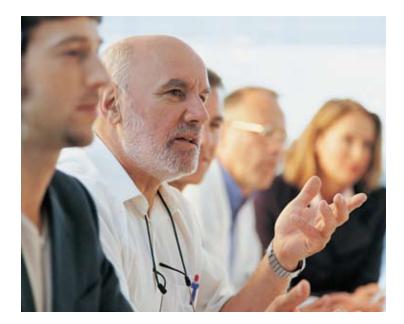**xerox**

FreeFlow® VI Suite Training and Professional Services

Help you achieve the fastest variable job production possible

Would you like to run personalized jobs as easily as static? Now you can.

Whether you're brand new to the FreeFlow Variable Information (VI) Suite or an existing customer, you invested in this technology because relevant, personalized communications are major marketing expenditures that generate tremendous return on investment dollars for you and your customers. To achieve this, your workflow has to run smoothly and keep up with the production speeds of your printing equipment.

FreeFlow VI Suite Training and Professional Services can help you address the challenges variable workflow can present, to help you move from a beginner to a power user or from a power user to a highly skilled professional user. Through webinars, remote support, advanced training and professional services, your staff can choose from a complete curriculum delivered by our software and digital printing experts to help you realize the expanding personalized communications opportunity.

Workflow Services

VI Training Curriculum

VI Suite Overview

FreeFlow® VI Suite includes all the components you need to create highly relevant, personalized pieces that incorporate variable data and images at production speeds using virtually any Xerox print device. If you're ready for personalized printing that maximizes efficiency, the FreeFlow VI Suite Overview delivers what you need.

VI Suite Overview training provides an introduction to Xerox FreeFlow VI Suite modules, as well as to Variable Information Production Printware (VIPP®) programming language. It covers the flexibility that these modules provide to variable print and electronic workflows. These include optimizing throughput, resource management, compatibility with data input formats and design for five fraud-deterrence imaging effects. A wide range of VIPP applications are covered, from simple to complex. The class is open to students from multiple companies.

Creating Variable Electronic Presentation

This class explains how to easily create high-volume personalized print documents, as well as PDFs, for proofing, archiving or Web presentation. The class focuses on the VI Suite PDF Originator, a software tool that extends your production output capabilities beyond the printed page to include printing, viewing and Web presentment.

Workshops

TransPromo Made Easy Through VIPP

TransPromo applications are one of the industry's hottest growth areas, and this workshop teaches you how to develop them. Gain experience with forms programming and implementation of simple to sophisticated business rules. Learn how you can create highly personalized, Transactional/Promotional applications, such as: bank and financial statements, invoices, bills of lading, portfolios, health benefit brochures and more. This workshop is a must for every company implementing TransPromo Workflows with FreeFlow.

VIPP Programming Skills

This workshop gives you everything you need to effectively implement personalized communication with the FreeFlow VI Suite. Using FreeFlow VIPP Pro Publisher, VI Designer and VI Interpreter, creating variable data jobs can be accomplished with the same level of design sophistication as non-variable data jobs. Discover and learn how to implement VIPP language easily and effectively, leveraging capabilities, such as data-driven graphics, to take your personalized applications to the next level.

Advanced VIPP Programming Skills

In this advanced class, you will learn how to implement data-driven tables within VIPP to effectively and automatically display meaningful and personalized data for your customers. Many additional advanced programming features are covered.

Customize Your Own Variable Workshop

Would you like to design a workshop agenda of your own? Do you and your staff have specific items you'd like addressed? We will customize a workshop especially for you and focus on your mission-critical application or specific advanced programming needs. Let us tailor a workshop for you and your staff that enables direct access with Xerox subject matter experts leading relevant discussions and personalized programming techniques.

Professional Services

Forms Enhancement Services

Looking for a great way to improve the look of your aging forms applications? Would you like to add more interest and vitality to the layout without altering the data from which they are driven? We can help you create VIPP-compatible forms from scratch, convert compatible existing LCDS forms to VIPP format and create new resources, such as images and fonts, to be used with forms.

Application Services

Xerox professionals can help you address any of your variable application needs. We can help you with personalized communications for print and presentation, marketing messages on transactional documents and with creating a TransPromo document from conception to design, to printing and mailing. We can customize solutions for any specific needs.

Integration Services

Xerox Integration Services are broad in scope and our technical capabilities run deep. We can address consolidation of separate variable print streams, data stream migration, document redesign, variable workflow assessment and simplification and customized software development for tracking or automated tasks. Our staff conducts engineer-to-engineer workshops on-site, so customer support staff is knowledgeable on the solution and can provide the best possible integration support.

Help where you need it most

Digital printing is an opportunity that is here for you right now. Xerox wants to help printers like you to maximize profitability and provide a foundation for long-term success. Our Workflow Services are designed to give you the help you need. It's all part of our total commitment to providing The Right Business Model, The Right Workflow and The Right Technology℠.

For more information about these VI Suite services and the full curriculum that Xerox offers, contact the Xerox Advanced Services Group at 1-888-878-9622.

Printed on a Xerox iGen4™ Press on Xerox Digital Color Elite Gloss 100 lb. Cover.

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