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Xerox® FreeFlow® Digital Publisher

Customer Expectations Document

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Introduction

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

Solution Overview

FreeFlow® Digital Publisher is an integrated print and ePublishing solution that helps Print Service Providers streamline their operation AND generate new revenue opportunities. This solution automates prepress activities for the printed materials you already produce and also transforms the content by optimizing it for delivery via today's digital media. As a result, your customers can reach a broader audience through Web browsers; mobile apps that can be downloaded from the Apple iTunes Store, Google Play or the Amazon App Store.

FreeFlow Digital Publisher is a Professional Services delivered solution which integrates and tailors a set of systems to the needs of the customers. The delivery specifics are detailed in a Statement of Work (SOW) for each customer.

FreeFlow Digital Publisher is delivered in three different configurations:

- Digital Publisher Onsite, where FreeFlow Core and FreeFlow Digital Publisher Ordering is installed at the customer's site.

    o This configuration supports both print automation as well as ePublishing.

    o Digital Publisher Onsite comes with Core and the Advanced Automation & Advanced Prepress modules.

    o FreeFlow Core is installed on a customer provided server.

- Digital Publisher Cloud configuration where FreeFlow Core and Digital Publisher Order comes preinstalled in a cloud environment. This configuration supports both print automation as well as ePublishing. The Core capabilities are equivalent to the product marketed as FreeFlow Core Cloud.

- Digital Publisher ePublishing configuration where FreeFlow Core and Digital Publisher Order comes preinstalled in a cloud environment. This configuration supports only ePublishing. The Core capabilities are a subset of the FreeFlow Core Cloud capabilities.

The integrated systems are:

1. The FreeFlow Digital Publisher Ordering Module is a browser based utility installed on the FreeFlow Core system which submits jobs to FreeFlow Core using the Manifest Automation (MAX) interface.
2. The FreeFlow Core product is either installed on-site at the Print Service Providers (PSP) print shop or provided in a cloud system.
3. The FreeFlow Digital Publisher Upload utility is a tool for instruction and file transfers to the ePublishing system. This utility runs as an external node accessible within a FreeFlow Core workflow.

4.   An ePublishing system supplied by GTxcel for hosting digital publications and to provide browser based, smart device APPs, and usage analytics.

ePublication Description

The ePublishing system is a cloud based Software as a Service (SaaS) system supplied by GTxcel. The FreeFlow Digital Publisher Order and Upload utilities communicate with the system during their operation. Print Service Providers communicate with the ePublishing system browser based Publisher Dashboard using an access account supplied during installation.

The ePublishing system supports two types of ePublication: A browser based Digital Edition or A smart device APP.

ePublication Options

All ePublication options are available with delivery of the FreeFlow Digital Publisher solution. The PSP decides which options to use. The ePublication options carry a-per page, per-document or per-service usage charge.

The ePublication options are:

1.   Readers for:
      a.   Issues for use by Digital Edition web-based readers
      b.   Issues for use by both Digital Edition readers and APPs smart device readers.
Note: Digital Edition issues are a prerequisite for producing an APP issue.
2.   Rich Media Elements to include videos, active images, and audio files.
3.   Custom Linking
4.   Advertising banners
5.   Email Notification Options
6.   Access list controls for open, free but controlled, private, and subscription based services.
7.   App eCommerce Management

ePublication Service Descriptions

Definitions

Total Mobility refers to the combination of Digital Edition web-based readers AND smart device APPs. Note: Digital Editions are a prerequisite for APPs.

Digital Edition Web-based Readers:

On-Line Web Reader: The On-Line Web Reader for a PC and Mac displays a replica of PDF pages in an easy to read, navigate and search user interface. The web display system requires no plug-ins for the browser and presents content and navigation using standard browser technology. The system supports the ability to brand the interface using Content Owner's logo and description of the publication. The On-Line Web Reader is set up utilizing a standard template.

Mobile Web Reader: The Mobile Web Reader provides a mobile-friendly web-based version of each publication and is a standard part of the conversion services. Mobile web content is accessible via supported mobile devices that include full-featured web browsers. The Mobile Web Reader interface has different features and capabilities from the desktop web-based system, but provides a complete reading experience. Some features are not available on the Mobile Web Reader which include but may not be limited to videos, modules, banners, and download options.

