

HP Hiflex Web-to-Print Solutions



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 Web-to-print Solutions

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.



Develop a business solution that goes beyond web-to-print

A client-focused web shop that drives profitability

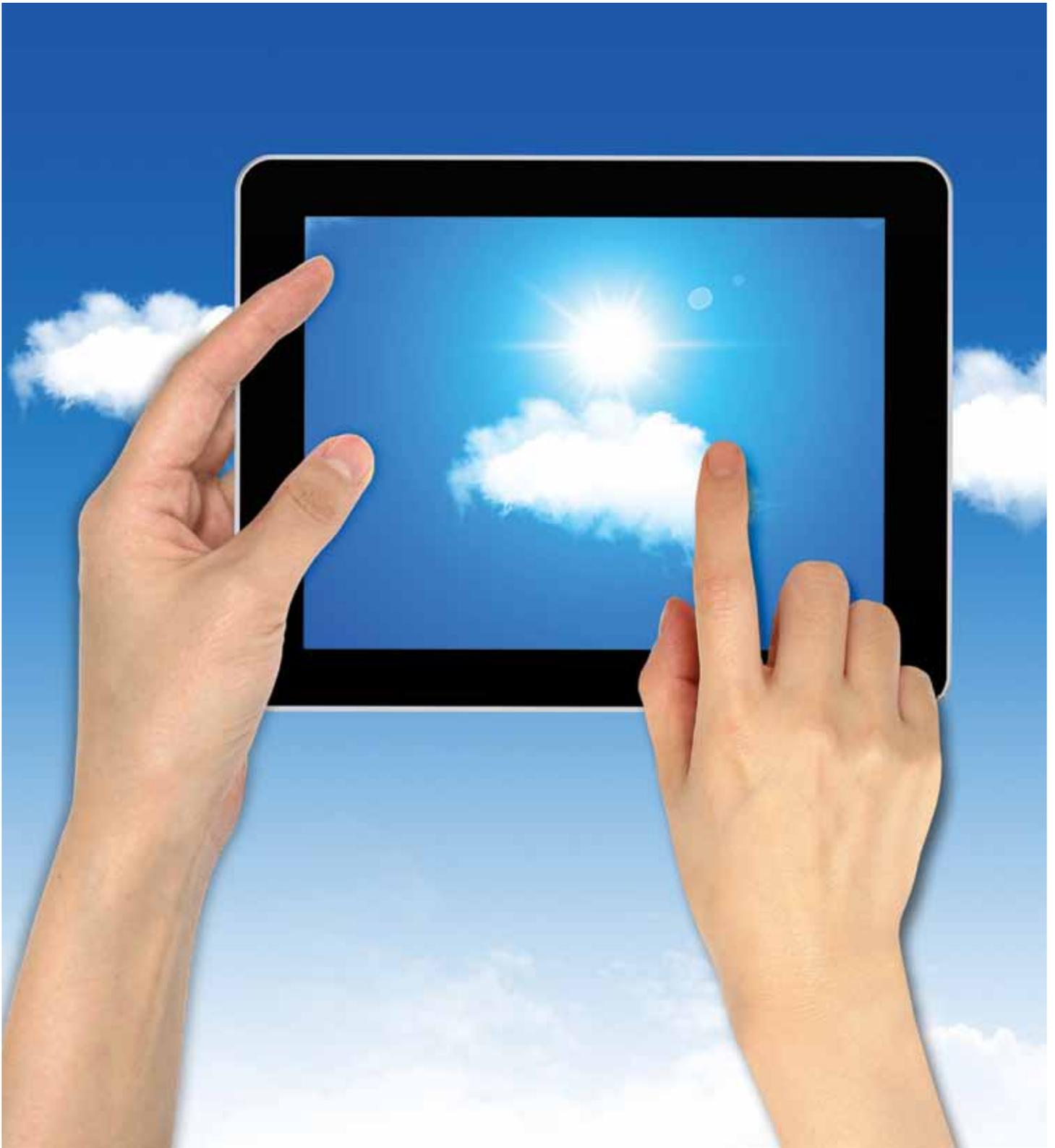
- Provide a user-friendly online storefront that can attract customers from around the world.
- Build customer loyalty with customized interfaces, including exclusive web shops for business clients.
- Deliver a one-stop customer experience with automated, easy-to-manage subcontracting.

Built-in automation leads to greater efficiency

- Save time creating quotes, processing orders, invoicing, and shipping with advanced automation.
- Automate your prepress, press, and finishing processes using JDF-connected HP Hiflex Web-to-Print.
- Integrate HP Hiflex Web-to-Print with HP Hiflex MIS or other third-party MIS solutions for more efficient business and production management.

