

Solution Brief: Form Management

www.printshopmail.com

Atlas Software BV PrintShop Mail



Office Solutions Overview

Xerox's commitment to meeting and exceeding customers' document-related challenges in the office has never been more evident. Working closely with our Xerox Alliance Partners, we custom-build solutions that leverage the power and flexibility of Xerox office technology.

Through partnerships, technology, and business process innovation, Xerox makes your work... flow.

This solution overview will provide you a brief description of how Xerox and our partner offerings continue to deliver solutions that satisfy your unique office workflow challenges, today and tomorrow.

Overview

Atlas Software is the creator of the Variable Data Printing Solution PrintShop Mail. As a leading developer of software aimed at optimising and simplifying information flow, Atlas is committed to achieving higher print communication value through personalisation. The company was founded in 1989 in The Netherlands, where it has research and development facilities.

Xerox Office Solutions Group have worked closely with Atlas Software for many years. 14 years ago Atlas Software developed PrintShop Mail on the first Xerox Docutech family. In several countries Xerox and Atlas jointly launched a package deal, consisting of a DC3535 and PrintShop Mail. This package deal was and still is very successful and it stimulates the volume and business of these color devices. Atlas Software is an advanced Free Flow partner, which means that we are compatible on all Xerox PostScript machines.

How it works...

PrintShop Mail is a fast and flexible personalised printing solution that enables users to create personalised mailings, sales literature, ID badges with variable barcodes, labels, numbered tickets, and much more! A drag-and-drop interface and instant preview make PrintShop Mail easy to use. The ability to take any design program, with almost any database format, drive any Post Script print engine and support all major Post Script RIP technologies is making a major impact in the field of Digital Printing. More advanced features like print automation, comprehensive database manipulation functions and page picking make it a powerful tool. PrintShop Mail is a scale-able solution that will print at or near engine speed on any Postscript printer.



Benefits

- The more you target your reader's interests in your print communications, the more likely they are to read it, remember it, and respond.
- Compared to mass mailings, personalised mailings will increase response rates.
- The personalisation of printing will generate a revenue increase.
- Easy to learn - immediately create personalised print jobs.
- No programming - the drag-and-drop operation saves you time and money.
- Application independence - use existing design and database applications.
- No network congestion - the optimisation of PostScript yields an efficient print production process.
- Open architecture - Plugs in easily into your existing workflow.

Customer Scenarios

Job 1

The largest customer group are the Central Reprographic Departments (CRD's) or In-Plant printing department. To a growing extent, non-profit organisations are also finding out about the benefits of personalised print communication. Our customers in this sector include government institutions, hospitals, schools, and charity organisations.

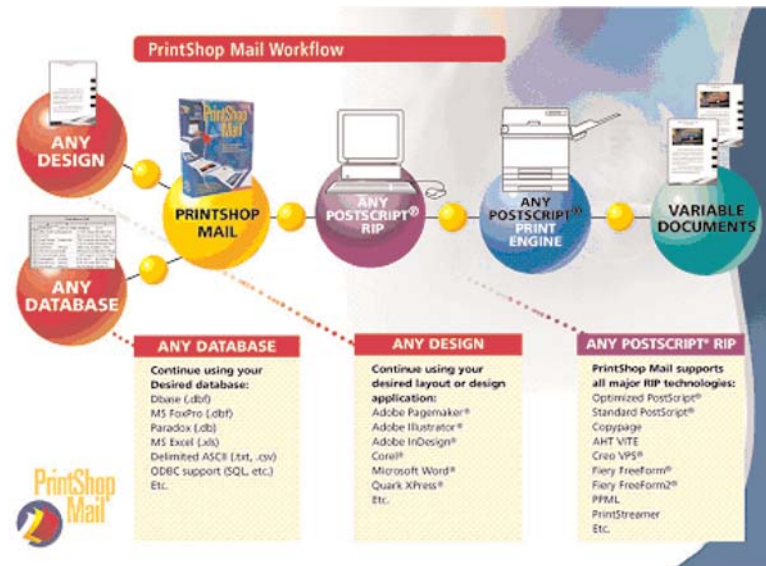
Job 2

The second largest customer group are the Print-for-Pay businesses. These are looking to add value to the On-demand printing services they are offering to customers. Many are finding that Variable Information Printing (VIP) attracts new business and also strengthens existing relationship.

Job 3

Then, there are several specialty industries that are using PrintShop Mail, such as:

- Ad agencies
- Real estate agencies
- Insurance agencies
- Direct Marketing companies
- Etc.



Specifications

Windows:

System requirements

PrintShop Mail 5.0 Windows Edition:

- Pentium II, 300 Mhz or higher
- 128 MB of RAM
- 80 MB of hard disk space
- SVGA monitor resolution 800 x 600
- Windows 2000, XP and 2003 Server

Macintosh:

System requirements

PrintShop Mail 5.0

- Power PC Macintosh G3, 350 Mhz or higher
- 256 MB of RAM
- 50 MB of hard disk space
- OS 10.3 or higher

Language versions

English, French, German, Spanish, Italian, Dutch, Japanese, Chinese (Traditional and Simplified), other language on request

Free barcode fonts

- Codabar, Code 39, Code 128, ITF, EAN, Postnet, UPC, MSI Plessy

Xerox Products/ Services Supported

Complete:

- Phaser series
 - CopyCentre series
 - WorkCentre series
 - WorkCentre Pro series (DC 3535 - DC 5252)
- PrintShop Mail can be used with all PostScript printers and solutions.

Contacts

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**Working together...
getting results.**

Together we can .

For more information
on the Xerox Alliance Partner Program, visit
www.xerox-solutions.com

In Europe: please contact your
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