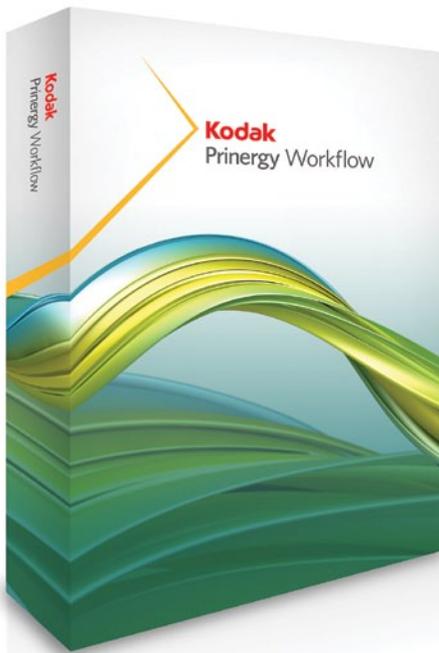# Kodak

Prinergy

Rules-Based Automation Software

Powerful, intelligent automation

Automation that drives down your prepress costs

You've made a large investment in your production hardware and software solution. But are those technologies fully automated and integrated across your facilities? If not, you're simply not getting maximum return on your investment.

Every recurring step in your production—from file submission to final printed job—should be analyzed to determine if it can be further automated. You will find that most prepress processes can be set up to run more efficiently with fewer errors, more consistent results, and less time spent doing routine tasks.

Most prepress systems provide several ways to automate workflows. Concepts like workflow plans, smart hot folders, queue management, and automated imposition all allow for some level of automation. But **Kodak Prinergy** Workflow Rules-Based Automation, an option for **Prinergy** Software, offers truly intelligent automation.

- Save time and money with increased automation
- Free up resources for more important tasks
- Increase job volume
- Elimination of manual touch point reduces manual errors

What is Rules-Based Automation?

Rules-Based Automation is a logic-based automation technology that allows you to specify simple but powerful rules that basically tell the system:

If event X occurs, perform action Y

Rules-Based Automation runs in the background, and as soon as a specified event occurs, it immediately triggers the specified action. The possibilities are limited only by the number of events your system can 'see' and the number of 'actions' it can perform.

Rules-Based Automation allows you to create automatic rules for any existing manual event, business process, or daily step in your printing production workflow. As a result, you can organize all stages of print production, enabling your business to run much more effortlessly.
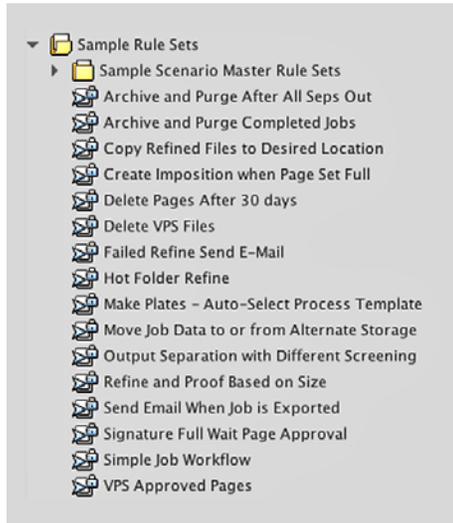
Prinergy Workflow with RBA

Studies of **Prinergy** Workflow customers who have implemented Rules-Based Automation conservatively show:

- 10-20% increase in productivity with basic rules like automated preflight and auto-archiving
- 30-60% reduction in prepress costs when used with Prinergy and InSite Software
- 1-2% addition to profit margins*

* Based on a typical printer spending 3-4% of revenue on prepress labor and materials.

Rules-Based Automation comes with a comprehensive set of sample rule sets:

- Sample Rule Sets
  - Sample Scenario Master Rule Sets
  - Archive and Purge After All Seps Out
  - Archive and Purge Completed Jobs
  - Copy Refined Files to Desired Location
  - Create Imposition when Page Set Full
  - Delete Pages After 30 days
  - Delete VPS Files
  - Failed Refine Send E-Mail
  - Hot Folder Refine
  - Make Plates – Auto–Select Process Template
  - Move Job Data to or from Alternate Storage
  - Output Separation with Different Screening
  - Refine and Proof Based on Size
  - Send Email When Job is Exported
  - Signature Full Wait Page Approval
 - Simple Job Workflow
  - VPS Approved Pages

Automate linear and non-linear processes

One of the great strengths of Rules-Based Automation is its ability to create workflows that can respond to events in the system as they occur. We call these non-linear workflows, since the order in which the steps are performed is determined on the fly and may differ from job to job. The lack of this ability is a serious shortcoming in other automation solutions.

Leverage all existing data to increase efficiency

Rules-Based Automation is able to access all available job data and use this information to trigger the needed action or control the flow of the rule set. Every job created from **Prinergy** Software carries with it a collection of data that describes it.

