

# 10 Reasons to Automate Your Workflow

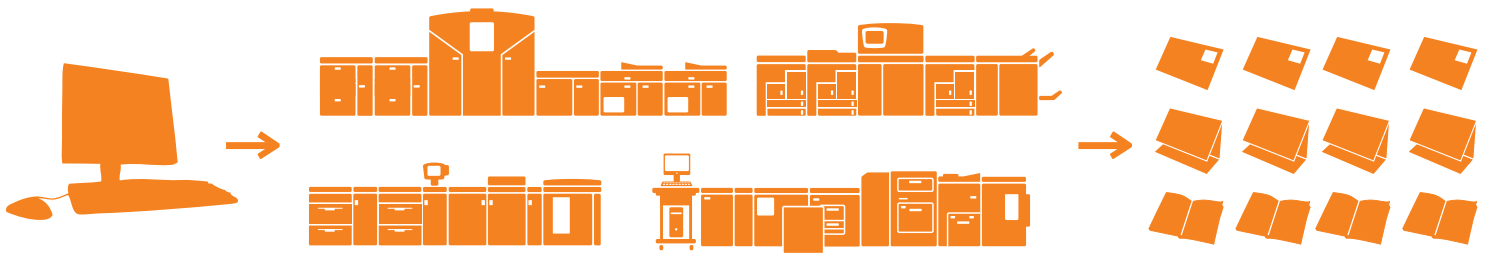
Streamline your printing processes for business growth opportunities



# What is workflow automation?

**work-flow** [wurk-floh]: the flow or amount of work to and from a content producer to a production print provider

**au-to-ma-tion** [aw-tuh-mey-shun]: the use of control systems and information technologies to reduce the need for human work in the production of goods and services



The definitions here describe the literal meaning, but in the digital print world, automating your workflow means money. Saving money (on production and materials costs) and making money (in profits).

Up until the physical part of printing where toner hits the paper, every part of the digital printing process is controlled by software.

## Why not harness that to your advantage?

Workflow automation uses software to control software—thus eliminating repetitive tasks, gaining efficiency, minimizing errors and reducing costs.

No matter what the size of your printing business, be assured that automation will add increased productivity and efficiency.

So you can focus on what matters most—your business.

## 10 Reasons to Automate Your Workflow

### 1. Stay Competitive

Print providers are under pressure to price right, reduce costs and increase profits to remain competitive

Automation is the best way to leverage more margin from your business

### 2. Reduce Errors

Automated tools help identify and eliminate errors before the job is printed

Propel your business forward with error-checking tools

### 3. Increase Speed

Automated workflow tools enable more jobs to be printed per hour

Produce more jobs faster with automation tools

### 4. Increase Productivity

More automation equals more job capacity, shorter delivery times and optimized business operations

Reduced turnaround and fulfillment times add to overall productivity

### 5. Build Volume

Capture more jobs for the customer with self-service tools like web-to-print

Maximize customer service by allowing customers to submit their own jobs



#### **6. Eliminate Steps**

Remove steps in the workflow with automation tools  
Optimize efficiency on repeat jobs and repetitive tasks

#### **7. Remove the Human Element**

Keep your production team focused on delighting their customers by eliminating common tasks

Free up more customer service rep time by streamlining repetitive processes

#### **8. Format Compliance**

Automated workflows check against market-standard job formats such as PDF

Industry-standard formats create consistency and minimize print issues across file sources

#### **9. Reduce Waste**

Automated workflow technology saves supplies and toner by avoiding re-do's and makeovers

Tighter control of job costs and production times reduces waste

#### **10. Expand Capabilities**

Automating all parts of the workflow will increase capacity, improve throughput and optimize equipment use

Workflow automation results in expanded capabilities and increased revenue

# Workflow Automation. Productivity. Growth.

## It's good for your business.

**Workflow Automation adds increased capability to any print business, making it possible for you to focus on what you do best.**

**You will delight your customers.** Workflow automation services such as web-to-print, which allow customers to submit and pay for print jobs online, will give you and your staff more time to focus on innovative new services.

**You will be able to produce more jobs.** Workflow automation results in more job capacity for shorter delivery times and optimized business operations.

**Workflow automation will help you reduce costs with labor savings.** And, you will save supplies and toner by avoiding re-do's and makeovers. Good for your bottom line, good for the planet.

**You will grow your business.** Automating parts of your workflow will increase capacity, improve throughput and optimize equipment use. All this adds up to expanded capabilities and increased revenue.

No matter what your business objectives are, workflow automation solutions from Xerox can help you get there faster. We'll help you get the results you want, so you can stay focused on what matters most to you.



For more information, call 1-800-ASK-XEROX or visit [www.xerox.com](http://www.xerox.com)