

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 integration 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

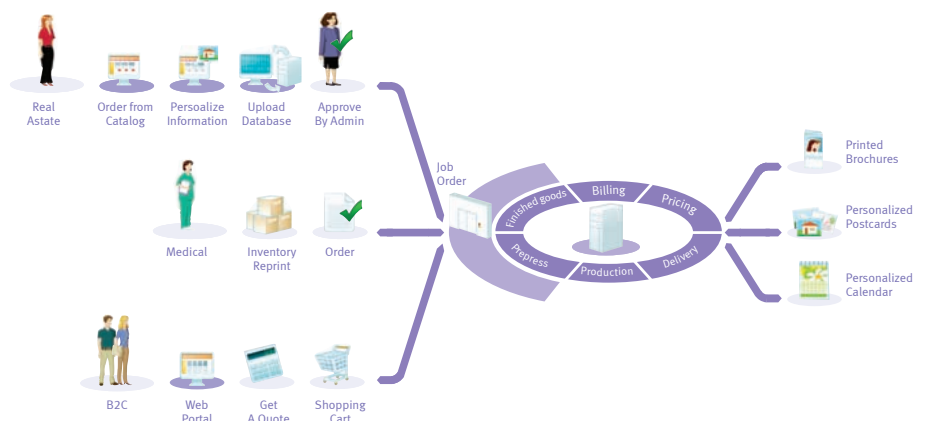
Press-sense iWay™ is a complete end-to-end web-to-print workflow and management platform, integrating web-based ordering, pre-press, production and delivery, fully automating these processes for digital and hybrid Print Service Providers of all sizes.

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



Press-sense 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.