

An Introduction to Print Automation

A stepping stone approach

Any printer looking to increase volume, profits and efficiencies needs to look at automating their workflow. Using Enfocus software companies can start with a small investment and add additional functionality as they grow. Workflow bottle necks lose companies money. Crucially customers may move their business to other printers who have already invested in improving their systems.

The steps below are a taster of how to kick-start a software evolution, a guide to focus on areas that can be improved quickly.

Step 1

Pitstop Pro and Pitstop Server

Bottle Neck = Turnaround of files is limited to the skill and number of Prepress operators; files may be checked only an hour before printing revealing critical errors.

Solution = PitStop Server can process and correct a large number of common issues.

PDFs can have a 1st line Critical Fail check by sales staff for Low Res Images and Missing fonts for an early customer interaction, often in minutes.



Step 2

Add Switch Core and Client

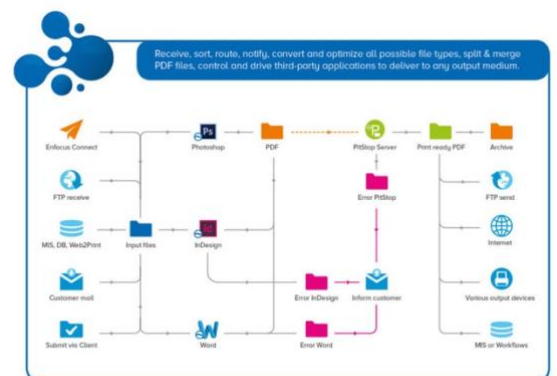
Bottle Neck = Files comes in and often remain attached to an email for a day or two doing nothing.

Someone then needs to download, unzip, file, action it, then email PrePress, the client etc etc. Most of these manual steps can be eliminated with progress in minutes not days.

Solution = Switch Core starts the real automation, files are picked up from watched folders by FTP, HTTP or email.

The files can also be archived following defined rules, versions can be added. A PDF can be Pre-flighted and if it fails an email call to action can be sent straightaway.

The Client module allows operators to check files and be interactive with the Switch Flow through a browser User Interface. It can also be set up to track a job in progress.



Step 3 Add Metadata and/or Configurator Module

Bottle Neck = Automation is only as good as the data driving it, often the job data is separate, isolated in an MIS

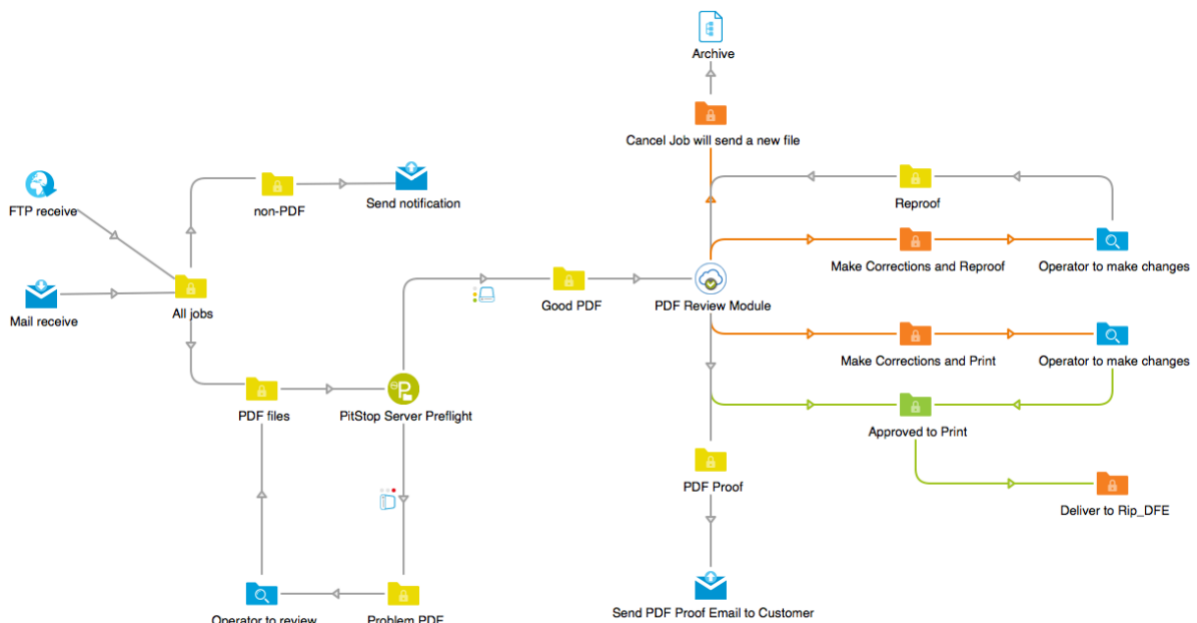
Solution = PrePress need to check job specs in the MIS against the file. Switch can read the MIS XML or JDF Metadata to compare to the job.

