Xerox® FreeFlow® Core
Customer Expectations Document

Version 4.0

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Introduction

This document provides the feature details and expectations for Xerox® FreeFlow® Core. It is intended to help Customers understand the capabilities, system requirements and limitations of the current release.

Product Overview

Xerox® FreeFlow® Core is the next generation in workflow solutions from Xerox. It is a browser-based solution that *intelligently* automates and integrates the processing of print jobs, from file preparation to final production for a hands-free workflow that operates easily, adapts effortlessly, scales quickly and delivers consistently. This enables print service providers to get more jobs through their shop by streamlining process steps. The rules based intelligence of Core delivers more consistent and higher quality output. And it does all of this while reducing cost and eliminating manual touch points.

FreeFlow Core is designed to serve as the backbone of all new Xerox production workflow solutions. This new platform is the core engine that enables automated and integrated solutions across market needs, including web-to-print, automated finishing, and even extending to digital publishing. FreeFlow Core's modularity and scalability affords even small to mid-size businesses the opportunity to take advantage of the tremendous value proposition prepress automation delivers.

Features

Streamline your print process to reduce your costs.	Now you can automate your print tasks with a solution that makes your entire operation more productive, day in and day out. FreeFlow Core keeps each job moving to make your organization super-efficient. So you spend less time processing jobs in-house and have more time to build new business.
Seamless integration with your current workflows.	FreeFlow Core easily integrates with your current workflows, including advanced workflows such as offset-to-digital, advanced imposition, ganging and more. It eliminates manual data entry because it incorporates Manifest Automation from Xerox and JMF/XSLT to automate job information. And with production control system integration, including MIS, you always have easy access to real-time production information.
A simple setup-and-go solution that's easy to use—and customize.	FreeFlow Core is browser-based and includes Easy Start workflows to help users through the process of creating and managing workflows. It hides the complexity of individual operations and workflow programming while it provides easy customization with an intuitive graphical user interface. The simple drag-and-drop interface means you don't need a software engineering degree to create workflows. Now anyone can easily

	manage incoming jobs and get them done in a fraction of the time.
Configurable and adaptive workflows, to speed through jobs	FreeFlow Core is a modular and open, end-to-end workflow solution that automates the entire print production process, for faster turnaround times with reduced error rates. You choose the functionality and configure the solution to perfectly match your workflow requirements. This adds up to greater efficiency. Real consistency. Quicker delivery. And more growth opportunities.
Modular, scalable and affordable for any size operation	Whether your organization is three or 300 people, FreeFlow Core offers a highly-productive, end-to-end workflow solution. It's available as individual modules, so you can easily add more functionality and create customized, integrated solutions. And if you have multiple Xerox print engines and/or Digital Front Ends, there's no limit to the number of printers you can connect, all at no additional charge.

Configurations and Options

FreeFlow Core is fully-configurable, with individual modules that offer greater control over the workflow. Adding advanced capabilities is as simple as adding modules for increased automation and potential. And because it's modular, you can start small—and very affordably.

See the adjoining table for the specific capabilities that are available for each product configuration described below. The FreeFlow Core Base software is always required. Optional modules may be purchased separately and provide additional capabilities on top of the Base software.

Xerox® FreeFlow® Core (base software application)

A total solution for entry-level automated print production, including JDF/JMF connectivity to external systems. It lets you build workflows for conversion, preflight, image enhancement, imposition and print job submission. The base software also supports standard integration to management information systems (MIS) via JMF.

FreeFlow Advanced Prepress (optional module)

The Advanced Prepress optional module provides powerful tools for PDF optimization, color management, document manipulation and annotation. This module helps you speed through a wide range of file optimization actions, including resizing, deleting, rotating and inserting pages.

Advanced Prepress may be configured with the FreeFlow Core base software, and comes standard (required prerequisite) if the Advanced Automation module is purchased.

FreeFlow Advanced Automation (optional module)

The Advanced Automation optional module automates your entire production process by transforming manual steps in your workflow into programmed actions, with services that include Job Splitting, Conditional Branching, Enhanced Job Routing, plus integration with

External Hot Folders and Command Line Interface (CLI). It lets you create hundreds of events and actions.

