



# Adobe® LiveCycle Production Print ES

Create the perfect mix of personalized  
print and electronic communications

## With Adobe LiveCycle Production Print ES, you can:

- Create personalized transactional documents such as statements, contracts, letters, packing slips, or welcome kits.
- Generate documents dynamically by merging data from multiple back-end systems with predesigned templates.
- Standardize on award-winning Adobe LiveCycle Designer ES software to create and manage document templates.
- Increase throughput and job flexibility with post-processing support for document collection, sorting, and splitting.
- Output documents in a range of print or electronic formats to help deliver multichannel communications with ease.

Organizations have invested heavily in personalized document generation over the years with statements and bills as the mainstay of print operations. Unfortunately, these systems were never designed to address today's complex multichannel communication requirements. These systems can—and must offer much more. Yesterday's print centers have the potential to transform themselves into centralized document service hubs ready to support the growing and diverse multichannel content needs of the enterprise.

And yet, output center managers are under pressure to address several immediate, longer term concerns, including:

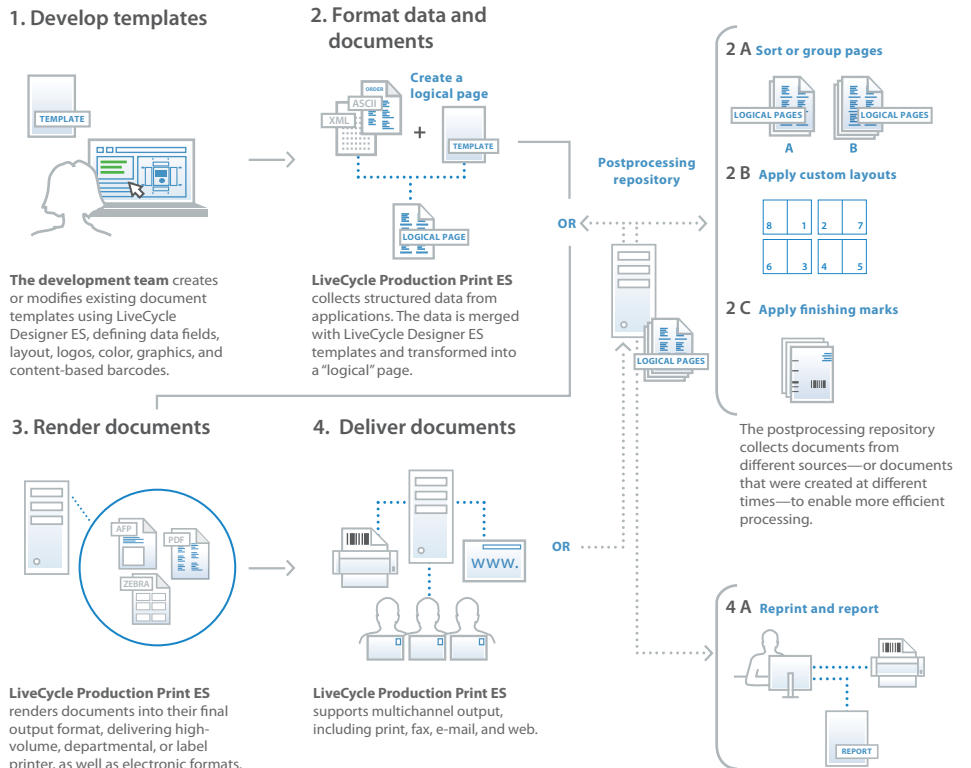
- Controlling mail costs
- Working with aging and inflexible output systems
- Finding qualified people to keep systems running
- Delivering consistent communications across multiple channels
- Addressing the increased need for secure electronic content delivery
- Supporting enterprise architecture standards
- Supporting corporate initiatives to streamline business processes from end-to-end

Adobe® LiveCycle® Production Print ES is uniquely designed to address all these concerns. Ideally suited to perform high-volume print jobs through efficient batch processes, LiveCycle Production Print ES provides all the tools you need to replace or augment your aging systems with innovative tools that streamline processes and save money. And because it shares the same award-winning template design software as the rest of the LiveCycle ES (Enterprise Suite) family, you can not only achieve consistent multichannel communications, but also redefine the meaning of personalized communications with best-of-breed electronic business process solutions.

