INTEGRATION: GOALS AND METHODS

Introducing printCafe PCX

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The operating system for print.
About printCafe

A leading provider of:

• Print management solutions
• Other Vertical Applications
• B2B web services
• Process integration

to the printing and publishing industry
Introducing printCafe PCX

• The purpose of PCX is simply to facilitate integration.

• Its mission is to enhance the printing and publishing supply chain by including third-party integration with our other prime objectives.

• printCafe intends to support and implement 3rd party integration wherever and however these can add value for our customers and business partners.
The goals of PCX integration…

• Provide our customers with fully integrated access to third party systems and services
• Provide those in the marketplace with the ability to flow their pre-certified data to our management systems
• Provide the marketplace with a blueprint for the process of integrating 3rd party systems to the printCafe suite of systems.
• Support existing industry standards and maximize their use in integration projects.
What is PCX?

An “integration” specification

- A framework for interfacing external systems and services with printCafe solutions
- Process for ongoing development of that framework
- The specification specifies industry standards, best practices and methods used to interface external systems and services with printCafe systems and services.

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External systems may include:

- B2B solutions (vertical & horizontal)
- E-procurement (commercial & private)
- Supply chain
- Content origination and management
- Production system and machine interfaces
- Management Systems
PCX Process

1. Communicate needs and opportunities
2. Coordinate with and participate in standards groups
3. Review with advisory council & set priorities
4. Establish partner agreements & schedules
5. Develop supplements and enhancements to industry standards, if necessary
6. Implement, demonstrate and pilot test new interfaces
7. Third party certification of PCX partner implementation
8. Co-Market and deploy new interfaces
PCX is standards “implementation” NOT the creation of competing industry standards

In fact, a bi-product of the initiative is the “enhancement and extension” of existing standards.
Industry Standards Support Criteria

- Vision
- Scope
- Base of support/funding
- Relevant market value
- Willingness to cooperate with overlapping standards ventures
- Commitment to the GCA’s Industry Architecture Program
- Use of an industry standard XML version
- Part of an industry group not part of an “Interest” group
How does PCX work?

Third Party Systems

Shared Environment

printCafe Web Services

printCafe Print Management Systems

Inter-business data flow

Intra-business data flow

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Inter-business data flow

- Many-to-1-to-many data interchange
- Least cost, most efficient method for all parties
- One interface reaches all printCafe PM systems
- Ensures data integrity
- Minimizes support and deployment costs
- Speeds system updates to the customer base (One place to update, not 7,000+)
- Takes advantage of the existing printCafe integration to the management systems
Intra-business data flow

- One-to-one data interchange
- Data interchange is local & private (in-plant)
- Configuration and support specific to plant
PCX initiatives in process

- E-commerce interface
- Print e-procurement interface
- Private print e-procurement interface
- Content interface
- Direct machine interface
Announced vendor interest in PCX

• VIO
• DAX
• Group Logic
• Man Roland

• Komori America
• CRC
• ACS
• Printers Software

• 58K.com
• Httprint.com
• MediaFlex.com

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Contact printCafe...

- To request a copy of the PCX Whitepaper (including the latest FAQ’s)
- To add your name and company to our PCX mailing list.
- Initiate the process of becoming a PCX certified integration partner

PCX@printCafe.com

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Thank you

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