

HP Hiflex MIS Solution



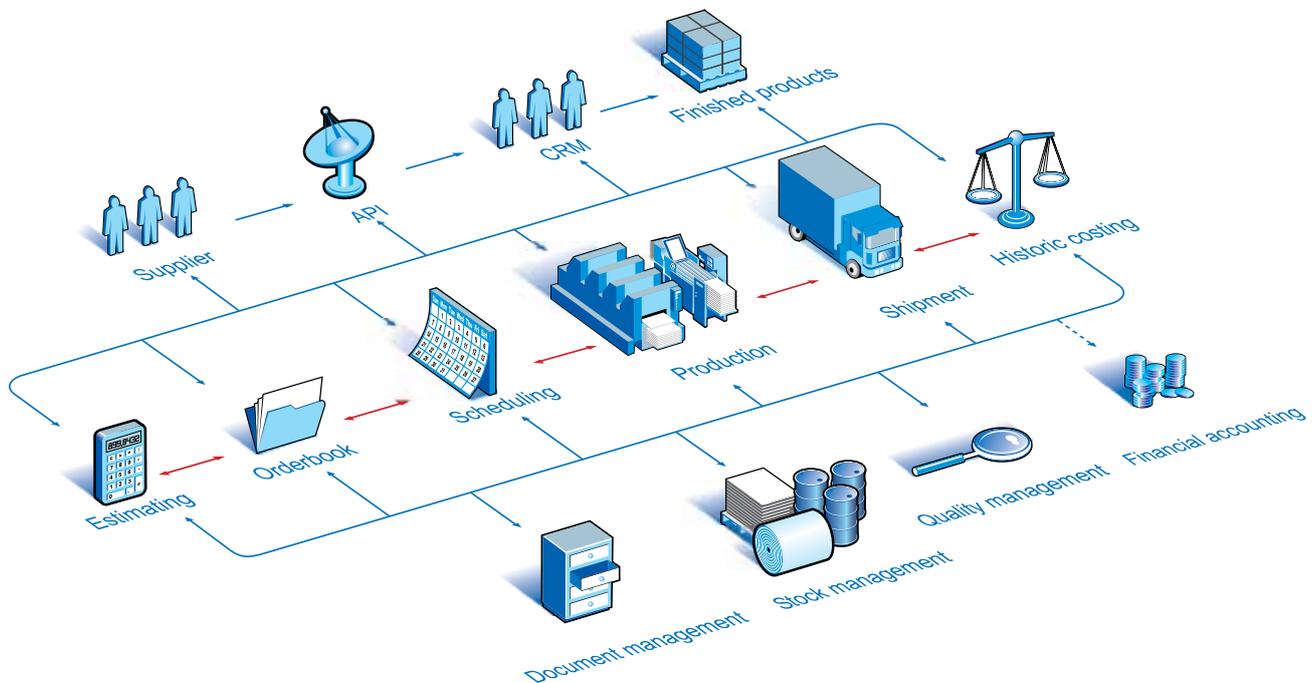
In December 2011, HP acquired MIS and Web-to-Print vendor Hiflex, establishing it as a division of HP. The new division, called HP Hiflex, leverages the Hiflex brand, which is known for software solutions that automate business and technical processes for the graphics arts printing industry.



HP Hiflex MIS Solution

HP Hiflex offers an array of cloud-based software solutions, including MIS and Web-to-Print Solutions. Cloud computing is recognized as a revolutionary technology that has been successfully utilized by many industries. The idea is that software and hardware no longer need to be maintained in-house, but can be rented from the cloud. HP Hiflex solutions are offered as cloud computing services.

All HP Hiflex MIS and HP Hiflex Web-to-Print Solutions are an integral part of the HP SmartStream Solutions umbrella – a portfolio of workflow solutions – targeting all areas of the graphic arts industry: Commercial printing, Sign and Display, Packaging, Publishing and Direct Mail.



Expertise and innovation provide a decisive advantage

HP Hiflex means customer focus, fast service, reliability, expertise and innovation. At HP Hiflex we actively support our customers' efforts to use the demands and opportunities of their markets to their advantage. Our highly qualified and motivated experts stand ready to use their knowledge to help you make the most of our award-winning technology and software solutions: HP Hiflex MIS Solution, HP Hiflex Web-to-print Solution and HP Hiflex Web-to-print for Sign & Display Solution.

