

Press-sense iWay 5.0 Fact Sheet



Features of iWay 5.0 for the Print Service Provider

Business Creativity

- ▶ Strong marketing capabilities
- ▶ Simple customization of branded sites
- ▶ Built-in VI templates creation
- ▶ Advanced layout and rules capabilities
- ▶ Customized print job specification
- ▶ Cross sale and marketing messages

Ease of use

- ▶ Easy to set up new customers
- ▶ Simple customization of branded sites

Efficiency/Automation

- ▶ Built-in imposition engine
- ▶ Multiple tax support
- ▶ Enhanced pricing mechanisms
- ▶ Estimation capabilities
- ▶ Enhanced production management capabilities
 - ▶ Preflight and crop
 - ▶ Sorting and batching support
- ▶ Open platform allowing seamless integrations with 3rd party systems
- ▶ Industry standard compliance – JDF, JMF and VDP Output

Features of iWay 5.0 for the Print Buyer

Business Creativity

- ▶ Customized Print Buyer Experience
- ▶ Streamlined print buying process
- ▶ Intuitive navigation tools for submission process
- ▶ Simple VI creation

Ease of use

- ▶ Easy ordering
- ▶ Quick access to reprints
- ▶ Streamlined print buying process
- ▶ Simple job submission

Efficiency/Automation

- ▶ Instant on-line quotes
- ▶ Simple job tracking
- ▶ Finished goods inventory

Product Overview

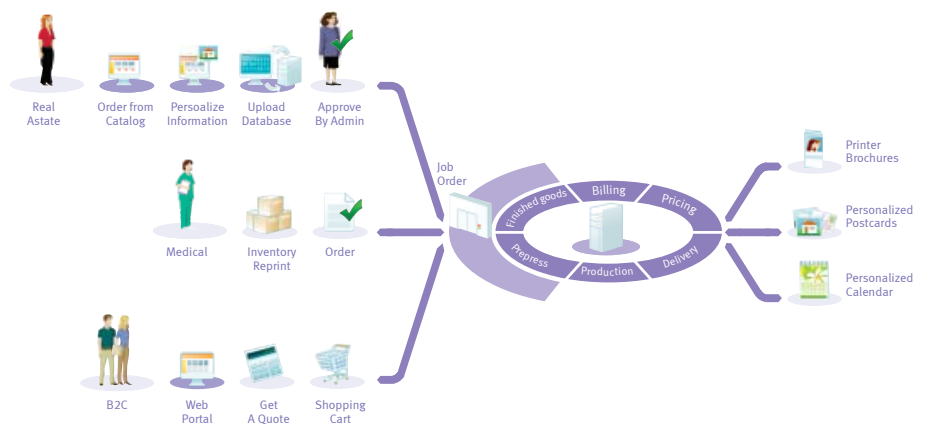
Press-sense iWay™ is a complete end-to-end web-to-print workflow and management platform, integrating web-based ordering, pre-press, production and delivery, fully automating these processes for digital and hybrid Print Service Providers of all sizes.

Version 5.0 of this industry-leading solution brings not only a brand new technology platform but also a rich feature set that offers immediate value in terms of business creativity, ease of use and efficiency. This solution is a key element in Press-sense Business Flow Automation for the Print Industry™.

iWay allows your customers to create and order simple, personalized and variable data jobs, while enabling you to create multiple stores with customized buying flows and enhanced product catalogs with attractive navigation tools to fully customize the ordering experience for your Print Buyers regardless of their vertical market.

The system also allows you to generate instant quotes, PDF proofs and reports. By integrating all these processes into a cost-effective streamlined operation, Press-sense iWay enables you to provide more efficient services to your existing customers and opens up new business opportunities for new customers and new services.

Press-sense iWay™ 5.0 Business Flow



iWay 5.0 allows the Print Service Provider to create diverse business flows ranging from simple, 3-click reprint orders for inexperienced users to more sophisticated, customized flows that can include VI, approval cycles, cost centers, branded sites, login-dependent launch pads or guest logins, for example.

iWay has been successfully implemented and used by every type of Print Buyer – real estate, health organizations, education, retail, financial services, government, etc.

iWay 5.0 Packages

- ▶ **Press-sense iWay Basic**
The market leading integrated web-to-print platform with strong VI, backend production and Business Flow Automation.
- ▶ **Press-sense iWay Suite**
A comprehensive package that includes Press-sense iWay Basic as well as various other modules such as MiWay, Set, Business Links Direct Marketing Links and Online Payment.
- ▶ **Press-sense iWay AVDP**
This package combines Press-sense iWay Basic and the AVDP module. Supports rule-based logic for VDP, allowing the creation of highly customized VDP jobs, personalized targeted marketing campaigns and more.
- ▶ **Press-sense iWay Manager**
This package includes Press-sense iWay Basic and the Manager module. Manager incorporates a straightforward print management solution with an MIS, CRM and asset management functionality to manage the job.

