

AUTOMATING RECEIVING, SORTING, AND ROUTING JOBS FOR MEDIA PRODUCTION

Customer Segments Served

- ✓ Commercial Printers
- ✓ Quick Printers / Digital printers
- ✓ Corporate In-Plants
- ✓ Sign & Display and Large Format
- ✓ Packaging and Labels
- ✓ Publishers: Magazines
- ✓ Publishers: Newspapers
- ✓ Publishers: Books
- ✓ Ad Agencies
- ✓ E-pub & Multimedia

enfocus
SWITCH 12

Problem statement

Manual processing of incoming jobs takes time and it is easy to make mistakes. **Jobs come in through different ways** and often someone needs to collect these files, sort and then pass them onto production for processing.

This process takes time away from skilled operators or busy customer service personnel leaving less time for their actual work. Sometimes jobs are delayed until the deadline is close, making any issue that it detected this late an urgent problem.

The Switch Solution

With Switch, you can **automatically download** the files from your FTP or email server so that the files are immediately available locally and operators don't lose time on waiting for a download to finish.

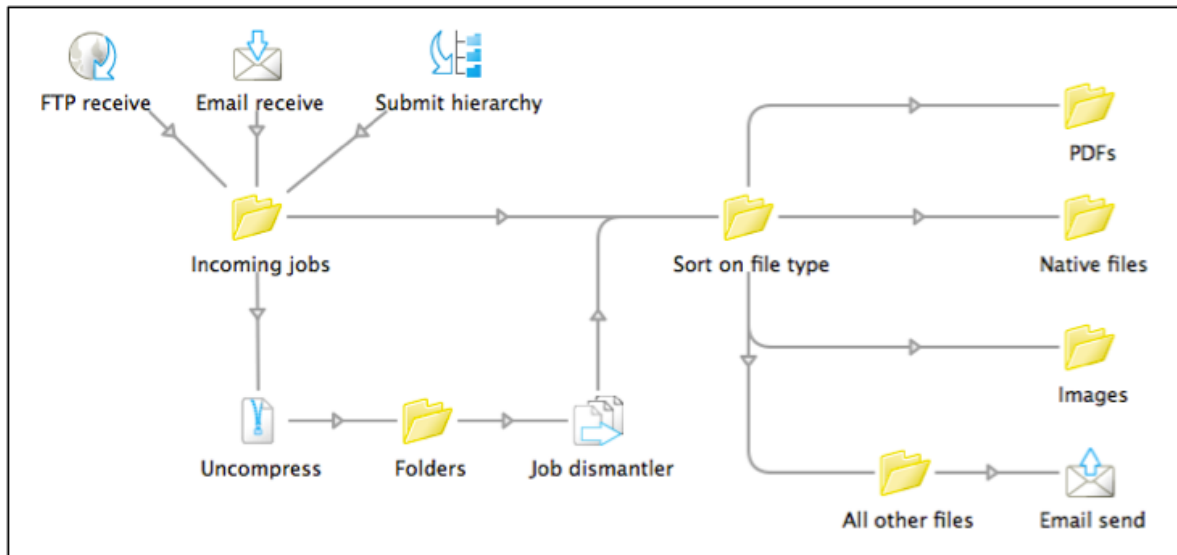
Once files are downloaded, they are automatically sorted based on file type, compressed jobs are uncompressed and all jobs that are not accepted immediately trigger an **email notification back to the customer**. Not only does this save time by allowing the operator to focus immediately on the problems, but it also provides **better customer service** by instantly notifying the customer when something went wrong.

BENEFITS

- Frees up operators for more demanding work & customer service.
- Reduces errors by ensuring consistency through a standardized process.
- Speeds up turn around time by moving files immediately to the right place
- Improves communication by alerting operators when jobs are ready or problems are detected.



HOW DOES IT WORK?



Receiving jobs

Jobs are received in 3 different ways: from your FTP server, through email or from a network folder.



“FTP receive”

This element enables Switch to automatically download jobs from your (Secure) FTP server. Switch will scan through all the subfolders and detect newly uploaded jobs even in newly created subfolders, if customers are allowed to create their own. It will also remember where it found each job so that this information can be used later on to create a structured archive or send email notifications to the right person.



“Email receive”

Switch is also able to download email, extract the attachments and move these files into the flow automatically. While doing so it remembers the content of the email including the sender allowing you to reuse this information at a later point (e.g. send confirmations or problem files back to the customer).



“Submit hierarchy”

This tool can monitor any folder structure in your local network and works very similar to the FTP tool, i.e. it also scans the nested folders for new jobs and remembers their original location.

