IBM

IBM Print-On-Demand Workflow for Books

Highlights

■ *Saves time and money through increased production efficiency*

■ *Provides digital printing and storage of publications, including out-of-print titles*

■ *Reduces waste and inventory by printing the exact number of copies needed*

■ *Tracks order status through production and re-work*

■ *Keeps historical records of library changes, order status and print volumes*

■ *Supports black-and-white and color printing, including 3-up books*

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Meeting print-on-demand production challenges
Migrating from traditional offset printing to a digital print-on-demand environment introduces significant challenges, such as the need to manage a higher number of print jobs on a daily basis. IBM® Print-On-Demand (POD) Workflow for Books provides a system for effectively managing the end-to-end, digital production of books and other publications, allowing you to streamline processes, offer new services and

save costs. The solution automates the entire process from order entry to completed orders and provides powerful tools to help you maintain efficiency while printing a wide variety of publications.

With POD Workflow for Books, you have greater control of the digital production process, including tools to maximize printer utilization and production efficiency. The solution allows you to group orders by common production attributes, and then print each publication in the same order on black-and-white and color printers, eliminating errors and time delays. The result: the efficiency of a longer-run operation while producing 1-off or low-copy count publications.

Providing increased control through automation and management
Library management—POD Workflow for Books provides a robust digital library management function, allowing you to store and maintain book files in a central location. The solution's intuitive graphical user interface gives you easy access to the stored files,

including text files, cover files and book attributes and statistics. And with the complete version control inherent in POD Workflow for Books, you'll be assured that the right version of the publication is produced—from the first run to the final reprint.

Order management—The solution also provides order management functions, including entering, viewing and updating order information. Users can select the book title and quantity and enter delivery information, and the system automatically generates the production job. At the end of the process, the reconciliation feature matches produced books to orders, assuring that individual orders are complete. Reprints can be quickly and easily submitted to reproduce any books damaged during the production process.

Process management—POD Workflow for Books automates the print management process, including scheduling, spooling, printing and tracking orders. Jobs can be scheduled based on defined attributes, helping ensure that the most urgent work is completed first and that time-consuming set-up changes are minimized. This helps ensure an efficient production process, allowing you to produce books that have varying attributes and require the use of different printers and finishing equipment with minimal operator intervention. Throughout the process, the system provides detailed statistics

and reports, enabling you to track all orders and maintain tight control over the entire book production process. And to help you better manage your operation, the solution provides historical records of production performance, order volumes, file changes and re-work patterns.

Meeting your specific goals with solution customization

IBM POD Workflow for Books is a services offering and can be completely customized based on your environment and business goals. The solution is fully scalable and can be integrated with other systems, including pre-press, MIS/ERP or other information technology (IT) software packages. Your POD consultant will assess your requirements, and relying on past implementation experience, will design a solution that's right for you. Each solution is backed by IBM service and support to help ensure maximum uptime.

Getting a quick start

When it comes to realizing benefits such as capturing new business opportunities, achieving greater control and lowering costs, time is always of the essence. To help customers achieve POD benefits quickly, IBM developed a "quick start" POD Workflow for Books solution— a configurable service offering that incorporates the full set of features and real-world learning from past print-on-demand production implementations. The "quick start" solution can be

rapidly deployed and can serve as a foundation for growing and adapting to changing business needs.

For more information

To learn more about IBM Print-On-Demand Workflow for Books, contact your IBM sales representative or visit **ibm.com**/printers/services

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G563-0791-00