Rules-Based Automation uses these properties to determine what it should do. Here's an example. Job data can include simple information such as order quantity, job type and delivery address. If you run a hybrid environment, you can specify that all runs over 1000 should be automatically sent to your offset press, while all runs of less than 1000 should be sent to your digital press, or that orders for business cards should always be printed digitally. If you have multiple facilities, Rules-Based Automation can automatically send the job to the facility closest to the delivery address, which can significantly reduce your costs. These are simple examples—Rules-Based Automation can be leveraged for much more technically sophisticated purposes.

Figure 1

Figure 2
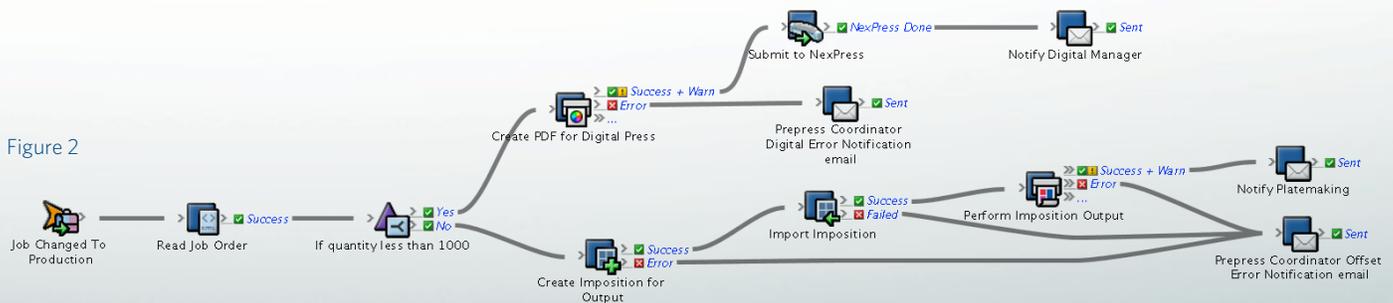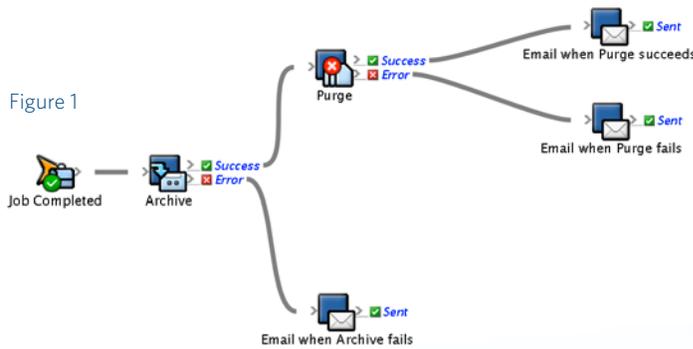
Sampled here are two different ways that RBA can change or compliment your existing operating processes. Fig 1 shows a simple Archive/Purge that notifies an administrator of success or failure. Fig 2. Is unique in that a file is present with a sales order that offers a quantity of expected finished product. This quantity is used to then define the direction the file is to go. If less then 1000 pieces, to a digital solution. If greater, generate an imposition, and produce plates. All with an email notification for success or failures.

Integrate Kodak and third-party systems

Rules-Based Automation can also act as an integration layer between multiple software and hardware systems. It is able to read and parse XML data, which allows for data-rich communication between an outside system and Rules-Based Automation. If you have a home-grown workflow, digital and offset presses from multiple vendors, or an extensive Management Information System (MIS) or Enterprise Resource Planning (ERP) system, chances are it can be integrated with Rules-Based Automation.

Many of Kodak's products and components have been integrated directly into Rules-Based Automation, including:

- **Kodak Prinergy** Business Link Software

- **Kodak Digimaster** Digital Production Systems

- **Kodak NexPress** Digital Production Color Presses

- **Kodak InSite** Prepress Portal Software

- **Kodak InSite** Creative Workflow Software

- Packaging Layout Automation for **Kodak Prinergy** Workflow for packaging

For these systems, tailor-made events and actions are available in the Rules-Based Automation Rule Builder. This means that you can create rules that respond to specific events generated by the other system, and you can incorporate specific actions that will be executed by that system. Mixing events and actions from multiple systems is fully supported and makes Rules-Based Automation a powerful integration platform.

Rules Based Automation is virtually limitless—some shops use hundreds of different rules. Examples include but are certainly not limited to:

- Automatic job archiving
- Automatic preflighting
- Automatic processing of incoming jobs
- Automatic job ticket retrieval
- Automatic population of data
- Automatic plate output
- Automatic layout selection
- Automatic RIPing and proofing
- Automatic variable print specification creation
- Automatic imposition
- Automatic notification of received jobs
- Automatic selection of output curves for screening

Kodak