

Automated Web to print designed for *in-plants*.

THE INNOVATIVE SOLUTION:

WebCRD automates ordering, fulfillment, job ticketing, production management and chargebacks across corporate print centers.

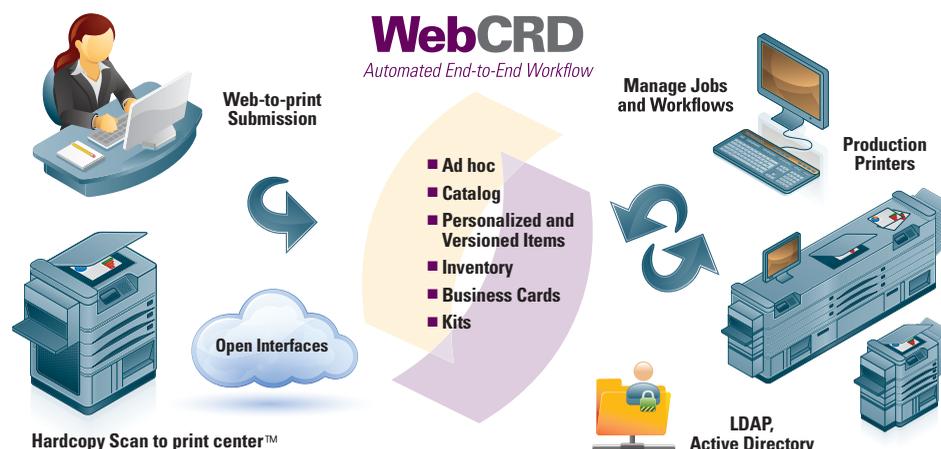
THE BUSINESS BENEFITS:

- Increase customer satisfaction by expanding services and providing 24x7 ordering and job status
- Lower costs by increasing volume without increasing staff
- Improve job turnaround by automating workflows
- Provide greater brand and accounting control by centralizing printing and keeping jobs in house
- Implement on time with proven installation process and after-sale support

THE UNIQUE ADVANTAGES:

- Guaranteed: The only company to offer a 100% satisfaction guarantee
- Valuable: Single screen ticketing improves user experience
- Thorough: SurePDF™ print driver ensures print-ready PDFs
- Clear: SurePreview™ shows all finishing options and eliminates mistakes
- Productive: Drive production printers via JDF or native language with multiple site support
- Efficient: Support for enterprise authentication, integration with enterprise applications

With WebCRD™ submit, manage, reorder, and output all your ad hoc, catalog, and personalized variable data digital print jobs. This secure, browser-based Print Center Web to print e-commerce solution automates everything from print ordering and fulfillment, to job ticketing, production management and cost tracking.



More automation. More control. More ROI.

Increase automation and grow volume as much as 30-300% without adding staff. WebCRD makes it happen. Even better, lower your digital document production costs by shifting volume from more expensive print sources to cost-effective in-house production printers. WebCRD has a proven, documented track record of providing superior ROI for customers.

RSA delivers measurable results to in-house print centers.

- ✓ Increase employee productivity – do more with less
- ✓ Increase print volume – capture more company print, expand capabilities
- ✓ Delight customers – provide instant access to status of print center orders

More than a storefront. A whole new way of improving quality and customer satisfaction.

WebCRD doesn't just accept orders; it ensures each order is correct before it reaches the print center. Built to meet the demanding requirements of corporate print centers in all vertical markets and commercial printers to whom they outsource enterprise print, WebCRD offers benefits and features for the most demanding in-house print centers in all vertical markets.

Fast and intuitive user interface.

WebCRD's hallmark is single-screen ticketing. Creating new orders is fast and easy with graphical finishing option icons and one click ticketing re-order. Repeat users can quickly submit jobs and check out using the fastest job submission in the industry. The WebCRD interface features:

- Simple user sign-on with real-time authentication
- Intuitive file uploads for printing from Macs, PCs, and mobile devices
- One-step catalog ordering of print-on-demand documents, finished goods, non-print items, variable data templates, personalized sell sheets, postcards, business cards, and more using corporate-approved templates
- One-click re-orders
- Set print options with one click – includes paper, print type, and finishing.
- Job status available at any time via web and email updates
- Improve customer satisfaction with SurePreview™ interactive quoting and on-screen document preview prior to ordering. Preview even shows paper, binding and finishing options

“ With WebCRD, our print center is more effective and more accessible. Job submission is easier, turnaround is faster, and we can do the work more cost-effectively than sending it outside. ”

Single Screen Ticketing: WebCRD guides users through the submission process with a single screen check out process.

SurePreview™ Document Preview: Users can view and verify their document, including finishing options, tabs and covers, prior to ordering.

