



## HP SmartStream Director

Streamline your business with end-to-end workflow automation



HP SmartStream Director, Powered by Press-sense™, automates your digital print workflow from beginning to end—from the initial point of job entry, through prepress and production to finishing and fulfillment. An integrated, open workflow, HP SmartStream Director offers a complete suite of tools designed to automate, manage, customize, and optimize your business and production processes.

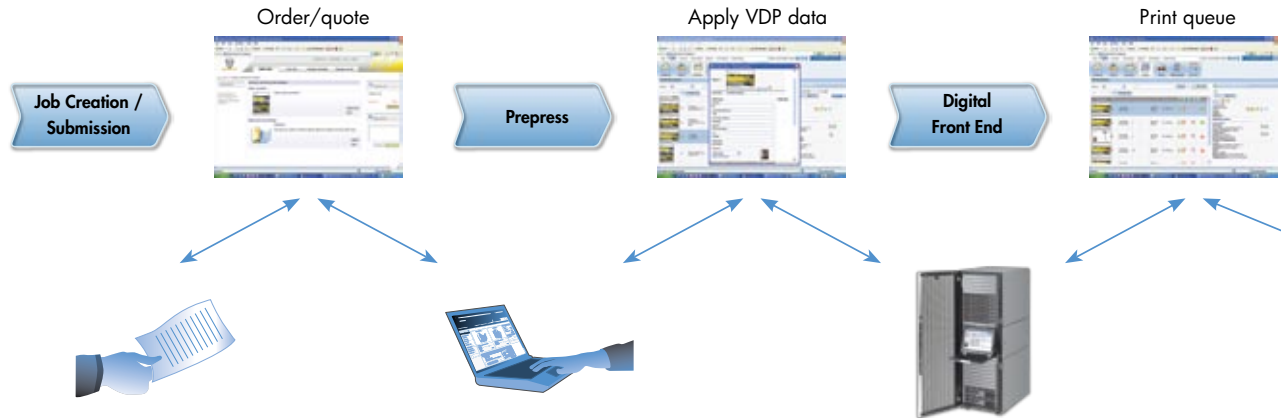
By expanding production capacity, HP SmartStream Director helps lower your overhead costs. Through

a combination of automated workflow, optimized equipment usage, fewer errors and reduced waste, you achieve significantly higher overall productivity. Jobs that generated little or no profit can now contribute to your bottom line. You can now use your people and systems more efficiently to capture more business from existing customers, as well as from new customers.

The benefits to your bottom line are clear—greater profitability and more opportunity for growing your business.

## Providing the handshake between all needed steps in the business and production workflow:

Boost the appeal of your services to customers and leverage your production equipment at the same time



## Thriving in the new economy

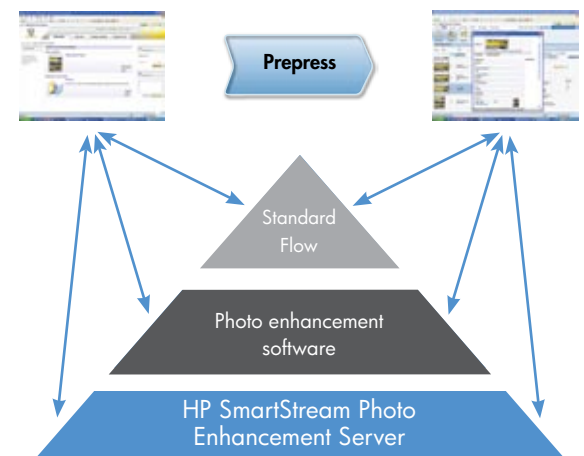
Today, it's more important than ever to eliminate unnecessary cost from your business. At the same time, you want to maintain your competitive edge. With automated job entry tools that move print requests directly into your workflow system, HP SmartStream Director helps you trim overhead costs, leading to immediate increased profitability.

HP SmartStream Director lets you create custom web storefronts, so you can tailor the order entry process for each customer. It also offers tools for creating a variety of buying experiences, from a superstore catalog to email-based campaigns, so you can extend your product offerings to a broader audience.

The highly flexible workflow system supports a wide range of job types—from static to personalized to highly complex Variable Data Printing (VDP). Tightly integrated with the embedded HP SmartStream Designer Server, HP SmartStream Director provides a simple way for your customers to order complex VDP jobs through their storefronts. When used in conjunction with the HP SmartStream Designer server, you can process large variable jobs efficiently and quickly with HP's powerful SNAP technology that reduces the amount of data transferred to the print server.

HP SmartStream Director features production tools—such as imposition, gang/batch and split/merge support—that lead to higher production efficiency, reduced media waste and lower cost. It continues to facilitate production of your jobs after printing all the way through finishing and fulfillment, giving you the end-to-end workflow management tool you need to effectively manage your work environment.

**Incremental deployment of production power:** Adding or substituting more powerful production components as the business grows (here: establishing photo printing business).



