



## PRESS FOR SUCCESS

Meeting the Document  
Make-Ready Challenge




SALES

MARKETING

SEMINARS

SHOWS

# MEETING THE DOCUMENT MAKE-READY CHALLENGE



PAGE DESIGN AND LAYOUT  
TEXT EDITS  
PDF FILE GENERATION COLOR CORRECTION  
COMBINING DOCUMENTS IMPOSITION  
MAIL MERGE

Today's print professionals are challenged by the need to use multiple applications and ad hoc tools to complete preflight and make-ready tasks on digital documents.

Every print job you receive comes with its own challenges, yet each also shares many characteristics. For example, lead times are vanishing, brand-accurate colors are required, and jobs are becoming more complex, with mixed media and reliance on multiple analog and digital sources. In addition, fonts and graphics are often missing; documents increasingly contain both color and monochrome pages with complex, in-line finishing; setup may involve costly, manual labor; and, many jobs need to be produced for print, online, and mobile devices. Even initial job submission can prove challenging with files coming in from customers unfamiliar with the demands of digital print engines and electronic distribution. And on top of these issues, the trend to shorter run-lengths and tighter turnarounds demands optimal efficiency—all while controlling costs.

Managing and handling these challenges can be the major pain points of digital printing. From job receipt through preflighting, to make-ready, proofing, and production, the many steps can hamper productivity, add costs, and increase complexity. Compounding the difficulty for many print managers is that addressing these concerns may require using multiple ad hoc software applications from different providers. While each software tool may solve a number of problems, each also adds another layer of complexity, can make problems harder to identify, and may increase the likelihood of errors.





## DOCUMENT MAKE-READY CHALLENGES

- Files received in multiple formats and sizes from digital and analog sources
- Last-minute edits that require restarting jobs
- Need for manual document preparation
- Using and managing software tools from different providers
- Need to produce hard-copy proofs
- Increased use of mixed media
- Calculations for imposition and finishing

## COMPLEX JOBS BRING COMPLEX CHALLENGES

Every job type comes with a variety of business challenges that can potentially disrupt workflows, reduce productivity, and impact profits. Meeting customers' needs and keeping your business moving forward require a thoughtful look at these pain points and a strategic recrafting of how jobs are handled, from initial receipt through final delivery.

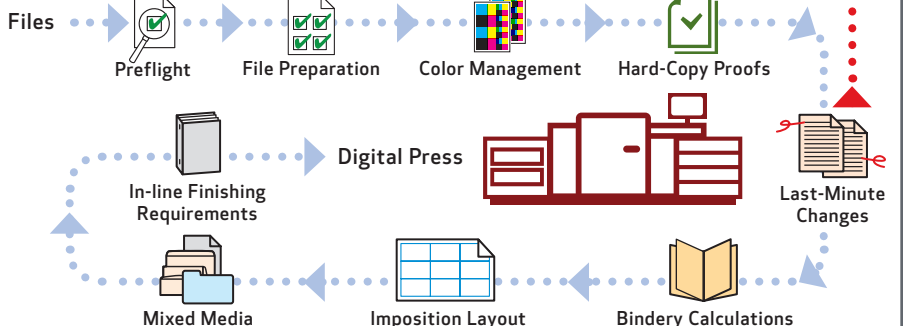
### IDEAL WORKFLOW



Files ..... Digital Press



### REALITY









# DEFINING THE VALUE OF YOUR BUSINESS



Six common print applications can be money-makers—or barriers to profitability. Which role each may play in your business depends on whether you're able to create and manage processes and workflows to support them while adding value for your customers.

## COMMON PRINT APPLICATIONS AND CHALLENGES

Print Application	Challenges
 Books, Booklets, and Manuals	Pages and images can come from multiple sources and are often not properly prepared for printing, and finishing, thereby requiring changes and increasing costs.
 Personalized Documents	Variable Data Printing (VDP) can require the use of multiple, independent software packages or expertise in database management and basic programming.
 Tabbed Documents	Creating, editing, and nesting tab documents may require time-consuming manual preparation or finishing and hard-copy proofing.
 Multiple Page Sources	Combining pages from multiple applications, such as Microsoft® Word and PowerPoint®, can be cumbersome with mismatched sizes and formats.
 Mixed Color and B/W Pages	Producing documents with mixed color and black-and-white pages on a color press may be more costly.
 Scanned Documents	Document pages can be skewed or misaligned and may need clean-up or text edits.

