Expert printing support to meet your specific needs.
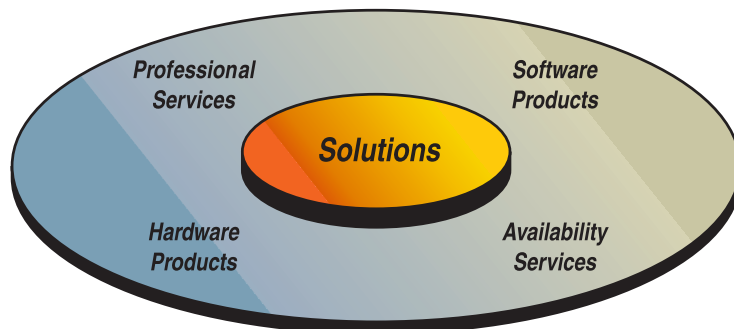
IBM

*info*Print

IBM Professional Services for Printing

If you're in business today, you're in the printing business. After all, letters to the sales force, statements to customers, technical manuals, invoices…they all involve printing. And the definition of printing is expanding to include the presentation of information anywhere, anytime, in any form necessary.

As is true for other areas of your business, the rapid advances in both hardware and software technology in the presentation of information have cost-justified new applications as well as enhanced older ones. However, you may not have or be able to find sufficient staff, or they may not have the right skills and experience, to take full advantage of the decreasing price and increasing function of technology.

Using professional services from IBM Printing Systems can provide an efficient answer to this dilemma of how to leverage the promise of new technology with limited staff resources. The Printing Systems professional services practices are a worldwide group of output technology specialists providing consulting, installations, systems integration and output workflow management. Our solutions architects, consultants and project managers, working with your team, can serve you in many critical areas.

Reengineering Printing and Publishing Applications

A leading publisher of loose-leaf subscription books and binders requires documents that are revised, re-collated and sent to their customers "on demand." The traditional offset press methodology was costly and could not keep up with customer quality and turnaround requirements. Printing Systems professional services provided an end-to-end solution by working with the publisher's project team to design and build a database application and modify InfoPrint® software and hardware to meet the publisher's specific needs.

Workflow Management

A corporation's billing process can be quite complex. Not only must the bill be printed, but it is frequently sorted for the mail, combined with inserts based on the individual customer, placed in envelopes, weighed and the appropriate postage calculated. Timeliness and quality are imperative. We helped a large utility company turn bill production into a manufacturing process using IBM InfoPrint Workflow. InfoPrint Workflow is a services offering that provides a tailored implementation of a standard architecture. Working with the

Highlights

Expert resources to:

- *Reengineer printing and publishing applications*
- *Track and manage workflow*
- *Install and customize new technology and applications*
- *Efficiently convert proprietary data streams to vendor-independent data streams*

customer team, IBM Printing Systems solutions architects created workflow managers for their specific process flow, and configured and customized the graphical user interface to meet their reporting and operations management requirements.

Installation Services

Thousands of customers have taken advantage of our full-service resources to support the initial installation and ongoing customization of IBM Printing Systems products. These services include installation of InfoPrint Manager and related software, as well as predefined selections called ServicePAC®s for common services that have been requested repeatedly.

With ServicePACs, clients have a number of inexpensive ways to expand applications and implement new technologies without making additional investments in software or hardware or having to hire or retrain staff.

Professional services enable solutions…

Professional Services

Software Products

Solutions

Hardware Products

Availability Services

…making the promise of technology real

Our PACs were created in direct response to customer needs and change as those needs change. They include:

- *FormPAC* - Replace any preprinted form with an electronic one by adding a simple, electronic overlay.
- *FontPAC* - Create custom fonts, postal and 3 of 9 bar codes, and image and signature fonts, as well as transform fonts from other formats.
- *ScanPAC* - Develop high-quality electronic logos and signatures that can be used electronically—without the added cost of extra software or hardware.
- *AS/400® AFP™ Jumpstart* offers high-quality on-site AFP assistance and implementation skills transfer, packaged to meet your unique requirements.

Conversion Services

Whether your system is IBM, Xerox, OCE or another, we can convert your existing system and applications quickly and easily, so that your company can take full advantage of the extensive powers of AFP and other industry standard data streams. Our conversion services are comprehensive. They begin with an assessment of your existing hardware and software applications. Then we make a careful evaluation—in numbers and complexity—of the forms, fonts, images and other print resources that you use. Once the best strategy is determined, we begin a defined process that leads to high quality results. This process considers continuity with your existing system so that the flow of information and work remains unimpeded.

Consulting

Consulting is providing subject matter experts who can generate ideas and provide advice where you need it within their area of expertise. For example, our printing specialists can assist you in formulating an overall output strategy for your business. They have experience with both IBM and non-IBM printing solutions. Or, working with your team, we can develop project plans for you to implement. We can implement those plans. We can evaluate your print operations and build specific recommendations for better efficiency, effectiveness and customer satisfaction.

Examples of consulting recommendations:

- Reengineering all aspects of your output production and moving to new technologies, such as electronic and internet distribution, online viewing and document management
- Combining, redesigning and eliminating forms
- Using networked printers for more effective distribution of output
- Eliminating numerous printers by installing solutions that can handle a variety of printer data streams
- Replacing older, more costly printers with newer devices that can provide greater throughput and capacity at lower costs
- Improving operator skills through training and shift coverage planning

Our consultants and solutions architects will work with you, wherever and however you need printing expertise.

Providing People Who Provide Results

IBM Printing Systems Company can provide a full range of printing and presentation services. We bring together an unbeatable combination of skills, tools and experience to contribute to the success of your output project. You decide how much or how little of the project you need us to handle.

In addition to staff in Boulder, we have specialists available worldwide whose job is to provide the support you need at your location. These specialists are supervised by your project manager. From initial consultation and creation of an overall strategy, right through to implementation, installation and training, your project manager is accessible and always at your service.

We also take advantage of the expertise of our specially trained Printing Systems Company employees outside the professional services practice, along with key business partners, to ensure that appropriate resources are put to work on your behalf.

To learn more about our printing services, contact your IBM Printing Systems Company representative, or send a note to psmail@us.ibm.com.

IBM Printing Systems Company professional services examples at a glance

Consulting	— We can help you reengineer all aspects of your output production and move to new technologies, such as electronic and internet distribution, online viewing and document management
Conversions	— IBM Xport services help you customize the solution and train your people as you move from Xerox to IBM AFP
Installations	— InfoPrint Manager installations get you up and running quickly — JumpPAC provides on-site assistance and implementation skills transfer for the AS/400 environment — PSF installation on all platforms including custom coding for exits or other unique processing requirements — OnDemand for AIX® installations for archival, distribution and online viewing
Printer Resources	— ServicePACs provide quick, tested solutions for fonts, forms, logos, bar codes and page definitions
Reengineering and Systems Integration	— InfoPrint Workflow solutions turn your printing operation into a manufacturing process — Custom solutions are designed and built to meet your needs

IBM Printing Systems provides enabling services to help you overcome entry barriers to new technology and new business processes

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