All HP Hiflex solutions are available as cloud computing services. This guarantees fast implementation, low investment costs, system access from virtually anywhere, and minimal maintenance requirements. Our flat-rate licensing model provides a technology assurance program that breaks the traditional model to the benefit of our customers. This, plus our support for HP printing solutions, and our partnerships and cooperation with press and system suppliers for the graphics printing industry provide

best-in-class solutions. Choosing HP Hiflex, means you are opting for the worldwide technology leader with more than 15 CIP4 Innovation Awards, two InterTech Awards, one of the first MIS JDF certifications in the world and numerous exclusive patents clearly confirm that position. HP Hiflex has already completed more than 300 customer projects and over 150 successful JDF installations. HP Hiflex users are found in all areas of the graphic arts printing industry.



Automate to enhance productivity and profitability

Automate your business processes to streamline your workflow. Integrate production and management operations into an easy-to-use management information system (MIS) designed to increase productivity and profitability. Gain control at the key decision points. Customize your interface and access your business operations from virtually anywhere with HP Hiflex MIS—one of the first cloud-based MIS tools on the market.

Standout productivity for increased profitability

- Create efficient, automated workflows from prepress to finishing using JDF connected HP Hiflex AutoPilot.
- Ensure quality and speed throughout the order and production processes with HP Hiflex MIS job management tools.
- Gain insight into your company's profitability with real-time print-cost reporting that puts you in control.

Integration to streamline your business processes

- Access data throughout the order thanks to an MIS that integrates your business processes.
- Integrate third-party solutions quickly and easily thanks to JDF connectivity and an open API (application programming interface).
- HP Hiflex MIS seamlessly integrates HP Hiflex Web-to-Print.

A powerful MIS that's easy to use

- Easily access and visualize the data you need to better understand and fine-tune your business processes.
- Configure the user interface to match your workflow needs and simplify your order management process.
- Gain flexibility and reduce costs with one of the first MIS tools to enable remote access through the cloud.

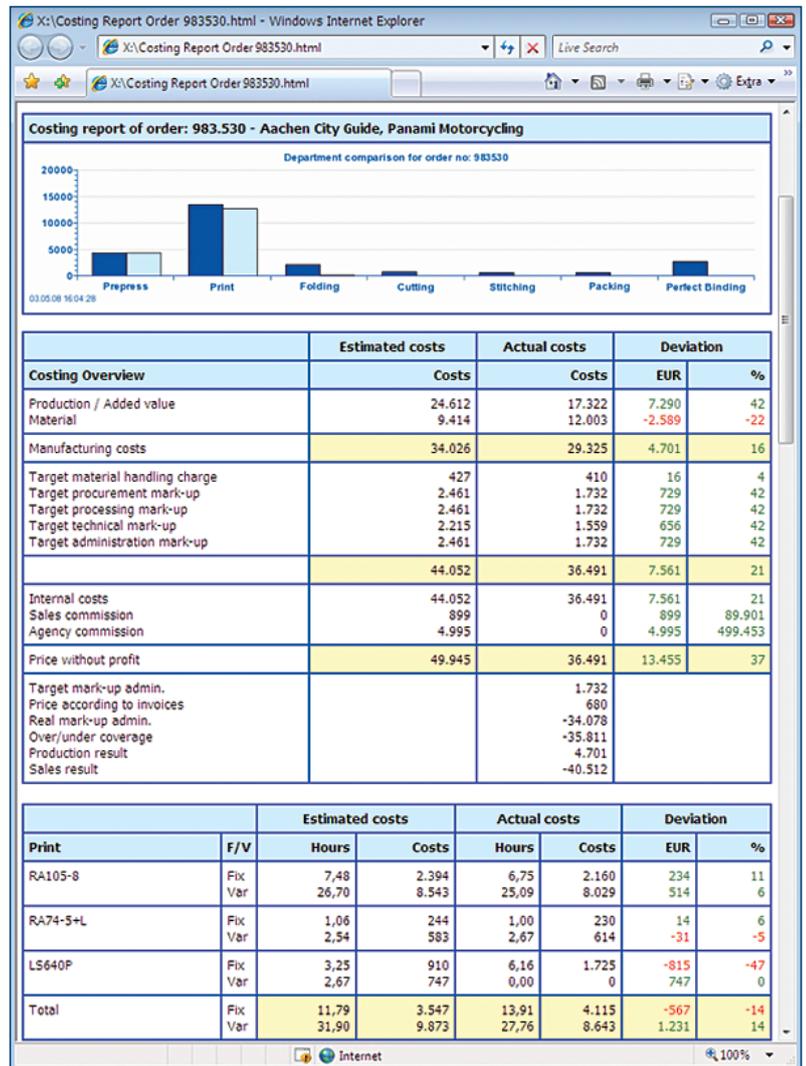
Proven reliability from an industry leader

