COMMON FALLACIES ABOUT
AUTOMATION

6
MYTHS ABOUT AUTOMATION — DEBUNKED!
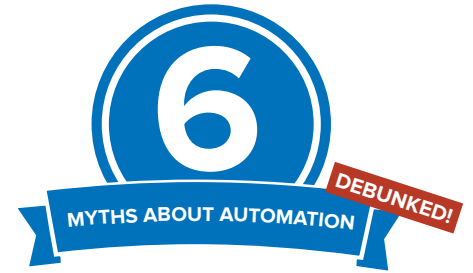
1 Is time-consuming to implement

2 Is complicated

3 Will make me lose my job

4 Is not flexible

5 Is expensive

6 Locks me in

IMPLEMENTING AUTOMATION IS TIME-CONSUMING...

Enfocus Switch is built around the concept of gradual, stepped implementation that starts with one or two production "pain points" that can be implemented quickly.

Once these issues have been successfully addressed, you can tackle more complex workflow automation challenges. Gradual implementation is the key to success.

AUTOMATION IS COMPLICATED...

Automation does not have to be complicated! And, while Switch is incredibly sophisticated, setting up flows is easy for novice and advanced users.

However, as your automation projects grow in complexity, it is important to be able to bring in experts. That's why Enfocus works with Certified Partners — experts who implement automation projects on a regular basis and know how to tailor Switch to work best in your unique production environment.

AUTOMATION WILL MAKE ME LOSE MY JOB...

Every company has to deal with repetitive tasks that add no value, but take time and increase the likelihood of introducing errors. Switch is perfectly suited to these jobs, freeing up staff to provide revenue generated services that deliver real value to customers.

Switch can liberate employees from tedious tasks and enable them to maximize their skills and talents solving problems.

AUTOMATION IS NOT FLEXIBLE...

On the contrary! Modular automation is like a box of building blocks, quickly and easy allowing you to build precisely what your company needs.

Using Switch, you can build any number of flows that support entirely different departments. One flow can integrate your web-to-print system with the internal estimating and scheduling system, while another automates prepress file preparation, and a third sets up files for delivery to a digital press. It can even help streamline bindery, assembly and fulfillment tasks! Additionally, because the system is open, it can easily be linked to your existing tools and databases.

AUTOMATION IS EXPENSIVE...

Most production automation solutions are complex and pricey. Fortunately, Switch provides an economical alternative that lets you implement only the modules you need, minimizing the investment requirements.

In addition, Switch enables you to take full advantage of your existing software investments as well as your employees' skills in using them!

AUTOMATION LOCKS ME IN...

Automation is not just for large organizations — in fact, automation is recommended for companies of all sizes.

Switch enables organizations to increase total throughput without increasing head count or overtime, so your company can compete with much larger competitors.

Any sized company can benefit greatly by automating the most simple & basic repetitive tasks and frequently they are not the ones you are initially considering when implementing automation!

More info at: **www.enfocus.com/switch**

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