This module also supports configurable integration with external systems, including management information systems (MIS), as well as complimentary third-party products such as Enfocus Smart Preflight.

Note

The Advanced Automation modules requires the Advanced Prepress module.

FreeFlow Output Management (optional module)

The Output Management module adds the ability to implement even smarter decision making regarding when and where your jobs will be printed. Job routing, imposition and even file preparation can be influenced by existing machine usage and status. Let Core intelligently balance your workload.

FreeFlow Variable Data (optional module)

This module enables FreeFlow Core to accept Xerox Variable Information Production PrintWare (VIPP®) jobs and automatically convert them to PDF. The FreeFlow VI Suite uses VIPP technology to deliver benchmark productivity in personalized communication workflows; now these applications can take full advantage of FreeFlow Core.

Note

The Variable Data module allows customers to submit VIPP applications (.vpc) to FreeFlow Core in order to take advantage of automated workflows. In order to run a legacy VIPP job, the job must first be converted to the VI Projects format using FreeFlow VI Design Pro.

Component	FreeFlow Core (base software)	Advanced Prepress[1] (optional)	Advanced Automation (optional)	Output Management (optional)	Variable Data (optional)
Workflow Creation	Linear Workflows		Rules-based Workflows		
Conversion	✓				
Conversion – VIPP (.vpc)					✓
Preflight	✓				
Imposition	✓				
Enhance Images	✓				
Job Group Imposition				✓	
Save	✓				
Print	✓				

Optimize		✓			
Manage Color		✓			
Barcode		✓			
Watermarks		✓			
Pressmarks		✓			
Page Numbers		✓			
Resize Pages		✓			
Rotate Pages		✓			
Insert Pages		✓			
Delete Pages		✓			
Join		✓			
Finish		✓			
Route			✓		
Collect				✓	
Split			✓		
Printer Routing			✓		
Printer Job Submission Regulation				✓	
Printer Job Distribution				✓	
Finisher Routing			✓		
External Process			✓		

[1] Prerequisite requirement if the Advanced Automation optional module is purchased

Backup License for Disaster Recovery

Customers have the option to obtain a second FreeFlow product license (backup license) for the purpose of disaster recovery (failure of the Production system) and/or as a staging system to validate software updates and upgrades prior to installation on the Production system.

The backup license must be installed on a separate server and includes licenses for all optional modules purchased with the Production system.

Note

The backup system may not be used simultaneously with the Production system as a secondary production system. See Backing Up Your FreeFlow Product later in this document for more information.

Supported Printers

FreeFlow Core supports job submission to Internet Printing Protocol (IPP)-based Printer Destinations including FreeFlow Print Server (version 7.0 SP3 and higher), EFI (System 10 and higher) and Xerox Integrated copy/print server (version 1.0) – enabling retrieval of supported job ticketing information and print submission.

To the extent that a particular device publishes certain capabilities via IPP such as copy count, media type, sides-imaged, output location, etc., FreeFlow Core will retrieve that information and use it to populate the printer description, the list of queues and the job ticketing options for that device. If a particular device does not publish certain attributes, they will not be available in FreeFlow Core but may still be programed at the device.

See the Xerox FreeFlow Core Release Notes for a list of supported Xerox printers and Digital Front-Ends. This document may be obtained from the Support & Drivers section on Xerox.com.

Integration with External Systems

FreeFlow Core is exceptionally strong in versatility. No matter what types of external, upstream or downstream systems you want to connect—whether you already have workflow software in place or need to connect with your own or another organization's MIS— FreeFlow Core's flexible and open architecture is ready to work via Hot Folder, Manifest Automation from Xerox and JMF/XSLT integration.

- **Hot Folder** submission allows an operator to drop a file, and optionally a Xerox Printing Instruction Format (XPIF) job ticket, into a hot folder that is linked to a specific workflow.