Smart Device APP Readers:

FreeFlow Digital Publisher develops and deploys Apps for the iOS and Android operating systems, branded for Content Owners, as requested by PSPs. Non-Enterprise Apps allow for the publication to be available in the app stores such as the Apple App Store, Google Play, and the Amazon Appstore. Apps allow the Content Owners to extend branding by having a specific icon on the device, either as a standalone application or within the Newsstand application (iOS only). Apps are built on iOS and Android platform technology that incorporates the replica pages from the document, text, and images in reflowable form for articles, and additional content as available from the Content Owner via RSS feeds.

Total Mobility refers to the combination offering of both Digital Edition web-based readers AND smart device APPs.

Note: Digital Editions are a prerequisite for APPs. The ePublishing system ALWAYS creates a Digital Edition first, to which other capabilities/services are added prior to creating the APP.

Turnstyle: in addition to all of the functionality offered as part of the Total Mobility package, Turnstyle uses reflowable device-appropriate layouts of article text to create a great reading experience on multiple platforms. These article layouts can be customized to include key elements of your publication's brand such as fonts and colors, and also include full-screen interstitial ad spot, where you can include static or interactive ads.

Apps feature the Content Owner's brand and style, and may feature a sponsor. The branding of the Apps is defined as part of the initial setup of the project and then remain consistent for all future content released to the app. The functionality of Apps differs from the web-based system to utilize the features of the device the Apps are created for. Some functionality is not available in the App, some functionality is exclusive to the App, and some functionality and navigational features differ between app platforms.

- There is a limit of 200 documents that can appear in the App at any point in time. Documents over 500 pages need to have a review prior to submission to determine the best method of production. Depending on the content, customization hours may be required.

Rich Media Elements:

FreeFlow Digital Publisher offers the ability to place multimedia elements into the Web Reader and Apps. PSP is responsible for setting up all multimedia assets according to ePublication system specifications as well as uploading and placing elements through the Publisher Dashboard.

Various options are also available in the Publisher Dashboard for customizing the elements such as adding close buttons, changing border colors, auto-play or click to play, etc. Note that functionality and availability of multimedia elements may vary between platforms and devices.

Examples of some multimedia elements include:

- Image Overlays
- Video
- Audio / Podcasts
- HTML5 Animations

For future updates to information on Rich Media Element specifications and functionality is available at http://docs.gtxcel.com/media_ad_specs/.

Custom Linking

FreeFlow Digital Publisher automatically link all correctly formed URLs and email addresses.

The PSP/Content Owner can pre-link the PDF prior to upload. Upon uploading the file through Free Flow Digital Publisher, the maintain link options should be checked. This maintains any links already in the issue, otherwise, all links are removed and only correctly formed URLs and email addresses are linked.

Note: FreeFlow Core Operations that restructure the PDF file do not maintain links within the PDF file.

The ability also exists to add custom links such as linking a logo, key word, image, etc. PSP or Content Owner can add custom links directly through the Publisher Dashboard.

Email Notification Options

FreeFlow Digital Publisher offers a complete email delivery solution. This service is mainly used for notifying readers of new documents of the publication. However, it can also be used to send renewal notices, reminder notices, or other relevant information the Content Owner chooses. Email notifications are available for open access titles as well as restricted access titles.

The Content Owner can choose from standard templates.

Standard Template

- Options
    - There are a variety of templates to choose from. Once chosen, the same template is used for all new document notification going forward.
    - Document title, cover image, feature articles, and advertising can be updated with each new document.
    - PSP/Content Owner can use PSP/Content Owner opt out link or GTxcel opt out link.
- PSP/Content Owner Responsibilities
    - Provide updated text for features articles, feature article pages numbers, and updated advertising image assets. (optional)
    - Provide approval/feedback for proof through mailing system user interface
    - Provide email subscriber file(s) according to GTxcel specifications.
    - Provide a subscriber file that is solely of 'opted in' users.
- GTxcel Responsibilities
    - Update cover image, Content Owner provided feature articles and images
    - Add trackable hot links to feature articles and all URLs
    - Include subscriber ID for Subscriber Managed titles
    - Prepare HTML and text only template for mailing
    - Ensure template is CANSPAM compliant
    - Deploy mailing
    - Provide audit and bounce reports

Reminder emails are a valuable option for Content Owner to increase exposure to the publication and reach readers who either chose not to open the initial email, or those readers whose email clients prevented the first message from being received. Reminder emails are deployed after the initial mailing, at least seven business days for monthly or less frequent publications, and three business days for weekly publications. The email message is a text only version of the initial mailing and is deployed only to the emails that had a status of no response on the bounce report.