Keep your print center running smoothly and efficiently every day.

WebCRD has built in features to streamline document production and can be configured to your exact needs. Intelligent Printing Options™ present only legitimate ticketing options to end users, and AutoFlow™, our exclusive production automation tool, automatically sends routine jobs directly to printers or to the next appropriate production process.

- Increase productivity by eliminating re-ticketing and operator “touches” with electronic ticketing direct to all production printers.
- Put management, reporting, scheduling and control at your finger tips with automatically displayed production icons and at-a-glance views of the entire production facility. Improve process measurement, data collection, and reporting and streamline billing and chargeback processes all with one solution.
- Enable volume discounts, multiple rate sheets and preferred customer pricing with defined business rules.

The screenshot displays the WebCRD interface. At the top, there are navigation tabs: Roles, Production, and Proxy. Below this is the RSA logo and the WebCRD title. A secondary navigation bar includes Order, Barcode, Dashboard, Pre-Production, Production, QDirect, and Post-Production. The main content area is titled 'Orders in Pre-Production' and is divided into two sections: 'Received' and 'Make ready'. Each section contains a table with columns for Order, Customer, Due Date, Counts, and Info. The 'Received' section lists 13 orders, with some marked as 'Overdue: 1 day RUSH!' or 'Today: 0 hours'. The 'Make ready' section lists 2 orders, with due dates of 4 and 5 days. The interface includes various icons for actions like 'Print', 'Cancel Order', and 'Info'. At the bottom, there is a copyright notice: © 2001-2011 Rochester Software Associates, Inc. All rights reserved.

Production Screen: Print center operators can view jobs by stage, and print, finish, and deliver jobs without re-entering data or tracking down information.

Three configurations with multiple modules & options to choose from.

WebCRD is available in three configurations, the affordable WebCRD Base, the powerful WebCRD Pro with automated production, and WebCRD Enterprise, which adds RSA's award winning QDirect Output Management.

Modular upgrades allow enterprises to improve operations immediately while ensuring the print center will never outgrow WebCRD. **You can also choose a Hosted SaaS or On-site implementation. The software is the same, allowing you to migrate as your needs change.**

WebCRD is a one-stop solution. RSA is a one-stop partner.

Use WebCRD as a stand-alone solution, or integrate it with RSA's other complementary workflow software to converge data center, print center, and network printing; transform legacy data stream jobs; and manage and route hardcopy scan jobs for printing and archiving.

Built for In-house Print Centers. Built for Growth.

WebCRD is secure, scalable, reliable, and ready to integrate smoothly with existing corporate systems and processes. As more jobs flow to the print center, you see greater efficiencies and lower costs.

- No need for separate logins with Real-time enterprise authentication and support for LDAP and Active Directory
- Secure Internet transactions encrypted via HTTPS/SSL
- Customizable interface to match corporate identity and web standards and create customized pages for different sites or groups of users
- Multiple variable data print options for multi-channel campaign support, with Adobe® Forms workflow included, optional WebCRD Dynamics™, or integration with cross-media variable data software such as XMPie®
- Multilingual support, with simultaneous support for multiple languages
- Support for advanced approval workflows
- Full reporting capabilities for analysis, chargeback, and integration with enterprise business systems
- Open architecture for integration with a wide range of 3rd party applications, such as variable data print, make ready, document management and MIS systems. Payment options, including credit and campus ID cards, for secure ordering and payment.

**Submit
Transform
Manage**

Customize WebCRD quickly, easily and affordably with these powerful modules.

WebCRD has been designed for easy configuration of its rich feature set. This flexibility starts with WebCRD's powerful optional modules that allow you to expand the system quickly as your needs change. In addition, WebCRD's extensive configurable options allow you to tailor the solution to match your needs exactly, without any additional development.

ASSURE THE ACCURACY OF YOUR PDF FILE CONVERSIONS

SurePDF is a client-side print driver that produces Adobe PDF files from any native application for submission to the print center. SurePDF automatically creates Adobe® PDF files on the users' own computers, using their resources (source program, fonts, etc.), and producing the most accurate and reliable PDF for proofing and output.

CentralPDF provides server-based conversion of supported native format application files to Adobe PDF for submission to a print center via WebCRD. CentralPDF is typically installed on a standalone server PC. Your customers upload native-format files to WebCRD, which are then automatically converted to PDF. Customers can view an accurate and reliable PDF proof before placing the order. You determine which native format file types to accept for upload from customers and send to CentralPDF for conversion.

MANAGE INVENTORY LEVELS AND RE-ORDER POINTS

AutoStock provides inventory management and automates requests for finished goods inventory, even non-print items such as coffee mugs or pens, and print-on-demand items.

