generate new streams of revenue and/or enhance strategic relevance within your organisation by keeping jobs in-house
- Maximise your results with business-building Xerox service and support

### For your customers:

- Expand their reach to new audiences
- Deliver a high-impact, interactive experience for readers
- Provide an exceptional experience for readers with fast, responsive access to content
- Enhance speed, timeliness, and value of communications
- Track and analyse communications usage to improve content and gain revenue opportunities
- Enhance sustainability and meet corporate mandates
- Improve business results
- Easily integrate print and e-Delivery via a single source: **you**

[www.xerox.com/digitalpublisher](http://www.xerox.com/digitalpublisher)