Page size can be checked, number of pages, files can be renamed using any data in the xml so Quantity can be added improving visibility for Operators.

Configurators allow integration with a large number of systems you already have, Imposition-RIPs-AdobeCS and drive them all from Switch.



Step 4 Add PDF Review



Bottle Neck = A customer needs to approve a proof sent to them by email, but there's no response!

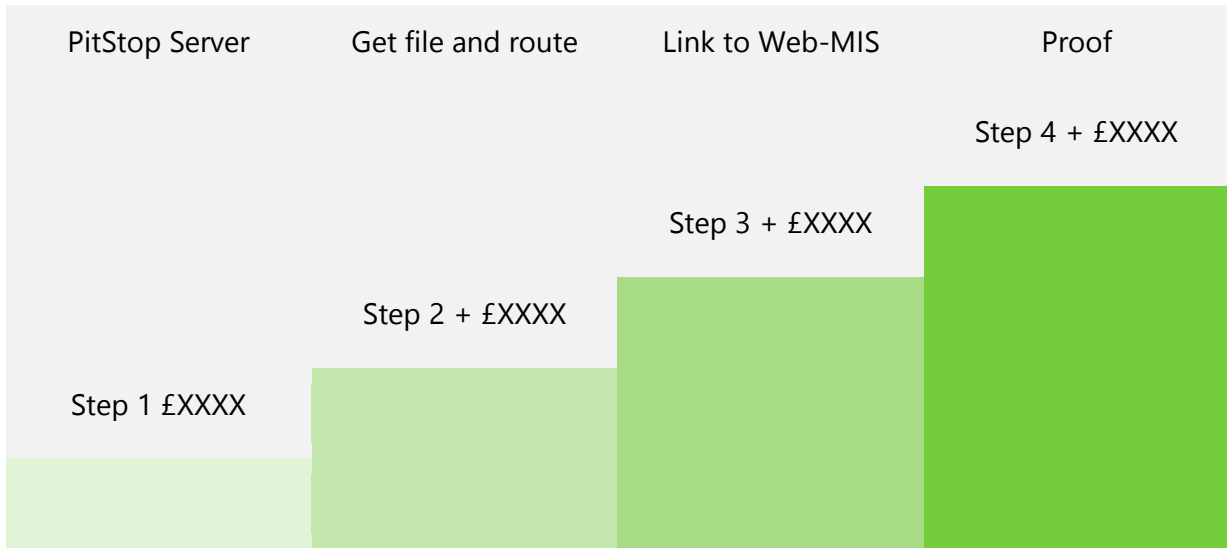
Solution = PDF Review Module allows this step to be fully automated to speed up approval

Crucially, no client portal or login is needed, .. just a browser!

Options and implementation for Automation can be complex. This is a simple guide to help you pick the easy fruit for fast ROI and for your company to build knowledge and grow organically.

Typical investment for the steps.

Please note these are ballpark figures as everyone is a bit different!



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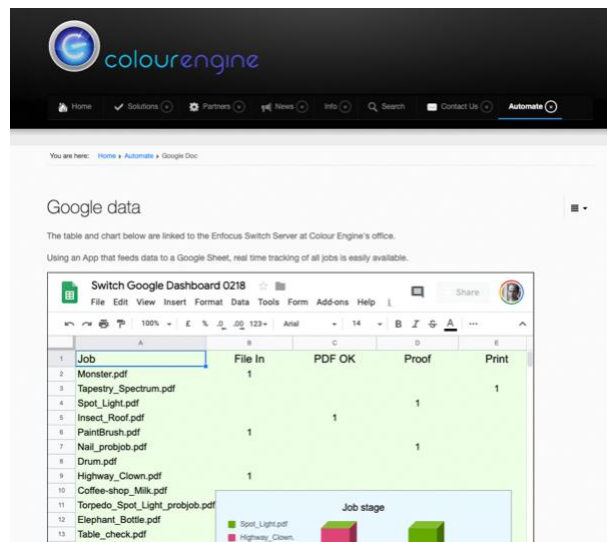
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