ENTERPRISE CAPABLE WEB-TO-PRINT WORKFLOW

Job Cost Estimating (JCE) and Advanced Job Cost Estimating (AJCE) define business rules to enable volume discount schedules, use multiple rate sheets to set lower prices for preferred customers, provide order cost tracking and approval authority functionality. JCE provides standard features for configuring price cards, enabling multiple turn-around time-based prices and more. AJCE offers additional flexibility for demanding cost estimating requirements, including offering different pricing to different groups of users and tiered volume discounts.

Enterprise Authentication securely authenticates users against existing LDAP or Active Directory server(s). This module provides authentication only. To more tightly integrate WebCRD with your existing LDAP or Active Directory environment, RSA can provide custom integration that allows WebCRD to query your LDAP/AD environment for the latest information about the user, and to use that information to update corresponding fields in WebCRD. This can greatly reduce the administrative burden of user management.

BOOK ASSEMBLY

Enhanced Book Assembly allows users to assemble multiple documents into a single PDF for ordering.

LEVERAGE THE POWER OF VARIABLE DATA PRINTING AND PERSONALIZATION

WebCRD offers multiple options for variable data print printing (VDP) and personalization. Our Adobe Forms-based template-based ordering module is included for simple variable data items such as business cards. For more sophisticated variable data printing, choose from one or more of the following additional options, or inquire about RSA's ability to interface with other variable data applications.

WebCRD Dynamics creates, orders, and produces more complex personalized documents with variable images and text and rule-based composition. Create custom postcards, sell sheets, business cards, variable brochures, and newsletters through the transparent integration with FusionPro® templates. Documents are uploaded and configured in the WebCRD catalog and available for ordering and interactive or automatic server-based generation of personalized documents, with no operator intervention required.

XMPie Integration is for companies who use XMPie for their cross-media variable data campaigns. The direct integration allows users to search for XMPie templates from within WebCRD and customize the template for an order. WebCRD automates the interaction with uStore to compose the output, price the job and send it for print production.

All of the options allow users to personalize their campaigns, and use the WebCRD ordering and production workflow for job ticketing, ordering, accounting and production.

SUPPORT MULTIPLE WORKFLOWS AND PRINT CENTERS

MultiSite™ module provides multiple print center support with job routing and the full power of the production dashboard. Manage separate print centers with their own individual workflows, using only one server. MultiSite allows you to configure a separate site for each output location or print center in your organization, with orders automatically routed to the customer's default site for output. Orders can easily be sent to another site to balance workload or to take advantage of print capabilities that only exist at one location. MultiSite also supports different pricing models, business rules, or shipping options; and can show a different look and feel (colors, page logos, etc) for different groups of customers.

Barcode Workflow can further automate the print center with scanning job cover sheets for instant updates to job status.

General Features	Core Features	Optional Modules
Catalog Ordering	X	
Single page order submission (most efficient for repeat users)	X	
VDP Cataloged items for order	X	
Inventory Fulfillment	X	
Templated Storefront Setup	X	
Fully Customizable Storefront Setup	X	
Customizable login page	X	
User Self Registration	X	
Multiple URLs supporting access to different storefronts or print centers	X	
Browser-based File Submission	X	
PDF Print Driver File Submission (SurePDF)		X
Auto PDF Conversion (CentralPDF)		X
Proxy Ordering (Ordering on Behalf of)	X	
Kitting	X	
Job Preview (SurePreview)	X	
Approval Workflows	X	
Intelligent Finishing	X	
Split Shipping	X	
Accounting and Billing code collection rules, validation, support for drop-down values, and splitting codes by %	X	
User Job Tracking	X	
Shipment carrier tracking	X	
SSL support (https) <i>customer supplied certificate</i>	X	
Enhanced Tab Support	X	
Working Hours Calendar	X	
Color & BW Pricing in a Single Job	X	
Book Assembly		X
Coupon Code Support	X	

International Features	Core Features	Optional Modules
Multi-Lingual Support		X

Variable Data	Core Features	Optional Modules
Full featured, robust, integrated VDP server (WebCRD Dynamics) - compatible with FusionPro templates		X
XMPie uStore Adapter integration		X
PDF Form Filling (TBO)	X	