Using Adobe LiveCycle Production Print ES, you can:

- Decrease time and costs associated with high-volume print operations
- Reduce mailing costs by collecting and grouping print jobs for more efficient processing
- Deliver secure multichannel output according to user profiles and preferences
- Integrate with other LiveCycle ES solution components to build end-to-end business processes within and beyond the firewall
- Standardize on a single document design tool, LiveCycle Designer ES, that spans interactive, on-demand, and high-volume document applications
- Decrease your staff training and support burden by leveraging industry-standard development tools

## LiveCycle Production Print process overview



### Supported formats

#### Input:

- Data: XML and field, record, or page-based ASCII data
- Preformatted documents: AFP and PDF Output:

- Documents: AFP, IJPDS, PostScript®, and PCL
- Labels, Zebra, TEC, Printronix, and Intermec
- Electronic: PDF, PDF/A, CSV, HTML, XML, TIFF, JPEG, BMP, GIF, PNG, and RTF

### Streamline template creation

Award-winning Adobe LiveCycle Designer ES software provides intuitive, graphical design capabilities that make it easy to create and deploy templates without deep technical knowledge. To enhance development efforts in complex enterprise operations, LiveCycle Designer ES enables development teams to work collaboratively, using intuitive tools to create and preview templates, bind data from back-end systems, add barcodes, and lay out documents that adjust dynamically when merged with data. This helps ensure that documents accommodate the merged data content and volume by including or excluding design elements, growing to create space for data, and paginating automatically. LiveCycle Designer ES also simplifies the creation and maintenance of large collections of templates or template fragments, storing them until they are ready to be packaged and delivered for production. Fragments are reusable components such as a logo or address blocks that are used on multiple templates.

### Deliver high-volume document composition in a wide range of formats

Ideal for data centers, LiveCycle Production Print ES serves as a centralized hub that can accept and output a broad range of formats to serve the needs of multiple departments across your company. It includes a high-performance document composition engine that easily extends across multiple servers to ensure high availability and enterprise scalability. Because of its unique architecture, LiveCycle Production Print ES lets you deliver complex jobs involving multiple output types simultaneously—without reprocessing jobs. For example, a bank statement can be rendered in AFP format for high-speed printing and simultaneously rendered as a PDF/A file for archive. Similarly, commonly used form letters can be generated once and attached to other jobs during runtime.

### Collect and group documents

With LiveCycle Production Print ES, you can perform jobs synchronously or asynchronously. The software provides high-speed processing for simple jobs. Or using the postprocessing repository, you can collect multiple jobs over time and then group them for the most cost-effective and efficient delivery. For example:

- Collect documents over time and then sort by postal codes at runtime to take advantage of bulk postage rates.
- Combine multiple account statements going to the same household into a single envelope or package.
- Include an ad-hoc customer communication with a regularly scheduled invoice or statement, sending both in the same envelope at bulk rates to save money.
- For enterprises with distributed locations, centralize content production independently of where and when the actual content is produced.
- For enterprises with multiple print locations, redirect jobs to the print center closest to the customer to speed delivery.

### Postprocessing repository

Using the postprocessing repository, you can maximize your throughput of complex jobs, shortening delivery time reducing mailing costs dramatically.

### Optimize finishing for mailroom efficiencies

LiveCycle Production Print ES provides numerous options for the finishing phase. Based on the criteria you selected for sorting and grouping documents in the postprocessing repository, you can automate the printing of special marks that communicate finishing information to operators and mailroom machines such as folders, inserters, and envelopers, including:

- Optical mark recognition (OMR) codes, which specify the rules for enveloping
- Barcodes for identifying mail pieces
- Text labels to provide instructions for manual handling

For example, you can send documents with four pages or fewer to one machine, documents with up to ten pages to a different machine that can handle larger envelope sizes, and everything else to be processed manually. You can also manage the logic for including preprinted inserts, such as leaflets or advertising brochures, in a mailing. To optimize postage, you can also decide whether to include an insert based on the final weight of the mail piece.