## TURN MAKE-READY PROCESSES INTO REVENUE OPPORTUNITIES, NOT COST CONCERNS

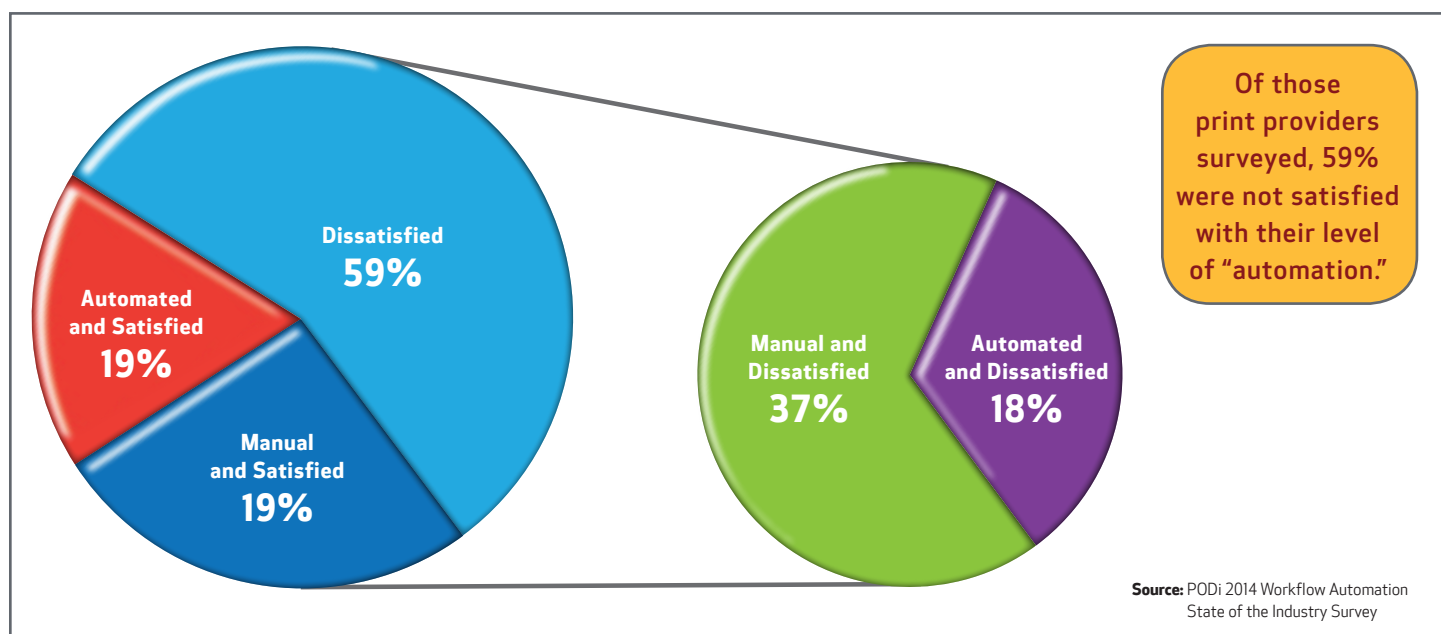
Everything you do to empower your make-ready processes provides a measurable business advantage by helping to reduce costly—and often non-chargeable—print preparation time. Those operational business challenges that stifle productivity and disrupt your operations take valuable production time, and that may translate to fewer jobs per day.

In a 2015 Epicomm survey of print providers, 47.5% said increasing production efficiency would help make them more profitable.\* Yet, while improvements in print shop efficiency are often tied to increased automation, a separate 2014 PODi study found that nearly six in ten (59%) print providers were dissatisfied with both manual and automated make-ready processes. This indicates that those print providers who adopt an efficient, automated workflow may have an advantage over some competitors.