Print Management	Core Features	Optional Modules
Multi-Vendor print ticketing direct to Production Printers	pro	N/A
Multiple phased production workflow	X	
Multiple print centers with their own work queues (MultiSite)		X
Transfer orders between print centers (MultiSite)		X
Production Dashboard	X	
Automation Print Production Rules engine (AutoFlow)	pro	N/A
Barcode workflow	pro	N/A
Customizable print ticket and shipping documents	X	
Inventory controls and with trigger levels and automated POD replenishment (AutoStock)		X
Back Order support (AutoStock)		X
Print Center manager emails	X	
Production metrics collected for analysis	X	
Support for external workflow (MIS, MicroPress, FreeFlow, SmartBoard)	pro	N/A
XML Output Job Ticketing	pro	N/A
Pre-built Job Ticketing	X	
Summary view with job characteristics icons	X	
Detail view of jobs	X	
Font Pre-Flighting	X	

Delivery Model: Hosted or Licensed

Integration (real-time)	Core Features	Optional Modules
Real-time User Profile lookup adapter		X
Account code adapter		X
Budget Management/Payment Adapter		X
Single Sign-on Support		X
LDAP / Active Directory Authentication	Ent.	X
Accounting/Billing feeds	X	
Production State Change adapter		X
Web Services Connector - inbound orders + order data outbound	X	
Zebra label printer support		X

Administrative Features	Core Features	Optional Modules
Configurable Permissions	X	
Configurable Reports – Drag & Drop	X	
Reports Available for Site Manager	X	
Reports Available for Customers	X	
Data imports for Catalog and user setup	X	
Configurable Catalog access by user or entitlements	X	
Entitlements system to manage groups of users	X	

Transaction and Finance Features	Core Features	Optional Modules
Single Price Card support (JCE)	X	
Multiple Price Card support - per user pricing (AJCE)		X
Discounting (AJCE)		X
Credit Card Support		X
Budget Management (integration custom)		X
On-line Price Quoting	X	
Static Pricing Method	X	
Component-based Pricing Method	X	
Tax Calculation	X	
Currency Support	X	
Financial Approval Threshold (Approval Authority)	X	
Budget feeds to ERP and other Accounting systems	X	

User Communities & Professional Services	Core Features	Optional Modules
Online Community	X	
Professional Services		X
Training - Web-based, classroom, or on-site	X	

HIGH AVAILABILITY AND SECURITY

- Backup server support
- Disaster Recovery support
- SSL encrypted data streams and protocols

TURNKEY SYSTEM

- Runs on a highly scalable, reliable, RSA-provided server or VMware® image
- Available on-site or Hosted/ASP (WebCRD OnDemand)*
- RSA-provided hardware and software maintenance and support available 24x7 with instant remote access

TARGET MARKETS

- In-plants and corporate print centers ready to increase customer satisfaction
- All vertical markets including education, healthcare, manufacturing, high technology, finance, insurance, government/public sector, legal, and commercial printers
- Customers interested in increasing print production, decreasing turn around, and increasing efficiencies
- Customers with multiple locations
- Customers with complex needs (integration with other systems, LDAP/authentication, branding, ordering and approval controls)

**SNAP THE
QR CODE
TO VISIT
WEBCRD.**



RSA Customer Success Assurance

Customer Success Assurance is RSA's approach to ensure complete satisfaction with your RSA solution. Our number one goal is your success. We make certain your solution is implemented and works exactly as you expect. We start by designing and configuring the right print workflow for your unique needs, and then use a rigorous implementation process proven and tested over decades. Finally, we provide ongoing support so you continuously realize results.

Solution design and configuration

Success begins with an RSA Professional Services assessment and analysis to create the right print workflow, which may include a detailed statement of work (SOW) to define the solution. Our experienced Professional Services team also conducts installation planning to define system attributes and pre-configure the server prior to shipment or activation, and provide project management for a worry-free implementation.

Installation and rollout

Our Technical Analysts handle implementations tailored to your needs and timeline, providing:

- Installation planning and timeline management
- Server pre-configuration and shipment
- Remote installation services (installation, conformance testing, solution validation, and acceptance) with regular status updates to the entire implementation team. Documentation, training, customer pilot, and full rollout support.

Support

All RSA support agreements provide premium services, delivered by our in-house Technical Analysts. Support includes:

- Rapid response time; 2-4 hour maximum, based on call priority
- Secure remote access for fast analysis and resolution
- Product support
- Software upgrades and on-going software and hardware maintenance
- Complimentary online customer forum
- Multiple coverage plans are available to match your needs, ranging from standard local business hours to 24x7 coverage

Contact RSA today. Get immediate results.

See for yourself why so many in-plants and corporate print centers rely on WebCRD from Rochester Software Associates to turn printing into productivity. Contact 585-262-2690 or rsainfo@rocsoft.com today.

Visit www.rocsoft.com/WebCRD or contact us for a live demonstration



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*WebCRD Enterprise, which includes QDirect™, is only available for on-site installation.