Open source-based flexibility

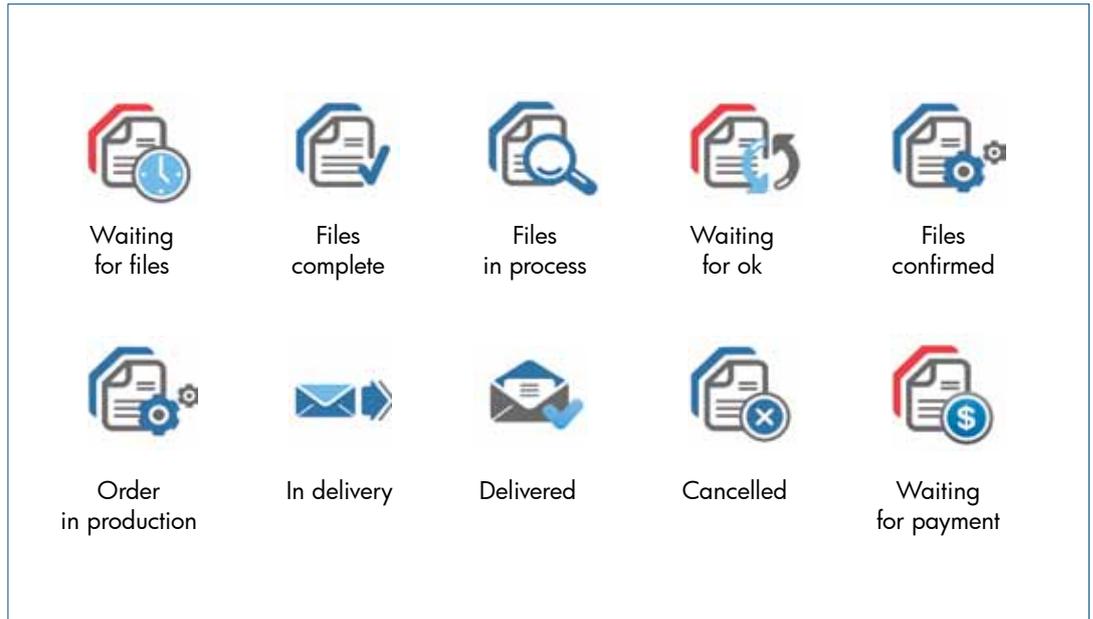
- Customize your web shop to meet your business needs with easy-to-use, open source-based HP Hiflex Web-to-Print.
- Improve your online presence with the powerful sales and marketing tools included in HP Hiflex Web-to-Print.
- Leverage the open-source technology with its thousands of plug-ins and find local Drupal experts for more complex projects.



Productivity and automation take center stage

HP Hiflex offers a complete Web-to-Print solution, ideal for the needs of the graphic arts printing industry. HP Hiflex Web-to-Print is based on Drupal, a worldwide leading open source content management system. With Drupal, websites can easily be created and edited without the need for programming skills.

Backend Management



The backend of HP Hiflex Web-to-Print automates order processing throughout the life-cycle of the job. Data received, proofing, in production or shipped – the customer receives feedback on the current status of his order and, as a result, knows precisely how the production of each individual job is progressing.

Aside from JDF standard interfaces, HP Hiflex Web-to-Print also provides interfaces to the Metrix gang sheet optimization system, which calculates the best sheet usage of various customer jobs in gang production. This means competitive prices can be attained even on jobs with small quantities.

The HP Hiflex Web-to-Print backend automatically creates quotations, order confirmations, invoices, job tickets, UPS labels, and delivery notes. Additionally, with our financial accounting link, customer and invoice records are transferred to bookkeeping.



Value for the print buyer

For individually configured products:

- Fully integrated online estimation to determine the sales prices even for individual quantities.
- Web-to-Print estimation system with personalized product formats and customizable number of pages.
- An integrated upload function with optional preflight verifies the suitability of the customer's print data after uploading.
- Automatically generated factsheets show the product measurements and list the technical guidelines for the required print files.

For online product design:

Online design of artwork with the integrated PDF-based design tool or direct interface with professional DTP solutions such as HP SmartStream Designer or InDesign Server.

For finished or standard products:

- Article-based purchases for print and non-print products with scaled pricing.
- CO² calculator for quoting jobs with carbon neutral production.
- The shopping cart stores selected products while the checkout page provides configurable payment options (including PayPal, PayOne, Authorize.net).

- Possibility to split delivery of single job to different addresses.
- Integrated order tracking with more than 20 configurable status flags eliminates information requests.
- Integrated proofing function that provides a professional and simple workflow for jobs where customers request a soft- or hard-proof.
- The webshop can be implemented as an exclusive, customer-specific B2B portal for ordering print products that conform to the customer's corporate design.
- Fulfillment functions provide warehousing, kitting and logistics for the overall product.

Try it yourself: www.bestprint24.com for General Commercial Printing; or www.bestprint99.com for Sign & Display.

Value for the print company

- Administration and Design are handled by the Drupal open source web content management system.
- The product matrix is configured quickly and easily via a web browser configurator.
- The system automatically creates quotes, order confirmations, invoices, job tickets, UPS labels and delivery notes.
- The subcontracting of special products to predefined production partners can be fully automated based on dynamic rules.
- The request approval and invoicing of additional costs can be easily controlled and handled with the backend.
- Interfaces to delivery services such as UPS, ensures a smooth, fast and reliable shipping process.
- The system can also be used for internal order entry and job processing.
- Supports multiple domains with different themes focused on unique target groups.
- Interface to ERP systems commonly used by print-buyers, such as SAP and eProcurement platforms, like Ariba
- Numerous tools for sales and marketing assist the acquisition and retention of customers, and provide success analysis:
e-mail management for newsletters, coupon generator for special offers, partner and affiliate programs, Google Analytics, etc.
- Documented Application Programming Interface (API) based on XML / SOAP.
- Interface to the Metrix gang sheet optimization system, which calculates the best sheet usage of various customer jobs in gang production.

HP Hiflex Web-to-Print Solution for Sign & Display

HP Hiflex Web-to-Print for Sign & Display leverages both the core HP Hiflex Web-to-Print Solution and HP's extensive experience and familiarity with the specific needs of the Sign & Display market.

Web-to-print is already mainstream and a key technology for the entire graphic arts printing industry. Increasingly, Sign & Display print buyers are looking to leverage the convenience and transparency of the web to facilitate their processes. For you, it supports the development of new business without compromising existing business.

You can differentiate your business, attract new customers and hold on to existing clients by providing them a customer-focused online interface for ordering virtually any type of sign & display printing application.

HP Hiflex Web-to-Print for Sign & Display is an excellent way to build customer loyalty. In addition to your general online webshop, you can set up closed portals for key customers that reflect their brand, facilitating brand compliance and campaign consistency for large clients.



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