

Multiply the value of your data.

Purposeful variable data use has become a must-have for organisations of all types. A pandemic-driven surge in digital interactions has raised consumer expectations, making every touchpoint more crucial than ever. Companies who effectively leverage variable data to create relevant, intimacy-driving experiences will stand out – and find higher rates of revenue growth in return.

71%

of consumers consider personalisation a basic expectation

72%

of consumers expect the companies they buy from to recognise them as individuals and know their interests

40%

more revenue can be generated from personalised interactions

Unleash the full potential of personalisation.

Xerox® FreeFlow® Variable Information (VI) Suite makes it easier and cost-effective to maximise the power of variable data print (VDP) with ultra-fast, ultra-efficient design and more composition tools for Xerox and non-Xerox printers and presses – including the ability to add security and visual interest with Xerox unique speciality imaging.

SOLIDIFY CUSTOMER INTIMACY + DRIVE MORE REVENUE FROM:



Transaction Bills and Statements



Direct Mail



Booklets, Brochures, Magalogs



Retail Point of Sale



Folding Cartons and Labels

Accelerate VDP from design to print.

Simplify the production of on-demand, highly complex, colourful and graphics-rich VDP jobs in exactly the way that works best for you – from design to production – with Xerox® FreeFlow® VI Suite's modular solution set.

Add VDP right in Adobe® InDesign:

XEROX® FREEFLOW® VI DESIGN EXPRESS



Optimised for simpler PDF output



Supports print and digital

Open the door to greater impact and revenue. FreeFlow® VI Design Express helps designers quickly and easily add variable data elements right in their familiar Adobe® InDesign® layout program, including:

- **Importing transactional data** – the first step in basic transactional and statement-based development
- **Creating data-driven tables and graphics**, including dynamic pie, line and bar charts
- **Amping up PDF performance** with data capture-ready fillable forms and digital signature fields

Enable higher VDP sophistication:

XEROX® FREEFLOW® VI DESIGN PRO



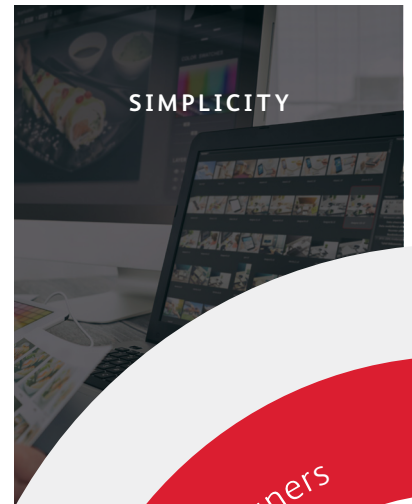
Optimised for rich, multi-page output



Supports print and digital

Take variable data design to the next level. FreeFlow® VI Design Pro provides direct access to the powerful VIPP® language so programmers can create, view and edit actual variable document code for more complex designs. Programmers can:

- **See VIPP® code along with a WYSIWYG page** to get an instant understanding of how the code will look
- **Add unique, sophisticated instructions** such as zip sorting, QR codes or bar codes
- **Access in-app help and a powerful smart editor** for assistance with command editors, keyword searches, and find and replace options, as well as a GUI window with media, viewing and page reviewing options



SIMPLICITY

DESIGN

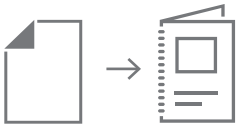
For designers

For programmers

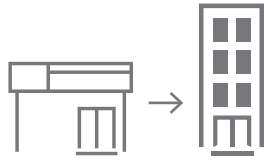
Xerox® FreeFlow® VI Suite



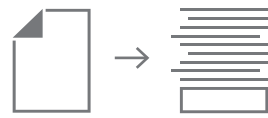
PRECISION



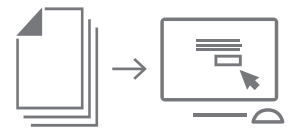
Simple to complex



Commercial to enterprise



Low- to high-volume



Print to electronic

Unlock more VDP flexibility:

XEROX® FREEFLOW® VI eCOMPOSE



Automatically create email, screen and print-ready files on a server-based system

Exponentially accelerate VDP composition. FreeFlow® VI eCompose is revolutionary server-based software that utilises dynamic document construction (DDC) to compose pages on the fly, at ultra-high speeds, right at the printer:

- **Start printing immediately** – no matter if your job has ten records or ten thousand – because there is no composition, transport or RIPing of huge files
- **Make last-minute changes if needed** to templates or data without impacting throughput or delivery times
- **Normalise your organisation's variable processes** to quickly move jobs among your fleet of printers and presses at a moment's notice

Amp up complex VDP production:

