NETWORK PRINTING

INSTANT INK

Over the next five years, 80% of all printing growth will come through printing workflows conducted across networks.

WHAT IS NETWORK PRINTING?

Network printing means doing business across a digital communications infrastructure to provide a spectrum of choices for fulfilling customer needs. One workflow activates several output options, for example: direct printing, variable data printing, direct–to conventional printing, distributed printing, digital media replication, and interactive (on-line) delivery.

This infomap depicts the new workflow patterns for network printing, including both push (originator initiated) and pull (consumer initiated) forms of demand fulfillment. The digital value chain begins when the customer researches capabilities on the world wide web and continues until the job is printed, finished and distributed.

The promise of network printing is a fast, economical and convenient workflow that enables customers to activate a full palette of output choices.

The entire service cycle takes place between the originator and a full-service printer (producer) across networks.

1. Demand
Demand is what an originator will pay for. It starts with researching capabilities across the Internet. "Push" demand initiates a content development process leading to output and delivery. "Pull" demand activates packaging and output from a predetermined content base.

2. Agreement
Service agreements (and job tickets) define obligations between parties–what will be done, by whom, when and where, and with what resources and workflow. It starts with requests for bids and estimates, and continues until an agreement is executed.

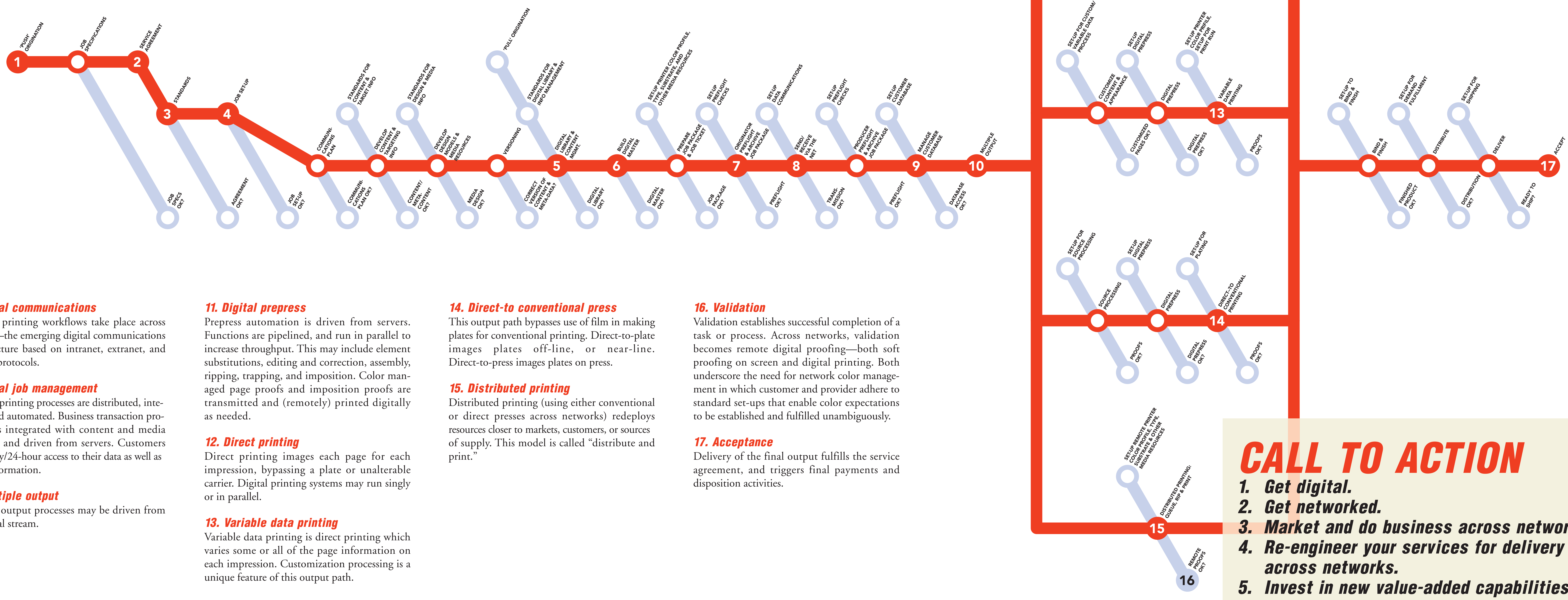
3. Standards
Connectivity between originators and providers is based on standards for networking, business transactions, content exchange, and media process control.

4. Set-up
Set-ups configure customer and supplier environments to the requirements of the service agreement. Before the job begins, set-up and confirmation procedures demonstrate synchronization of business, media, content and communications procedures. Before individual tasks (or process steps), set-ups tailor the resources.

5. Authoring
Authoring may include content development, design, audience targeting, and media process parameters. Versioning (and version control) are considerations. Authoring may be directed towards a single medium or towards multiple outputs.

6. Digital masters
A digital master contains all content and meta-information needed to support an intended range of outputs. Digital masters are managed through digital libraries.

7. Preflight
Preflight maintain the integrity of information and material flows between functions and organizations. A structural requirement for network printing, preflight is performed before and following transfer to ensure that agreed service parameters have been met.