- **Job Messaging Format** (JMF) provides submission of JDF instructions to a FreeFlow Core workflow. JMF allows FreeFlow Core to communicate information such as job status (aborted, completed, and paused) to an MIS or other workflow system.

- **Manifest Automation from Xerox** (MAX) is an open interface allowing for simple, flat-file order data via hot folder submission. MAX connects order-management systems and/or web-to-print systems with prepress operations in FreeFlow Core.

- **Extensible Stylesheet Language Transformations** (XSLT) is a language for transforming XML documents into other XML documents or objects (i.e. JMF, HTML, plain text). An XSLT stylesheet contains a collection of template rules; instructions and other directives that define the parameters of the intended output. XSLT can be used to transform JDF instructions from an MIS or other workflow system to a format that is compliant with FreeFlow Core.

Hot Folder and JMF submission are included as part of the FreeFlow Core base software. MAX and JMF/XSLT are included as part of the Advanced Automation optional module.

See the table below for the specific capabilities that are available for each product configuration. The FreeFlow Core Base software is always required. Optional modules may be purchased separately and provide additional capabilities on top of the Base software.

Component	FreeFlow Core (base software)	Advanced Prepress (optional)	Advanced Automation (optional)
Hot Folder	✓		
JMF / JDF	✓		
JMF Routing			✓
JMF plus JDF XSLT			✓
Hot Folder Scripting			✓
Hot Folder Routing			✓
Manifest Automation from Xerox (MAX)			✓

Xerox Professional Support Services provides a wide range of service offerings designed to meet specific needs, including integrating with existing workflow/external systems such as management information systems (MIS), and Manifest Automation from Xerox (MAX) generation. See Section 4, Customer Implementation and Training for more information.

System Technical Requirements

<div style="text-align:right">1</div>

System Specifications

Your FreeFlow product is supported on platforms that meet (or exceed) the system requirements defined by Xerox on the next page. Should Xerox determine that the customer-supplied platform does not meet or exceed these requirements, Xerox reserves the right to refuse support until such non-conforming areas are remedied.

It is the responsibility of the Customer to provide, install and configure the server with an appropriately licensed version of the Operating System prior to the installation of the software. See the Xerox FreeFlow Core Installation Guide for more information.

Virtual Environment

The software may be installed in a virtual environment. The virtual environment must be configured to meet (or exceed) the system requirements defined on the next page.

For important information regarding installing the software in a virtual environment, see Section 2, System Software Requirements.

Minimum System Requirements

Minimum System Requirements		
Hardware Components		
	Basic	**High Performance**
Processor	Intel Core i7 Processor, 3.3 GHz or better	Intel Xeon Processor E5, 2.5 GHz or better
System Memory	8 GB	16 GB
Hard Drive **Note** Minimum of 25% free space available at all times.	500 GB SATA Hard Disk Drive (HDD) (single disk partition)	500 GB, SATA Solid State Drive (SSD), 3Gbps (RAID 5) **Note** Non-RAID configurations may be used as long as full backups are in place.
Peripherals	• LCD Monitor and Video Controller with at least 1280 x 1024 (minimum) / 1900 x 1200 (recommended) resolution and 32-bit color • Keyboard and mouse	
Software Components		
Operating System	• Microsoft Windows 7 (64 bit) **Note** Microsoft Hotfix for Windows 7 SP1 required.	• Microsoft Windows Server 2008 R2 SP1 **Note** Microsoft Hotfix for Windows Server 2008 R2 SP1 required. • Microsoft Windows Server 2012 • Microsoft Windows Server 2012 R2 **Note** Foundation editions of the Microsoft Server operating system are not supported.
Infrastructure	• Microsoft .NET Framework 3.5 SP1 • Microsoft .NET Framework 4.5 or higher • Microsoft Internet Information Services (IIS) 7.0 or higher • Microsoft SQL Server 2012 Express with Tools with SP1, or SQL Server 2012 Standard (SQL Server version which includes Management Studio) • Microsoft Silverlight 5.1.30317.0 or higher (automatically installed upon first use)	