- Rely on HP Hiflex MIS, a multiple winner of the CIP4 Innovation (CIPPI) and the PIA InterTech Awards.
- Count on patented technology from HP Hiflex MIS and know that you're getting a solution that only HP offers.
- HP Hiflex was one of the first MIS vendors to achieve JDF Certification.
- Trust that HP will continue to deliver solutions that help you stay ahead of the competition.

HP Hiflex MIS enables transparency with a uniquely flexible user interface that aligns with the way your business runs.

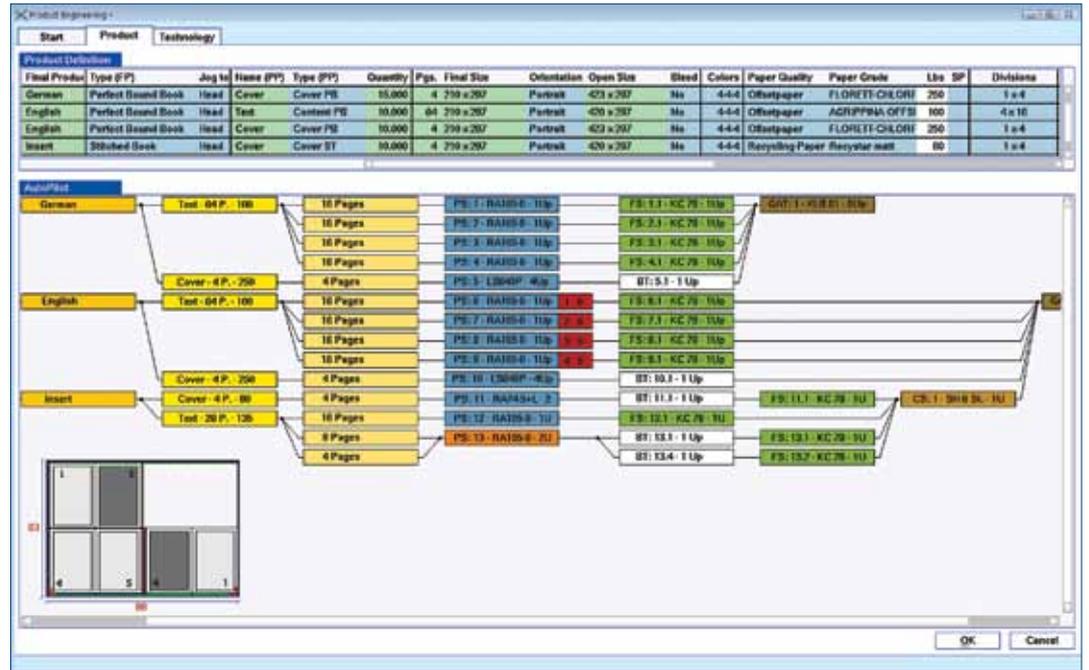
Streamlined integration of all business processes

