


# THE INFOPRINT OUTPUT ENVIRONMENT: OPTIMIZING OUTPUT ENTERPRISEWIDE.



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## EXECUTIVE SUMMARY

In today's connected world, "print" is more than words on paper. In fact, it's more than printers. It incorporates the electronic management of output from scanners, copiers, fax machines and the Web. In effect, what used to be printing is—in today's fast-paced world—any form of output used by companies to communicate with their employees, suppliers, business partners and, most important, their customers. And to keep pace with growth and change in this global marketplace, companies like yours need to become highly responsive, with the ability to deliver a seamless flow of information to the right place, at the right time, in the right format and at the right speed with controllable costs—empowering your business to respond to change and to predict new opportunities.

So, whether you're a communications company that wants a flexible solution for high-quality, high-volume printing; a financial services company that needs to better manage its printing operations to meet regulatory requirements; or a book publisher looking to capture new business in the rapidly evolving print-on-demand world, you need a trusted leader in output solutions: InfoPrint Solutions Company™, a Ricoh-IBM® joint venture.

## THE INFOPRINT OUTPUT ENVIRONMENT

InfoPrint Solutions Company offers a structured approach for this on-demand world. Called the InfoPrint® Output Environment, it allows you to leverage our products, services and output management expertise to achieve control not only of content but of output integration and management across your entire enterprise. The Output Environment mirrors our overall systems management strategy of simplifying the infrastructure, helping to ensure data security and protection, and managing information efficiently during its lifecycle—all to help lower your total cost of print.

The InfoPrint Output Environment builds on the foundation established by Advanced Function Presentation™ (AFP™) technology, a groundbreaking architecture introduced in 1984 that set the pace for flexible output presentation in the print industry.

*InfoPrint Solutions Company offers a technology roadmap that links successful building blocks of the past with exciting offerings of the future.*

Simply put, the Output Environment provides a technology roadmap that will link successful technological building blocks of the past with new, exciting hardware, software and services offerings from InfoPrint Solutions Company. The Output Environment can help you establish a platform for revolutionary technology advantages like color emulation and support, the InfoPrint POWER™ Controller engine, and workflow management, business integration and productivity management tools.

This vision for the future is unique in that not only can it integrate printer hardware and software, it can seamlessly link our technologies to server, software and services offerings, helping you take advantage of a full breadth of technology solutions and expertise. This in turn can help you build competitive differentiation through personalized output and customer relationship management (CRM) approaches designed to drive business growth while keeping a check on costs.

Why is this important? Because in today's demanding marketplace, systems must become easier to integrate across the enterprise. Systems management, of which the Output Environment is an integral part, must be simplified dramatically so that concerns over security and availability can become a thing of the past—and asset utilization can soar, freeing businesses to invest more resources in meeting the demands of customers and partners instead of in IT.

### **THE ONSET OF COLLABORATIVE PROCESSING**

In a nimble company, the real-time exchange of ideas, insights and experiences is critical. A new generation of interactive devices and rich media applications, together with the ability to enable a rich flow of digital information across the enterprise and throughout its value chain, gave rise to the next wave of computing: collaborative processing.

InfoPrint Solutions Company focuses on creating systems and solutions capable of supporting this collaborative process environment. Systems that are more open, that can more easily interoperate with others—yet are secure and available to those who need them, when they need them—and that help simplify IT management. And we're accelerating our effort to break down barriers between components and enable them to be integrated into more complete systems, where the whole is greater than the sum of the parts.

*Manage spikes in demand, decrease per-unit costs and provide customers with fast, reliable information delivery.*

By operating within the Output Environment, you can gain the flexibility to manage spikes in demand with a more efficient print and information process. You can decrease your per-unit costs. And you can provide your customers with fast, reliable information delivery via the output devices across your enterprise. With its focus on integration, InfoPrint Solutions Company can consistently bring you industry-leading output solutions—solutions that span the enterprise and offer technological advantages to put you ahead of the competition, help reduce the cost of production print, and empower you to improve productivity—all backed by world-class service and support from a team of well-trained and responsive professionals who know and understand the unique challenges you face.

## INTRODUCING THE LATEST INFOPRINT 4100 PRINTER MODELS

Building on a 40-year foundation in the printing industry, InfoPrint Solutions Company extends its expertise from productive hardware to superior software, end-to-end solutions, collaboration and innovation. The embodiment of this foundation is the InfoPrint® 4100 HS3 and HD5/HD6 printers—cornerstones of the Output Environment.

Designed to help you meet shorter turnaround times and minimize complexity, the InfoPrint 4100 printer is versatile and easy to use. Driven by the InfoPrint POWER Controller with industry-leading processing power, the InfoPrint 4100 printer can help you plan for the future by supporting more complex applications while helping to lower costs through device consolidation and improved productivity.

*AFP: the output platform of choice to meet rigorous requirements for speed, cost, reliability and quality.*

You can also lower your cost, increase the return on your investment and maximize usage by leveraging our unique reporting tool for production print environments: the InfoPrint Productivity Suite Productivity Tracking Feature. When combined with InfoPrint Manager software, this feature helps you streamline information delivery and boost productivity, even in a multivendor environment—taking business communications, and your business, to a new level.