### Documents that can be created with LiveCycle Production Print ES:

| Financial Services        | Government                   | Manufacturing & Life Sciences |
|---------------------------|------------------------------|-------------------------------|
| Account statements        | Program statements           | Invoices and bills            |
| New customer welcome kits | Program enrollment kits      | Packing slips                 |
| Customer correspondence   | Case correspondence          | Supplier correspondence       |
| Regulatory correspondence | Regulatory correspondence    | Regulatory correspondence     |
| Insurance renewal notices | Legislative notices          | Request for quotations/bids   |
| Credit card bills         | Program booklets             | Instruction manuals           |
| Promotional offers        | Notification of new services | Promotional offers            |

Analyst perspective: Adobe in DOM

Forrester comments on Adobe in the Document Output Management market. "Adobe will appeal to many customers with its full life-cycle suite... Adobe's strong credentials in forms processing and rich Internet applications for customer self-service will make it a strong player in the emerging on-demand segment."

—Give DOM Its Due: Move Beyond Back-Office Document Production To Interactive Content Apps, Craig LeClair, October 2007

"Forrester evaluated eight business process management suite (BPMS) suppliers best suited and most experienced for document-intensive processes across approximately 150 criteria. Adobe leads with exceptional developmental tools for rich Internet applications (RIAs) and vision for customer engagement."

—"The Forrester Wave: Business Process Management For Document Processes, Q3 2007" Craig Le Clair and Colin Teubner, July 12, 2007

#### For more information

For more details about Adobe LiveCycle Production Print ES, visit [www.adobe.com/products/livecycle/productionprint](http://www.adobe.com/products/livecycle/productionprint)

## Redefine personalized communications for your organization

Effective multichannel communication demands more than simply delivering documents in print or electronic form. With Adobe solutions, organizations can build communications based on a single view of the customer and reach out to them consistently through multichannel communications that engage, invite, and inform.

Adobe LiveCycle Production Print ES is one solution component within Adobe LiveCycle ES, an integrated suite of server-based solutions that automate the secure creation, processing, and delivery of personalized communications within and beyond the firewall. Every component in this revolutionary suite includes LiveCycle Designer ES, enabling organizations to adopt a single common design environment supporting document creation that spans interactive, on-demand, and high-volume processes. With Adobe LiveCycle ES, you can:

- Create guided online experiences that make it easy for customers to comprehend and complete forms or for employees to generate compliant customer correspondence
- Deliver documents on demand, such as eStatements, or prefilled agreements that are ready to be printed and signed
- Achieve substantial and repeatable efficiency improvements in all processes, including high-volume print production

With LiveCycle ES, you can easily take advantage of the rich electronic document processing capabilities that have earned LiveCycle ES its position as a leader. Here are a few examples of how additional LiveCycle ES solution components can add value to LiveCycle Production Print ES:

- Use LiveCycle Forms ES to create interactive Adobe PDF forms or guided online form-filling experiences using Adobe Flash® Player, including account enrollment, citizen self-service, or correspondence management.
- Use LiveCycle Reader Extensions ES to enable customers or partners to fill out, sign, and save PDF forms using free Adobe Reader software.
- Use LiveCycle Process Management ES to orchestrate processes that involve human interaction inside or outside the firewall.
- Use LiveCycle Digital Signatures ES along with products from leading security vendors to issue certified documents that can be validated by anyone using the free Adobe Reader software, or to generate document packages that are ready to be signed.
- Use LiveCycle Rights Management ES to create audit trails or dynamically change document policies even after they have been distributed outside the firewall, including access control, revocation, and revision control.
- Use LiveCycle PDF Generator ES to convert office documents to Adobe PDF or PDF/A files or to assemble customized PDF packages that include tables of contents, page numbering, hyperlinks, and more.

## Summary

In short, LiveCycle ES is the only enterprise communications environment on the market today that lets you build end-to-end business processes that reach within and beyond the firewall. With LiveCycle ES, you can deliver consistent communications across multiple channels, create engaging experiences that help increase customer response rates, improve customer satisfaction, and achieve greater efficiencies that save you time and money.



Adobe

Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

Adobe, the Adobe logo, Flash, LiveCycle, PostScript, and Reader are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2007 Adobe Systems Incorporated. All rights reserved. Printed in the USA.  
95010221 11/07