- Access the MIS system via the Internet.
- Integrated estimating, order processing, materials, document, and customer-relationship management.
- Support for all printing methods (and combinations of methods) and all products for the graphics printing industry.
- Superb tailoring to individual workflows and business processes.
- Fully automated modeling of the production path, with realistic graphic representations in critical-path format.
- Dynamic rule structure for calculating imposition parameters in accordance with defined production standards.
- Comprehensive CRM functions, including business planning, meeting minutes, order lists, marketing functions – also accessible from smart phones.
- Full support for materials and stock management, from ordering and cost charging, through high-rack and permanent inventory, equipment, and finished product, to fulfillment.
- Innovative concepts in logistics, such as paper management and shipping processes.
- Gap-free control over value creation, production times, and order results.
- E-mail notification system for automatic distribution at predetermined intervals
- for key performance indicators, analyses, follow-up reminders, and more.
- Interfaces to most financial and payroll systems on the market.
- Extensive ability to customize the user interface, using the integrated GUI builder tool.
- SQL-interface to database for retrieval and analysis of all stored data.
- Documented programming interfaces (API through XML/SOAP) for open integration of third-party systems.

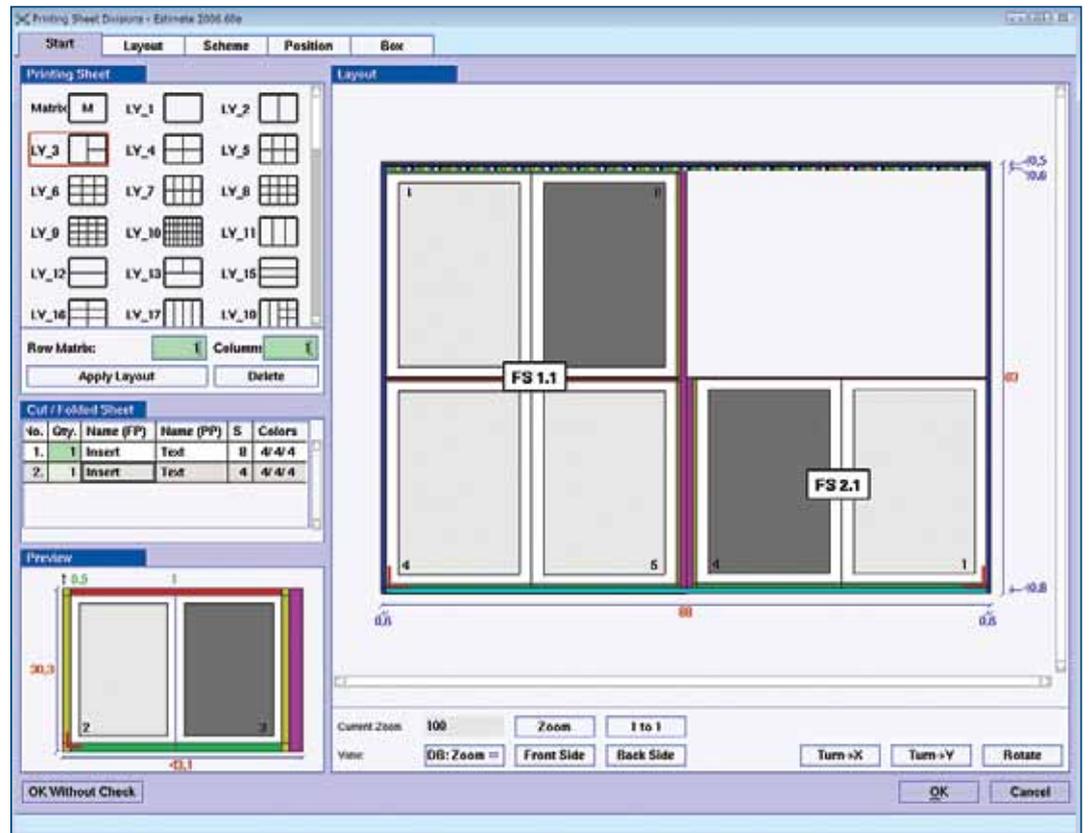


The HP Hiflex MIS solution offers a concurrent costing report.

HP Hiflex MIS Office Module



Production steps are clearly and realistically displayed in critical-path format.



HP Hiflex MIS differentiates between layout, folding sheet, and printing sheet. A gang form can be defined from initially calculated folding sheets.