### PRINT APPLICATION CHALLENGES THAT MAY COST YOU MONEY

- Turning down or referring a job to another provider because your shop lacks the ability to meet delivery dates.
- Missing business opportunities because your workflow cannot efficiently accommodate a demanding project.
- Using manual steps and touch-points that decrease productivity.
- Inability to take on new business because a job is too complex for your operation.

### OVERALL STATE OF AUTOMATION



\* ©2015 Epicomm, State of the Industry Adaptability Advantage

# THE POWER OF OPTIMIZED WORKFLOWS



The urgent need to improve processes, optimize resources, and reduce costs.

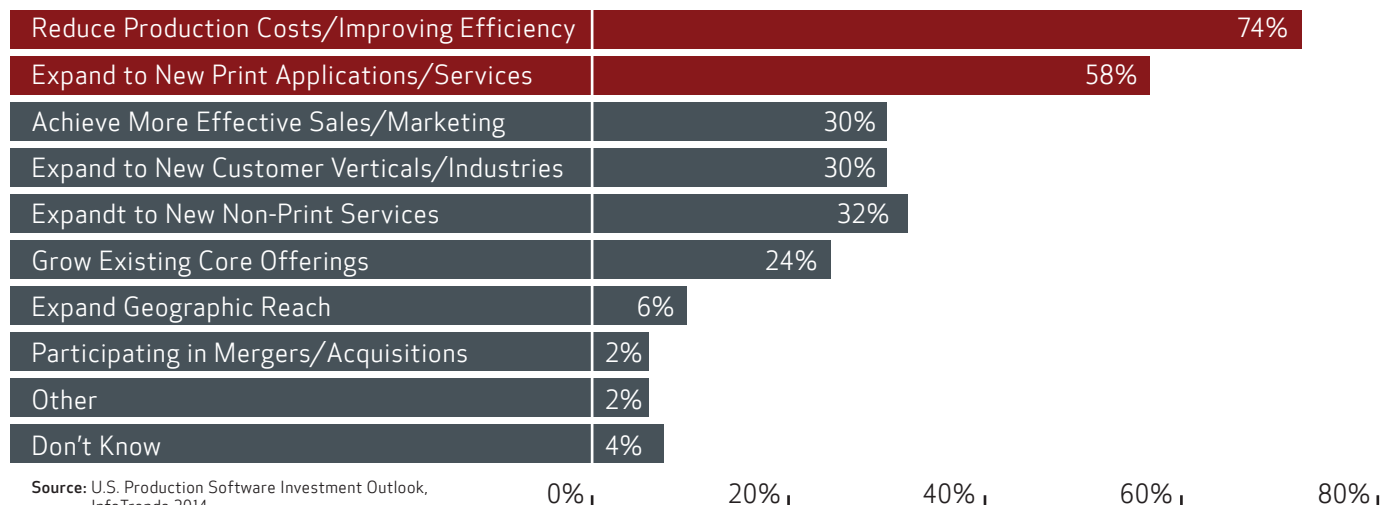
Forward-looking print providers are increasingly searching for ways to improve their operations by making better use of their staff, reducing costs, and processing jobs faster. Software that increases automation can be the key to greater efficiency, productivity, and growth.

Advanced make-ready software is engineered to understand the demands of common print products, simplify processes,

and help streamline the various functions that may need to be performed. For example, when a job requires more than one type of media, it can access a centralized media library and have the ability to identify different media sizes and colors prior to printing. An operator can easily make changes for a given job. This helps reduce the waste and costs associated with printing on the wrong media.

## EFFICIENCY AND NEW SERVICES ARE TOP STRATEGIES

Which of the following initiatives describe your business direction over the next five years?





## NOT ALL DOCUMENT MAKE-READY SOFTWARE OPTIONS ARE EQUAL

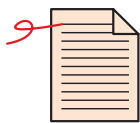
Optimal efficiency needs software that integrates with a wide range of standard document creation applications. It must recognize page size requirements; handle tabs, color, and black-and-white pages in a single document; accommodate a variety of finishing and binding requirements; communicate with in-line finishing systems; and provide proofing and quality control while distributing jobs to print engines.