Web Browser	• Internet Explorer 10 or higher **via compatibility mode** on Windows 7 (64 bit) Windows Server 2008 R2, Windows Server 2012 and Server 2012 R2
	• Firefox 27 or higher on Windows 7 (64 bit), Windows Server 2008 R2, Windows Server 2012 and Server 2012 R2
	• Firefox 27 or higher on Mac OS X 10.7 or later
	• Safari 6.1.3 on Mac OS X 10.7 or later
Optional Software Components	
Application Software	• Microsoft Office 2013 (64 bit) (if conversion of native file formats to PDF is required)
	• Adobe Acrobat Reader (to open and view PDF files within the browser window)

System Software Requirements

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Software License Permissions

This FreeFlow product is offered subject to your acceptance of the license agreement included with the software and to limited warranty terms. The software may only be installed on a single server at any given time for each licensed purchased.

The software license is not transferable. If you wish to install the FreeFlow product on a different computer, you must first deactivate the software on your computer by contacting Xerox support. Xerox reserves the right to obtain from the Customer, verification that the licensed software has been removed from, or destroyed on the original computer. If ownership of the FreeFlow product is transferred through resale or other conveyance, the software must be repurchased by the new owner. See the FreeFlow Core Software License Agreement for details.

The Customer is solely responsible for obtaining and complying with all appropriate licenses for the Microsoft Windows Server Operating System and Microsoft Office application suite (as applicable). Additionally, the Customer is solely responsible for obtaining and complying with all appropriate licenses for any third-party software used in conjunction with the software.

Virtual Environment Support

When installing the software in a virtual environment, it is the Customers' responsibility to fully support the virtual environment and virtual environment software itself. Customers must also provide a fully-configured virtual environment, including access and support thereof to Xerox support, as necessary.

Note
Software issues will only be supported if they can be reproduced on the standard FreeFlow product configuration. For problems unique to the virtual environment itself, Xerox will make best effort to fix.

Product Security

At Xerox, product security issues are front and center. As a leader in the development of digital technology, Xerox has demonstrated a commitment to keeping digital information safe and secure by identifying potential vulnerabilities and proactively addressing them to limit risk. Xerox also regularly monitors security patches provided by third-party software

vendors (e.g. Microsoft security updates) and notifies Customers when actions are required.

Although Xerox tests extensively for security vulnerabilities in the software before bringing a product to market, we recognize that someone with intent and the requisite knowledge may, at times, find a way around security protections. We encourage Customers to notify us of any security concerns so that we may act immediately to provide a solution.

Customers can increase security by installing a firewall, implementing a private network and/or physically isolating the FreeFlow product in a secure area. Customers should also use tools to monitor and log physical and network access to the FreeFlow product to determine if, and when, a security incident has occurred, and back-up their data regularly to ensure that it may be recovered in the event of deletion or corruption.

Customers should refrain from modifying the FreeFlow product or its environment in a manner that will prevent it from functioning properly. If the Customer performs such modifications, Xerox reserves the right to refuse support until such non-conforming areas are remedied, which may include returning the FreeFlow product back to its original installed state, uninstalling unsupported software, resetting configuration settings, or reinstalling the Operating System and/or FreeFlow product itself.

Protecting Against Virus Attacks

A virus is a software program that replicates itself – trying to infect as many files and computers as possible. A virus may spread through the sharing of files between computers, through e-mail, or through exposed network connections. Viruses may damage data, cause the computer to crash, display messages, impose performance implications, expose security holes or lie dormant.

Although Xerox tests extensively to ensure that the FreeFlow product is free from computer virus contamination before bringing the product to market, Customers should invest in antivirus software to continue to protect the FreeFlow product from viruses following installation.

Customers are responsible for ensuring that the antivirus software does not interfere with the normal operation of the FreeFlow product. Xerox recommends that Customers run antivirus software on the FreeFlow product on a regular (weekly) basis. In the event that a virus is detected, <u>do not</u> remove the virus. Instead, cancel the virus detection and back up the entire hard drive to protect the data in the event of corruption during the course of virus removal. The virus can be then removed following the procedures supplied with the antivirus software.