Sorting jobs

Every file that is collected is immediately moved to the correct folder. In this example, the following types of sorting happen:

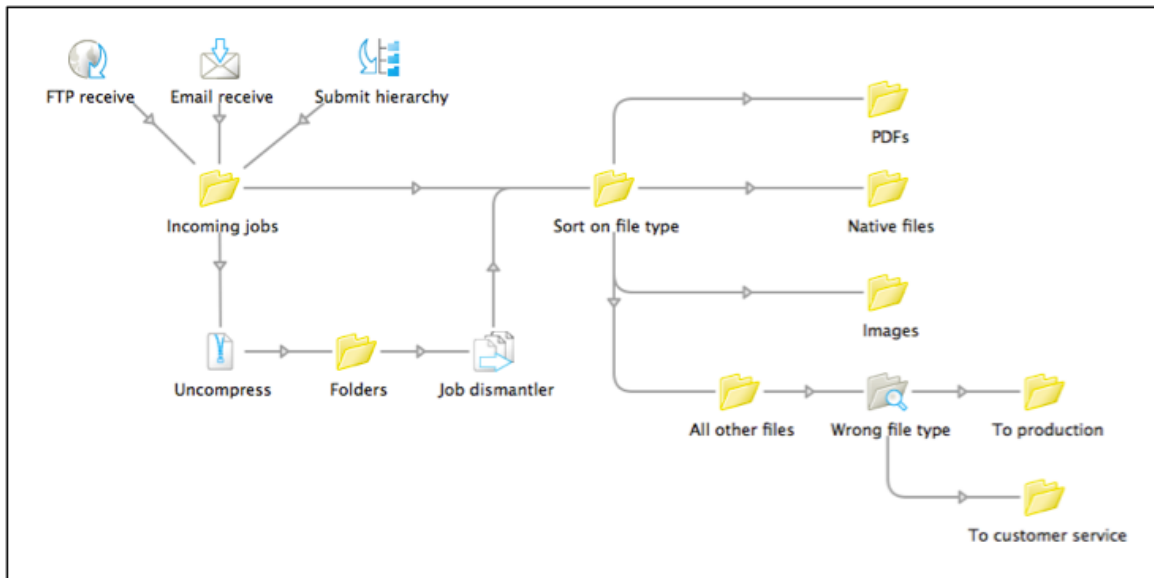
Compressed archives are first sent to the “Uncompress” tool to extract them. The “**Job dismantler**” is next and will remove all redundant folders that could be part of the uncompressed job. Afterwards all jobs are ready for sorting and available in the “Sort on file type” folder.

Sorting is done using different filters on the connections. PDF files are moved in the “PDFs” folder, native files (meaning Illustrator, InDesign and QuarkXPress) are moved into the “Native files” folder and different image formats are gathered in their specific folder.

Switch also has an “**All other jobs**” filter available for connections, which is very handy to collect all files that were not allowed to go anywhere else. In this case, the “other” jobs are the file types that are not allowed. An email message is triggered to notify the customer if their email address is available and to the operator if it's not.

Option to the example

Using SwitchClient instead of email notifications



Instead of sending email notifications, it is also possible to use **SwitchClient** to alert an operator (or even a customer). In this alternative, the “Send email” element has been replaced with a Checkpoint “Wrong file type”. This adds a stop in the flow and makes all files wait until an operator attended to them.

These waiting files are accessible through Switch-Client, which is a client application that can run on any machine (Win or Mac) within reach of Switch. When the operator opens SwitchClient, he/she will see a list of files that need his/her attention. For each job, it is possible to decide if the file needs to go to production or to the customer service department, who can then get in contact with the customer. SwitchClient also allows you to open the file, work on it and submit the corrected file to production.

The biggest advantage of using SwitchClient instead of email, is that you have one location that lists all the work that needs to happen and continuously gives you an overview of what has happened.

Software needed

Switch:

- Switch Core Engine
- Optional: SwitchClient Module*

*Note: if you need to use more than 5 SwitchClients simultaneously, you can purchase extra licenses.

Other:

- none

For more Information

For more information & to request a trial on Switch go to <http://www.enfocus.com/switch>

For specific questions on pricing and sales, please contact sales@enfocus.com or contact your local reseller

Enfocus also has a complete community built around Enfocus Switch: **Enfocus Crossroads**. Whether you are a vendor, integrator or user of Enfocus Switch, Crossroads puts resources at your fingertips you won't find elsewhere on the web: example flows, a blog, a forum, application that can be integrated with Switch. www.crossroads-world.com