Access List Control Options:

FreeFlow Digital Publisher offers a variety of restricted access options. Options vary across platforms. Future updates to information regarding what options are available, their functionality, specifications and requirements are available at the following locations:

- Web Reader Restricted Access Options:
  http://docs.gtxcel.com/digitaledition/digitaleditionaccessoptions/
- App Restricted Access Options: http://docs.gtxcel.com/apps/applicationaccess/

Subscriber Management System

FreeFlow Digital Publisher provides a complete subscriber management system. This system restricts the use of online content by using a database of subscribers matched to unique URL links in the delivery email notifications. The Subscriber Management System is optional, and specific features are optional based on the PSP's business requirements. Subscriber Management is available on the Web Reader and Mobile Web Reader platforms only.

Document Access Restriction: Restricts access to document based on unique subscriber ID. When GTxcel deploys email notifications on behalf of Content Owner, the subscriber's unique link (URL) to the Web Reader is included in the notification email. After clicking on the URL, a "cookie" is written to subscriber's machine which allows subsequent access to the document URL directly without using the email URL link. If a user deletes their cookie and tries to access the document without going through the email link, they are presented with a login box where they

can enter their email address and be granted access to the document. To account for users deleting their cookies and accessing the document on different computers and devices, the default machine limit is set to 8.

Archive Document Restrictions: Access to archive documents can be made available globally, or on a per-document basis based on the rights granted to a specific subscriber. If specific archive documents are not available to the subscriber, they are shown on the Archive function, and they are available for Search. However, the reader receives an access denied error when they try to read an document for which they do not have permission. If Look Inside is used, instead of the access denied error, the user is presented with a Look Inside blow-in prompting the user to subscribe. Similarly, searches across all documents show hits in any document but when they try to follow the hit link, they might be denied access as appropriate.

Send To a Friend: A subscriber to the document has the ability to share the document with friends by inputting the friends email address in a form. The friend then receive a link to the document from the page where the friend form was filled out. If Look Inside is enabled, the friend is able to view the number of allowed pages before being redirected to the publisher's subscription form. If Look Inside is not turned on, the friend receives access to the whole document for 30 days after which access expires. This option appears on all platforms. On the Web Reader platform, this option can be disabled, but it cannot be disabled in the apps.

Look Inside: Look Inside allows the PSP or Content Owner to specify a certain range of pages that a non-subscriber would be allowed to view. Upon entering the document, the user is presented with a Look inside blow-in explaining that this is a preview version of the document. There is also a login box for subscribers to enter their email address. Once the non-subscriber has finished viewing the allowed number of pages, the non-subscriber would be redirected to the Content Owner's subscription page. Look Inside page ranges are only available as sequential pages and the entry page can be any page within the documents. Pages are not able to be excluded from the Look Inside functionality within a document. Look Inside is available with the Web Reader and Mobile Web Reader products.

APP eCommerce Management

An APP with eCommerce Management allows for In-App Purchase. The APP is offered as a free download in the APP Stores, but allows users to pay to access documents within the APP. All paid purchase transactions happen via the user's iTunes, Google Play, and Amazon accounts. Users may purchase digital subscriptions in pre-defined increments, starting with the current document, or purchase individual documents. The ecommerce transaction is processed through the store the APP is being distributed in. The store retains their standard revenue percentage, typically thirty percent. The remainder of the revenue is sent wholly to the Content Owner. See the related policies to your developer license agreements for more information on this.

A Free Subscription offering is also available, but is currently only supported in iOS. Free Subscription services allow a user to sign up to receive each new document for the defined term at no cost. A Free Subscription offering is normally utilized if the app is to appear in the Apple Newsstand and Content Owner does not charge for a subscription anywhere.

Due to the changing nature and variation of the rules for in-app purchase, refer to http://docs.gtxcel.com/in-app-purchase-access/ for the any updates to processing and handling details for in-app purchase.

ePublication Document Serving Fee

The Document Serving Fee includes all page serving, Document Management, Disaster Recovery/Redundancy, Bandwidth and Storage required for 100,000 page views of all documents and Apps per month.
A PSP can see a rollup of all their Publications/Documents and what has been served using the Analytics website.