Antivirus software

Your FreeFlow product protects itself from viruses by only allowing non-executable files such as PDF, PostScript and Microsoft Office (Word, Excel, PowerPoint, and Publisher) to be imported. Files that are not already PDF files are automatically converted to the PDF format once they are imported into the FreeFlow product. From this point forward, the software deals exclusively with PDF files. However, Microsoft Word and Excel documents remain a threat due to macros, which may contain a virus.

Xerox recommends using commercially available antivirus software with your FreeFlow product. These programs block attempts to access restricted areas in the memory and

system area. They also periodically scan the hard drive to find files that might contain a virus.

Note

Running antivirus software may result in degraded speed and performance. Therefore, Xerox recommends using a remote service.

Backing Up Your FreeFlow Product

Backing up the software is a Customer responsibility. Backup for your FreeFlow product can be carried out using any commercially available backup and restore software. Please ensure that you run a full system backup that includes all hardware drives that contain the FreeFlow product and database software. It is recommended that the backup software have the ability to backup open files.

Backup License for Disaster Recovery

Customers have the option to obtain a second, FreeFlow product license (backup license) for the purpose of disaster recovery (failure of the Production system) and/or as a staging system to validate software updates and upgrades prior to installation on the Production system.

The backup license must be installed on a second server and includes licenses for all optional modules purchased with the Production system.

Note

The backup system may not be used simultaneously with the Production system as a secondary production system.

Product-Specific Considerations

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PDF Conversion

Conversion of Microsoft Office documents to PDF requires the installation of the Microsoft Office application suite on the server and occurs automatically when a file is imported into the FreeFlow product. Customers are responsible for obtaining and installing an appropriately licensed version of the Microsoft Office application suite.

The Microsoft Office application suite must be installed prior to installing the FreeFlow product to ensure proper operation of the system. After installing the Microsoft Office application suite, the user must open these applications and register them before performing any conversions.

The following file types can be converted and printed from the FreeFlow product:

- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Publisher
- Postscript
- PDF

- EPS
- JPEG
- JPG
- PNG
- TIFF
- Xerox® VIPP® (.vpc)[1]

[1] Requires the Variable Data optional module.

Third-Party Application Software Support

Xerox does not provide support for third-party software applications which are not included as part of the standard FreeFlow product configuration. In order to isolate issues effectively, Xerox reserves the right to request that any unsupported third-party software be removed.

Customers are responsible for ensuring that the use of any such third-party software, or other products in conjunction with the FreeFlow product, is in full compliance with any/all contractual obligations to such third-party licensors/suppliers, including all applicable use restrictions.

Customer Implementation and Training

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Your FreeFlow product is customer-installable and comes complete with an online help system designed to facilitate training. It also includes Easy Start workflows to guide users through the process of creating and managing workflows, step-by-step.

For Customers who require additional assistance, Xerox offers optional, fee-based Installation and Implementation services, including software installation, operator training and assistance building workflows. The service can be performed remotely or onsite. Travel and expenses are billed separately. See Professional Support Services below for more information.

Professional Support Services

Xerox Professional Support Services provides a wide range of service offerings designed to meet specific needs of Customers who require maximum benefit from their hardware and software purchases from Xerox. While primarily fee-based, some of these services may be available at no additional cost to ensure you have a positive customer experience with your new solution. Professional Support Services include:

Solution Planning

- Application definition and migration planning
- Workflow assessment
- Detailed implementation planning
- Solution prototype development

Installation and Implementation

- Application installation on customer-supplied platforms, including Operating System and Network configuration
- Testing of end-to-end solutions including software, hardware and select third-party products
- Operator training

Application Design and Development Services

- Design, implement, and test new workflows for production processes

- Create applications to drive volume

Xerox Solution Optimization

- Integration to connect existing workflow/external systems, including management information systems (MIS) and Manifest Automation from Xerox (MAX) generation

These services can be contracted to support any of your business requirements. Contact your Xerox representative for more information.