8. Digital communications
Network printing workflows take place across the NET–the emerging digital communications infrastructure based on intranet, extranet, and Internet protocols.

9. Digital job management
Network printing processes are distributed, integrated and automated. Business transaction processing is integrated with content and media processes and driven from servers. Customers have 7-day/24-hour access to their data as well as status information.

10. Multiple output
Multiple output processes may be driven from this digital stream.

11. Digital prepress
Prepress automation is driven from servers. Functions are pipelined, and run in parallel to increase throughput. This may include element substitutions, editing and correction, assembly, ripping, trapping, and imposition. Color managed page proofs and imposition proofs are transmitted and (remotely) printed digitally as needed.

12. Direct printing
Direct printing images each page for each impression, bypassing a plate or unalterable carrier. Digital printing systems may run singly or in parallel.

13. Variable data printing
Variable data printing is direct printing which varies some or all of the page information on each impression. Customization processing is a unique feature of this output path.

14. Direct-to conventional press
This output path bypasses use of film in making plates for conventional printing. Direct-to-plate images plates off-line, or near-line. Direct-to-press images plates on press.

15. Distributed printing
Distributed printing (using either conventional or direct presses across networks) redeploys resources closer to markets, customers, or sources of supply. This model is called "distribute and print."

16. Validation
Validation establishes successful completion of a task or process. Across networks, validation becomes remote digital proofing—both soft proofing on screen and digital printing. Both underscore the need for network color management in which customer and provider adhere to standard set-ups that enable color expectations to be established and fulfilled unambiguously.

17. Acceptance
Delivery of the final output fulfills the service agreement, and triggers final payments and disposition activities.

CALL TO ACTION

1. **_Get digital._**
2. **_Get networked._**
3. **_Market and do business across networks._**
4. **_Re-engineer your services for delivery across networks._**
5. **_Invest in new value-added capabilities that make sense for your customers._**
6. **_Align with technology partners you can trust and who will be there when you_**

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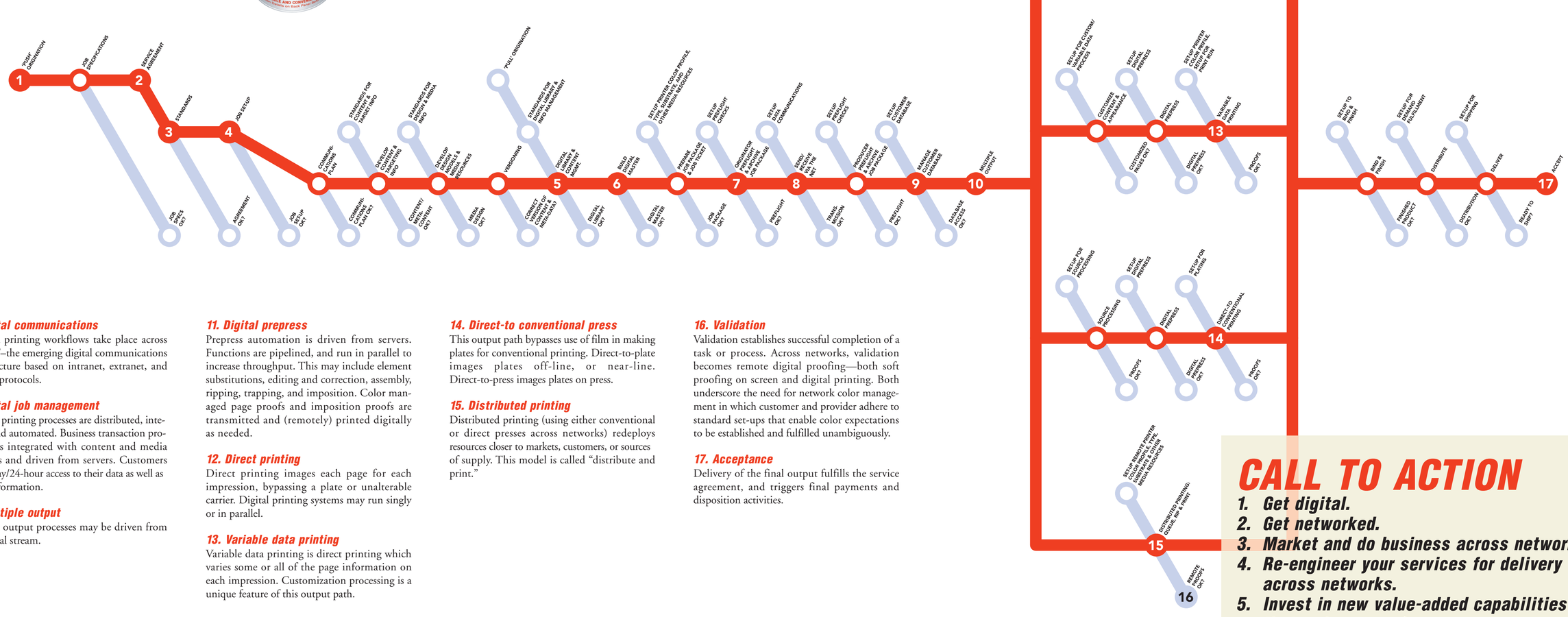

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