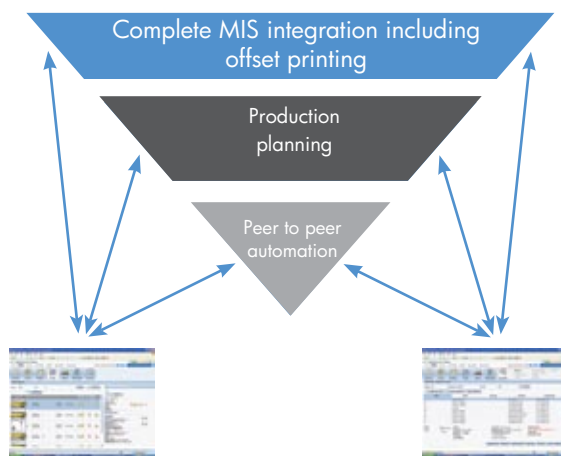
## Diversify your digital portfolio

HP SmartStream Director helps you maximize your ability to drive uniquely digital applications. For example:

- Benefit from growth segments, such as short-run marketing collateral.
- Create personalized direct mail that delivers targeted, relevant marketing messages to each recipient.
- Meet the growing market demand for print-on-demand specialty books, publications, and photo specialty products.



**Incremental deployment of business transparency and automation:**  
 Adding or substituting more powerful workflow execution and business management tools as the business grows (here: streamlining the link between printing and finishing job queue).



## Optimize your production capacity

HP SmartStream Director also helps you introduce lean manufacturing processes to your production environment. It integrates efficiently with your existing infrastructure and equipment, enabling more profitable print runs without raising overhead.

Through advanced automation, HP SmartStream Director helps reduce bottlenecks between prepress and production queues. Instead of “starting from scratch” you can optimize the utilization of your capital equipment, without increasing cost.

HP SmartStream Director eliminates much of the manual operation that has traditionally slowed

production. It works seamlessly with the entire HP SmartStream family of prepress tools, print servers, and HP Indigo digital presses. Using HP’s SDK tools or custom integrations, 3rd party providers can optimize their complementary products—giving you a broad range of options for creating a complete, unified solution.

## What’s included with HP SmartStream Director:

### HP Proliant ML350 server

### HP SmartStream Director software including:

- The ability to create multiple custom web storefronts
- Preflight
- Adaptors for 3rd party applications, including:
  - DirectSmile
  - Local Database
  - LDAP\*
  - Hagen\*
  - XMPie\* Personal Effect

### HP SmartStream Designer server edition

### 6-month warranty

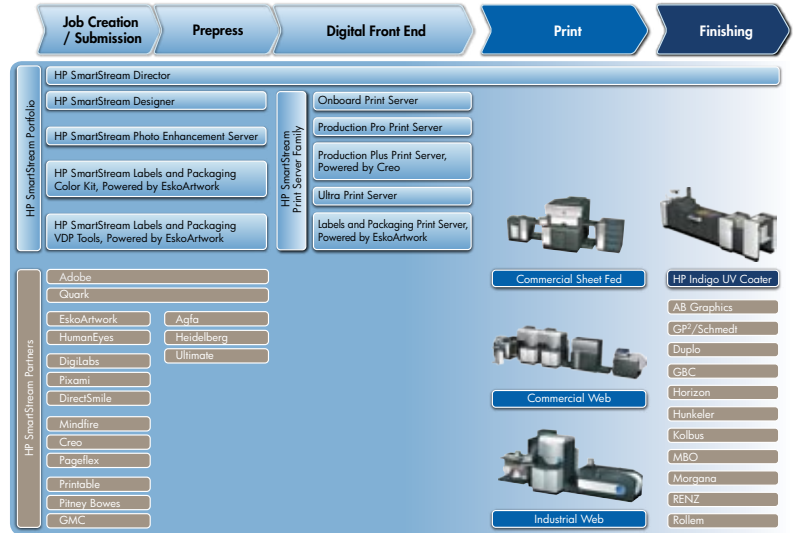
### 5 days of installation and training (for new customers)

(\* Requires additional fees

# Reduce cost. Increase efficiency. Grow revenue.

HP SmartStream Director is the true backbone of the HP SmartStream graphic arts workflow family. Engineered to help you lower costs and boost productivity, its highly integrated components create an end-to-end workflow solution—each one customized to support and expand your unique business needs.

## HP SmartStream Enabled Workflow Solutions



## Technical specifications

<b>HP Indigo presses supported</b>	HP Indigo 7000 Digital Press, HP Indigo W7200 Digital Press, HP Indigo press 5500, 5000, ws4050*, w3250*, 3500, 3050*, 3000*, Ultrastream*
<b>HP SmartStream products supported</b>	HP SmartStream Production Pro Print Server; HP Indigo Production Manager; HP SmartStream Onboard Print Server; HP SmartStream Designer (included)
<b>Product configurations</b>	HP SmartStream Director (fully loaded with adaptors, modules, and HP SmartStream Designer Server 2.5), HP SmartStream Director Lite (base version)
<b>Modules</b>	From web to fulfillment: Web-to-print and print management core, storefront customisation, eCommerce support, HP SmartStream Designer, publications product support, links for MIS, Direct Marketing (VDP), Production, Ordering
<b>Optional Components</b>	CSR Management Tool, Billing, XMPie adaptor, LDAP Adaptor, Logic Adaptor, Hagen Adaptor
<b>Operating system</b>	Microsoft Windows 2003 Standard server R2
<b>Languages supported</b>	English, French, Italian, German, Spanish, Portuguese, Dutch, Simplified Chinese, Traditional Chinese, Korean and Japanese
<b>JDF version</b>	Digital ICS version 1.3
<b>Hardware</b>	HP ProLiant ML350 G5 Server, Quad-Core Intel® Xeon® Processor E5420 2.50 GHz, 4GB FBD PC2-5300 4x 1GB, 5x HDD SATA 250GB, HP L1750 17" Flat Panel Monitor, ATI ES1000 128MB PCI-E, Additional Broadcom 5708 Gigabit PCI E

\* Hotfolder support only

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