XEROX® FREEFLOW® VI COMPOSE



Start printing in minutes – no pre-composition required

Eliminate time-consuming processing. FreeFlow® VI Compose is a robust composition tool that resides on your printer or press DFE to construct complex jobs with maximum efficiency. Merging of data, RIPing and printing are done quickly, in real time, so you can:

- **Enable flexible composition**, from kiosk-driven to processing for 24/7, lights-out networked environments
- **Support rich PDF features**, including interactivity and Adobe® job security options
- **Dynamically manage PDFs** so you can easily split and move content into other downstream processes such as CRM, web-based applications or archiving



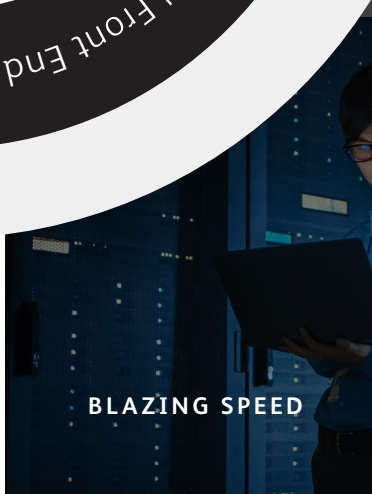
AGILITY

At the VI Suite Server

COMPOSE

FreeFlow®
Composition
(VI)

At the Digital Front End



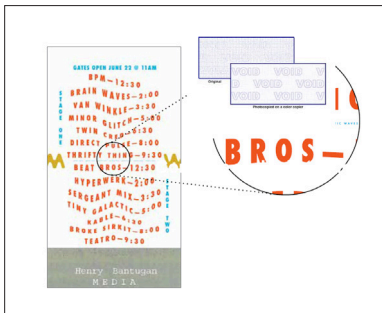
BLAZING SPEED

Enhance security for every job.

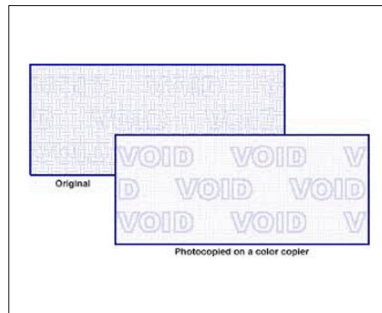
Protect content against unauthorised viewing by enhancing data security in critical ways. Use 1D and 2D bar codes for identification and tracking, along with PDF password protection and digital signatures. Take security even further with speciality imaging technologies.

Protect every print.

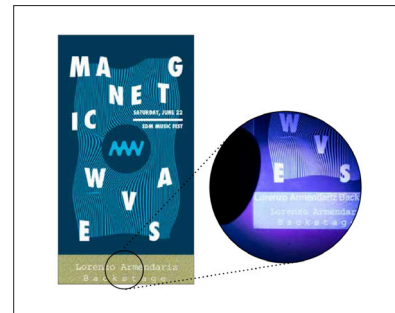
Speciality Imaging is an award-winning Xerox® FreeFlow® VI Suite exclusive. Security effects are achieved through colour, media and Xerox technology – no special toners/inks or papers required. You can even combine multiple techniques in a single application for added protection. Effects include:



Xerox® MicroText Mark
Provide additional security to invoices, coupons and other fraud-sensitive applications.



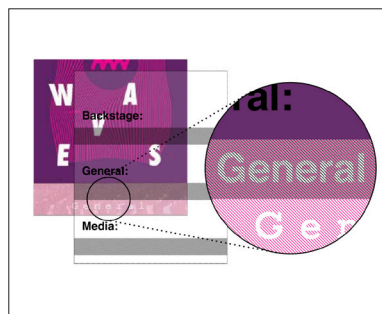
Pantograph Technology
Protect documents with hidden text and graphics that are only visible when photocopied.



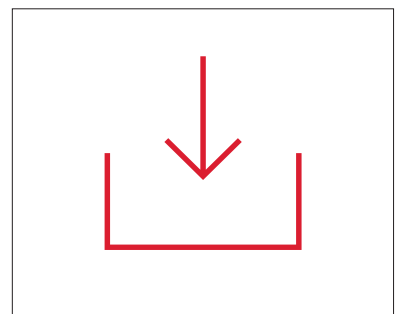
Xerox® Fluorescent Mark
Add text and graphics that are only visible under UV or black light.



Xerox® Infrared Mark
Protect sensitive documents with content that can only be seen in the dark with infrared light.



Xerox® Correlation Mark
Get creative with text that can only be read with a key overlay.



Speciality Imaging
font sets and barcode fonts can be downloaded for free under Supports and Drivers at Xerox.com.

Contact your Xerox Rep or visit xerox.com/variabledata to learn more.