Executive Information System Module

- Articulate and analyze information on significant business activity as soon as you log into the system – for capacity, deadline and sales planning.
- Analysis of cancellations, orders, output, profit margin, value added, etc., dynamically assembled by HP Hiflex MIS using current figures.
- Current and forecast values provide transparency and broaden your planning horizon so you can proactively steer your business – rather than just react.
- Analyses can be specifically configured for different user groups: management, sales, marketing, production, department heads, etc.
- Wide array of graphics and tables available, for optimal visualization of data.
- Intuitive user interface can be tailored to the needs of individual users.
- Overview of your enterprise's strengths and weaknesses prepared in summary form.
- Support for the decision-making process through strong leadership at all levels.

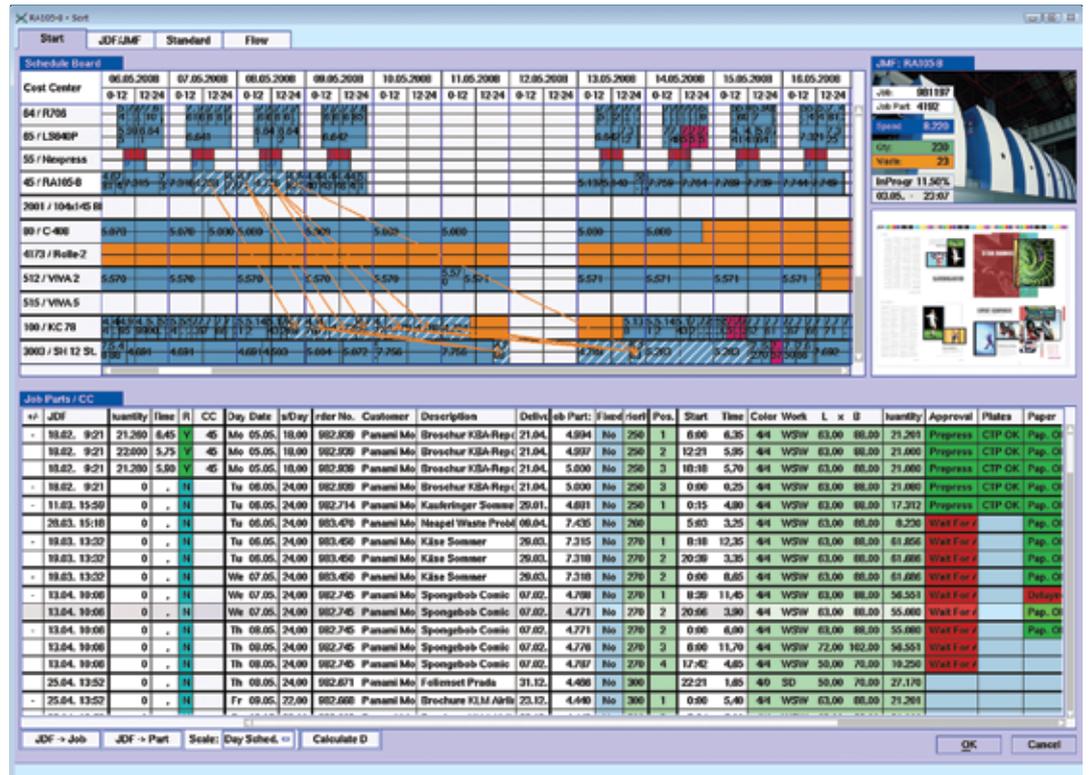


With the integrated executive information system (EIS) dashboard, a variety of enterprise data can be easily integrated into the user interface. Valuable business performance data is graphically presented in easy-to-read graphics and tables.



Line and bar graphs, circle and pie charts, ring and dial diagrams of various types are available during system configuration.

HP Hiflex MIS Factory Module



The entire order process, including all individual production tasks, is calculated in the estimate module and automatically transferred to the scheduling application, where the order of tasks is indicated. Free capacity or deadline conflicts are always visible.

During production, the HP Hiflex MIS Solution receives JDF-feedback directly from the equipment. These reports are displayed in real time on the production monitor for all networked equipment. This gives the scheduler maximum visibility of the individual steps in the progress of the order.



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