Server System Requirements

Minimum Hardware Requirements

- ▶ IBM Compatible PC
- ▶ 17" Monitor
- ▶ Pentium 4 dual CPU
- ▶ 1 GB DDR RAM
- ▶ 100 GB – hard drive, 2 partitions recommended:
 - ▶ First partition (i.e. C: Drive) containing the OS installation (minimum 10 GB)
 - ▶ Second partition (i.e. D: Drive), containing the Press-sense iWay system (the majority of the disk space)
 - ▶ We recommend using dynamic partitioning scheme for the second partition so its capacity could be dynamically increased if need be.
- ▶ Connection to the production network, TCP/IP or Apple Talk
- ▶ USB port
- ▶ Permanent Internet connection + Fixed IP address

Minimum Software Requirements

- ▶ Adobe Acrobat version 8.x Professional (Recommended)
- ▶ MS Office 2007

Print Buyer Client

PC

- ▶ PC capable of running Windows 2000 or higher
- ▶ 128 MB RAM

Software

- ▶ MS Windows 2000, Windows XP or Windows Server 2003.
- ▶ Adobe Acrobat version 5.0 or higher
- ▶ MS Office 2000 and above

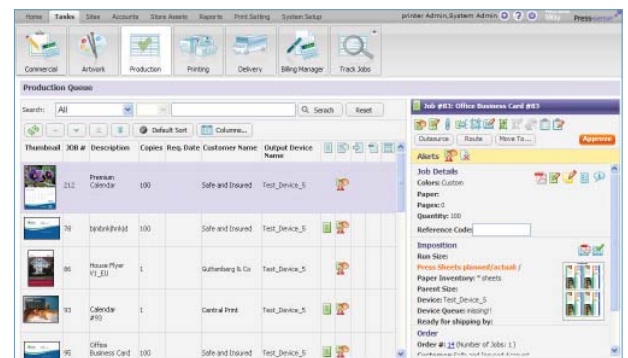
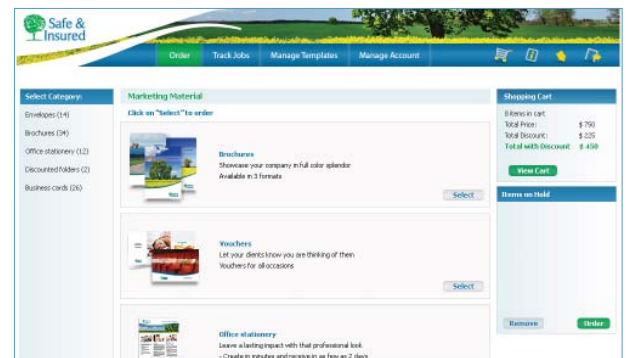
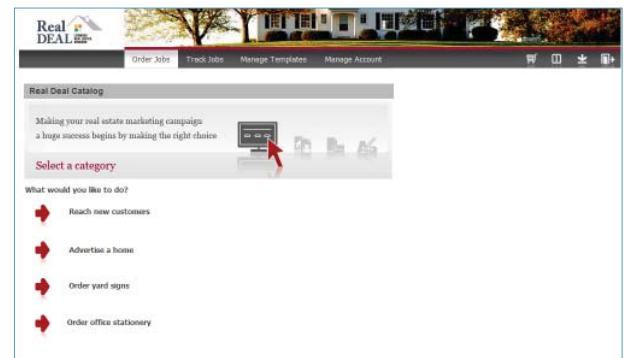
Supported Web Browsers

- ▶ Internet Explorer 6.0 SP1 or later
- ▶ Netscape 8 or later
- ▶ Mozilla Firefox 1.5 or later

Apple MAC

- ▶ Mac OS X v10.4 or higher
- ▶ Adobe Acrobat Reader 4.0 or 5.0, 6.0
- ▶ Safari 1.3 or later
- ▶ Mozilla Firefox 1.5 or later

System Screenshots



Press-sense Overview

Press-sense is the global leading developer and supplier of Business Flow Automation™ for the Print Industry™. The company was established in 2001 and operates from the US, Europe, Singapore & Tokyo.

Press-sense has over 1400 customers, more than 2400 production sites today and holds strategic OEM partnerships with major press vendors such as HP, Océ and Xerox.

Our mission is to supply the software to transform Print Service Providers into automated, efficient, service oriented suppliers.

For more information visit www.press-sense.com