The following applications—books/booklets/manuals, personalized documents, tabbed documents, scanned materials, and pages from various sources—can share common needs: handling different types of media, last-minute document editing, and coordinating prepress and production processes while meeting tight print windows. All are opportunities for leveraging the advantages of document make-ready software.

### PRINT APPLICATIONS SHARE COMMON NEEDS



Different  
Types of  
Media



Last-Minute  
Document  
Editing



Coordinated  
Prepress and  
Production

These applications are only examples. A streamlined workflow using professional tools can be an enormous benefit to nearly any print operation. It addresses the digital print make-ready needs of commercial printers as well as those of in-plants and franchise print shops. Reducing steps helps shorten turnaround time, lower costs, increase service quality, and more.



### IMPROVING YOUR PRINT PRODUCTION WORKFLOW TO STRENGTHEN YOUR BUSINESS

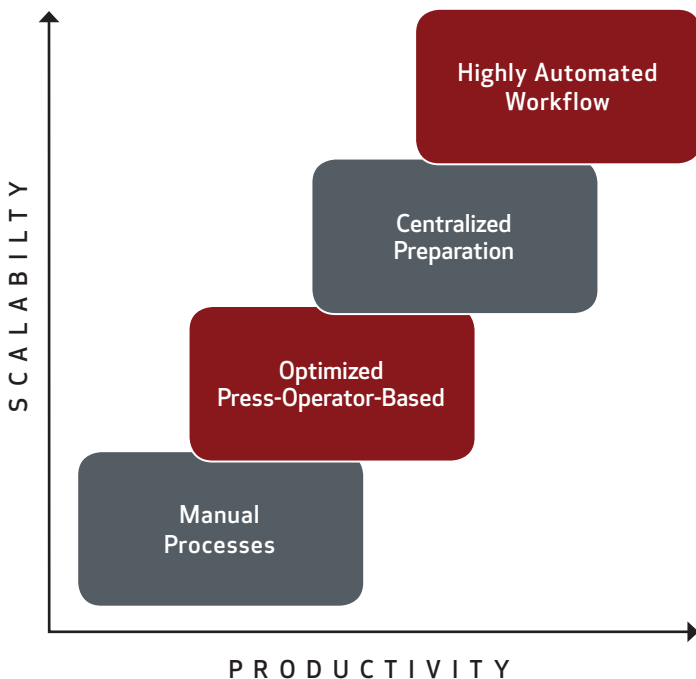
- Identify weak points in your workflow, from job receipt to preflighting, prepress, and production.
- Determine which points can best benefit from automation based on the technology available.
- Leverage the technical expertise of your company and its vendors to help create a more flexible and dynamic workflow that addresses the pain points in your operation.
- Reduce physical touch-points throughout your operation while maintaining better control and clearer monitoring of each process.
- Implement workflow software that can be upgraded as your company's needs change.
- Consult with customers to ensure that your internal changes help address their needs.

# THE BENEFITS OF ACCELERATING DOCUMENT PREPARATION



Add efficiency to increase value and performance. Optimized and simplified make-ready could yield improved savings and deliver measurable value to an organization's bottom line.

## MAKE-READY AUTOMATION HIERARCHY



## ADVANTAGES OF MAKE-READY AUTOMATION

- Faster turnaround, with less waste, fewer errors, and reduced overhead
- Simplified manual processes and reduced costs associated with errors and inefficiencies
- Enhanced service offerings to support business growth by expanding and adding revenue sources
- Improved quality and consistency of finished products
- Increased productivity and efficiency
- Reduced non-chargeable print preparation time
- Less time and money spent on proofing hard-copy layouts
- Opportunity for press-independent changes prior to production