How? By enabling you to track the printer's functions, including uptime, operator throughput and feet printed per job, with software that talks directly to the printer and automatically tracks these functions. With automated charts and graphs, you can better assess your operations and make more informed decisions about jobs, scheduling, etc.—elements that add up to increased efficiency and lower costs.

And when you're ready to install a robust solution to help automate your print operations, reduce risk and improve compliance, the flexibility of the InfoPrint Workflow solution can help you meet those needs—and more. The InfoPrint Workflow solution is built to grow with your business to meet compliance and automation needs today and in the future, as well as help you gain customer insight by leveraging customer data, and, as a result, improve your business results.

## INVESTING IN A COLOR INFRASTRUCTURE

When it comes to color, you want more than a printer that only meets cost, speed and quality requirements. You want a solution that also addresses the infrastructure challenges of implementing color, including color management, application design, backup and recovery, processing, and network bandwidth.

That's why InfoPrint Solutions Company is developing an end-to-end solution for color output, which includes tools and technology for when you're ready to adopt color. Without investing in color hardware, you can begin to prepare and test your applications, network and even content, in color, while printing less expensive black-and-white documents on the InfoPrint 4100 printer with the AFP Color Emulation feature and the POWER Controller engine. This feature allows you to print on the InfoPrint 4100 printer without conversion, using our innovative 256-level grayscale technology—improving the effectiveness of your output while increasing application versatility and helping to reduce conversion cost.

*InfoPrint Solutions Company:  
the marketshare leader for  
high-speed, black-and-white  
roll-fed printers in the U.S.*

As more high-speed color devices enter the marketplace, AFP will be positioned as the output platform of choice to meet the rigorous requirements for speed, cost, reliability and quality. AFP standards open your hardware choices across many vendors, as well as streamline the creation and management of personalized content. They also streamline the integration of existing statement systems; the use of color emulation in high-speed production printing; data control, security and integrity; the delivery of information in your choice of format; and workflow management.

Through the AFP Color Consortium, InfoPrint Solutions Company is working to create a consistent standard for color across the AFP platform. In today's mixed output environments, it's essential to know that output is consistent across all devices. Our investment in color goes beyond the machine—it's about making sure that the right tools are available to ensure success. It's upon this AFP foundation that the Output Environment is built—and will continue to be, well into the next era of output technology development.

## AN ADVISER YOU CAN TRUST

*InfoPrint Solutions Company  
knows what it takes to adapt to  
change and get the most from  
technology investments.*

Of course, our leadership in production print is about much more than solutions. It's about people. Along with business partners, InfoPrint Solutions Company brings unparalleled skills and experience to address your requirements combined with industry-leading software, hardware and services methodologies—a collaboration to bring unique solutions to the industry and to help design and develop new technologies that help accelerate innovation.

### TRANSACTION PRINT: OUTPUT SOLUTIONS FOR A NIMBLE BUSINESS

Challenges for today's businesses are rising as customers express an ever-growing demand for flexible communications. Customers expect communications to be personalized and distributed through multiple channels, both paper and electronic. On top of these business challenges are government regulatory requirements like the Health Insurance Portability and Accountability Act (HIPAA), the USA PATRIOT Act and Sarbanes-Oxley, among others.

We know what it takes to adapt to change and get the most from technology investments—because we've been helping other companies do just that for decades. Built with our clients in mind, InfoPrint solutions can help transform output to be more flexible, reliable and customer specific, while helping to reduce costs and meet compliance with government regulations. Solutions like InfoPrint Workflow can help automate output operations to allow for individual document tracking, automated audit-trail creation, the ability to imbed regulatory rules into the workflow process, and full output integrity.

*InfoPrint Solutions Company has proven output solutions that can help lower total cost of print.*

Rest assured that when you team with InfoPrint Solutions Company, you can tackle the next challenge that is lurking around the corner with enhanced customer insight; increased productivity, flexibility and control; and improved document security. And InfoPrint Solutions Company can help you reduce the total cost of print and improve customer satisfaction.

### COMMERCIAL PRINT: POWERFUL, COST-EFFECTIVE OUTPUT SOLUTIONS

If you are a print-for-profit business, chances are you're looking for consistently good print quality, media flexibility, and hardware and software management tools—all at a competitive price. Whether you're a service bureau, direct mail shop or book publisher, InfoPrint Solutions Company can help lower your total cost of print. We have hardware that has the speed and quality you require, as well as software tools to help you measure operational costs, manage complexity, track data integrity and meet tight deadline requirements.

Our print-on-demand solutions can help lower the cost of short print runs, reduce complex manual tasks and minimize inventory obsolescence. And our integrated software offerings can track orders throughout production so you can locate your job, determine service-level status, track errors and productivity, and improve accuracy.

To meet your needs, InfoPrint Solutions Company offers high-performance print solutions designed to work with ease in a multivendor infrastructure, while at the same time maximizing efficiency—which can translate into greater productivity, decreased costs and increased profit for your business.

### FOR MORE INFORMATION

To learn more about the Output Environment from InfoPrint Solutions Company, visit:

**[www.infoprint.com](http://www.infoprint.com)**



## InfoPrint Solutions Company

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InfoPrint Solutions Company, LLC  
6300 Diagonal Highway 002J  
Boulder, Colorado 80301-9270  
USA

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