Customer Support

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Your FreeFlow product is fully maintained and supported through an optional Full Service Maintenance Agreement (FSMA). With maintenance and support, Customers can obtain the latest updates and upgrades online, as well as access Xerox support via phone.

Xerox support personnel work closely with the various software development organizations to resolve software issues. The process by which problems are addressed is referred to as the Software Problem Action and Resolution (SPAR) process, which enables closed-loop communication between the customer and the development organizations.

Support is available via the regional Xerox Support Centers Monday through Friday, 7:00 AM to 7:00 PM CST in the US, and 8:00 AM to 5:00 PM (local time) in other geographies. Xerox shall have no responsibility for identifying or correcting deficiencies in non-Xerox products connected to, or used with the FreeFlow product, or for otherwise providing service or support for such non-Xerox products.

Note
Customers who do not initially purchase, or otherwise fail to renew their support agreement annually may be required to repurchase the software at the standard list price and purchase/renew their support agreement in the event that assistance, updates or upgrades are requested.

The Xerox escalation process, including SPAR support, is available for compliant hardware and software configurations only. Compliant configurations are tested by Xerox to ensure product stability and that such products can be supported by trained personnel. Unless otherwise specified at the time of purchase, computer platforms acquired through Xerox are not covered under the FSMA and, instead, come with the standard hardware warranty provided by the vendor.

Customers must have their FreeFlow product Serial Number available when contacting Xerox for support. Your product Serial Number can be located in the View License Information link upon login, or by selecting the License Information header in the FreeFlow application. Customers should retain this number in a safe location and reference it whenever contacting Xerox for support. Your product Serial Number, along with the Activation Key(s) required to license your FreeFlow product, are included in the FreeFlow Core Enablement kit(s) delivered with your order. Obtaining Xerox support, updates, upgrades, and license transfers require this information.

Upgrades

Updates and upgrades are available to Customers who are current with their FSMA, and may be downloaded upon availability from the Support & Drivers section on Xerox.com.

Customers should check Xerox.com periodically for the latest updates and upgrades.

Xerox and Customer Responsibilities

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Customer Responsibilities

Customers are responsible for ensuring that the following activities have been completed:

- Procuring, installing and maintaining a platform that meets (or exceeds) the system requirements defined by Xerox.

- Procuring, installing and maintaining an appropriately licensed version of the Operating System software, including any upgrades and updates required to meet the system requirements defined by Xerox.

- Procuring, installing (including updates and upgrades) and complying with all appropriate licenses for optional third-party software required to meet the system requirements defined by Xerox.

- Configuring the system to the requirements defined by Xerox.

Xerox Responsibilities

- Providing FreeFlow product software support to Customers who purchase, and maintain a Full Service Maintenance Agreement (FSMA).

Responsibility Matrix

Parameter	Customer	Xerox
General		
Provide and configure the network infrastructure	X	
Provide and configure the hardware platform	X	optional
Provide and configure the Operating System	X	optional
Install the FreeFlow product	X	optional
Obtain and install an appropriately licensed version of Microsoft Office 2013 (if conversion of source files to PDF is desired)	X	
Connect the FreeFlow product to the network, and ensure connectivity	X	optional
Perform software updates and upgrades	X	
System Configuration Planning		
Installation and configuration of the FreeFlow product	X	optional
Additional configuration as needed	X	optional
Training		
Perform training	X	optional

Customer Expectations Agreement

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Check off the sections for which expectations have been reviewed:

_____ System Technical Requirements　　_____ Customer Support

_____ System Software Requirements　　_____ Xerox and Customer Responsibilities

_____ Product-Specific Considerations

_____ Customer Implementation and Training

Special considerations or performance limitations identified by Xerox and agreed to by the Customer:

_____

_____

_____

_____

I have reviewed and understand the product specifications for each of the modules that will be installed: (*signatures required*):

Customer _____

Xerox Sales Representative _____

Xerox Analyst Representative_____

Xerox Service Representative _____