# USER CASE STUDY: COLOR SPLITTING AND TABS

## MIXED MEDIA COMPLEXITY

Consider the demands of documents containing a mix of color and black-and-white pages or ones with multiple tabs. Too often, such requirements impose hours of costly manual labor for setup, proofing, and reprinting. The challenge was a 29-page job with eight full-color pages, 21 black-and-white pages, and an 11" x 17" fold-out page. The prepress operator prepared the entire document within the make-ready software, specifying where each color page and the larger fold-out page would be in the final document. The color pages were printed on a Canon imagePRESS digital color press with the monochrome pages planned for an Océ VarioPrint black-and-white digital press. Once the job was programmed, production of the fully collated book was entirely automated, except for loading the color pages and the fold-out page into paper trays on the Océ VarioPrint 6000 press. Setup times were reduced from hours to minutes, enabling more production per shift, and per day, with less labor.

## TABBED COMPLEXITY

While the color splitting job was complicated, another tabbed job was far more involved and came with a very tight print window. The customer had an urgent need to produce many copies of a large, complex, tabbed document for a conference. The last time the job had been run, without an automated process, it was split into three sections and involved manual collation and binding, a process that previously required five, 24-hour days to produce. With make-ready software using automated hot folders and Canon printers, setting up the entire process required only 2.5 hours and was completed and delivered in three, 12-hour days.

Greater automation can streamline your workflow, helping to minimize costs, maximize efficiency, and let you produce more work in less time by reducing steps and touches. By being more responsive to customers, you can evolve your operation to keep pace with changing market needs, helping you become a valued resource as part of your customers' success.



# DOCUMENT MAKE-READY MADE SIMPLE



Comprehensive automation enables a streamlined process from composition through production. Seven core, make-ready essentials built into PRISMAprepare software allow you to complete tasks in whatever order you choose—and each can be automated by creating and applying templates for improved productivity.

## GET THE MOST OUT OF YOUR DAY WITH PRISMAprepare



PRISMAprepare is Canon's all-in-one, document make-ready solution that helps reduce costly, non-chargeable print preparation times. This easy-to-use interface simplifies challenging tasks and accelerates the document preparation process,

from composition through to production. Automation templates and hot folder capabilities make preparing repetitive jobs fast and easy, helping printers limit errors and maintain job-to-job consistency.

### AT-A-GLANCE, THE POWER OF SEVEN MAKE-READY CAPABILITIES OF PRISMAprepare



Composition



Content



Image



Color



Layout



Media



Production



## PRISMAprepare PROFESSIONAL MAKE-READY SOLUTION PERFECTING PREPARATION

Capability	Production Benefit
Composition Make-Ready	Preflight and combine pages from various sources into one document with multiple sections, shortening the time to meet deadlines. Variable Data Printing (VDP) capabilities enable personalized product production.
Content Make-Ready	Helps reduce need to return jobs in process to customers with tools to edit text, images, scanned documents, and graphic objects for last-minute changes.
Image Make-Ready	Gain control over image quality with the power to correct imperfections, align margins, and scale content in scanned or digital documents, restoring clarity and improving quality.
Color Make-Ready	Integrated color management to help meet customer expectations and make page-level changes for last-minute customer approval.
Layout Make-Ready	With a few mouse clicks, and WYSIWYG preview, prepare, and impose documents and books, including control of creep, spine captioning, tabs, stamps, watermarks, and logos to pages, tabs, or spines.
Media Make-Ready	Give customers total control over choosing the most suitable media for a job and assigning media by sections or pages throughout a document.
Production Make-Ready	Increase productivity with multiple ways to create and print layouts your customers need with intuitive WYSIWYG previews and preflight tools to help ensure accuracy and limit waste.



# CONCLUSION

A streamlined document make-ready process can empower and transform your operation and help deliver a measurable business advantage.

Make-ready software that's engineered to ease your pain points while working with your digital presses helps you efficiently produce print products that are ready for distribution.

With centralized, upstream document make-ready software as the foundation of your workflow, you can enjoy revenue opportunities while overcoming the challenges that can disrupt your standard processes and reduce productivity. Comprehensive make-ready tools address the needs of those print professionals seeking to implement workflows that can help satisfy their customers' goals, so business can continue to move forward.

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