Solution Technical Requirements

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FreeFlow Digital Publisher is an integrated solution with components either installed onsite or available via a cloud-based service (Software as a Service, SaaS). In addition processes are available that connect, either automatically or manually to the 3rd party services provided by Google Play, Amazon Appstore, and Apple iTunes.

Software License Permissions

This FreeFlow product is offered subject to your acceptance of a Service Level Agreement (SLA), the software license agreement included with the software and to limited warranty terms. Customers may not assign, sell, transfer, rent, loan, or sublicense their right to use the software and/or cloud services.

FreeFlow Core

The FreeFlow Core product is a major component of the FreeFlow Digital Publisher Solution. As such the FreeFlow Core Customer Expectation Document (CED) must be reviewed, understood, and accepted. The details of the FreeFlow Core CED are not duplicated within this document.

The correct FreeFlow Core CED must be reviewed:

FreeFlow Digital Publisher Onsite – Review FreeFlow Core CED

FreeFlow Digital Publisher Cloud – Review FreeFlow Core Cloud CED

FreeFlow Digital Publisher ePublishing -- Review FreeFlow Core Cloud CED

> Note: Digital Publisher ePublishing uses a variant of the FreeFlow Core Cloud system that only has specific functionality needed for ePublishing enabled. All printing specific functionality has been removed. The Core capabilities enabled are: External Node, Join, Manage Color, MAX, Optimize, Preflight, and Resize.

FreeFlow Digital Publisher Ordering and Upload Utilities

The FreeFlow Digital Publisher Ordering utility is a web-based extension installed on the FreeFlow Core system. FreeFlow Digital Publisher Order uploads files via the browser to the FreeFlow Core system, communicate to the GTxcel ePublishing system, and submit jobs to FreeFlow Core using the Manifest Automation interface.

FreeFlow Digital Publisher Ordering Utility:
- Does not require additional hardware capabilities beyond FreeFlow Core specifications

- Requires Microsoft IIS on the FreeFlow Core system.
- Supports the same browsers as the FreeFlow Core system.
- Requires network connectivity from the users system to FreeFlow Core system.
- Requires network connectivity to the ePublishing system.

Slow network response times affect the performance of FreeFlow Digital Publisher Order.

FreeFlow Digital Publisher Upload utility

The FreeFlow Digital Publisher Upload utility runs as an external node within an FreeFlow Core workflow. FreeFlow Digital Publisher Upload sends instructions and a PDF file to the ePublishing system. Slow network response times affects the performance of FreeFlow Digital Publisher Upload.

Service Tracking

In order to facilitate the ability of a Print Service Provider (PSP) to send appropriate invoices to their customer, FreeFlow Digital Publisher Ordering utility allows for the PSP to supply a tracking reference number to every job. The number should map to the PSP's customer number, job number, or other identifier. This number is returned as part of the billing invoices received from Xerox and associated with each billable ePublishing service performed.

ePublishing System

Print Service Providers communicate with the ePublishing system browser-based Publisher Dashboard using an access account supplied during installation.

For end users, the ePublishing system supplies two types of readers:

1. A browser based Digital Edition
2. A smart device APP

	Language Support	SW / OS Support	APP Store Support
Publisher Dashboard	English	Browser Support: Latest 2 versions of Internet Explorer, Firefox, Chrome, Safari	Google Play Amazon Appstore Apple iTunes
Digital Edition Reader	English, French, Italian, German, Portuguese, Spanish, Chinese (Mandarin), Japanese, Korean, Dutch, Russian	Browser Support: Latest 2 versions of Internet Explorer, Firefox, Chrome, Safari	N/A

APP Reader	English, French, Italian, German, Portuguese, Spanish, Dutch, Russian	iOS 7 on Apple devices Android 2.3.3 and later on Motorola, Samsung, and Kindle-Fire devices	Google Play Amazon Appstore Apple iTunes

The ePublication system separates documents by four levels:

- Print Service Provider (PSP)
  - the entity that purchased the FreeFlow Digital Publisher solution.
  - Each PSP has 1 or more uniquely named Publishers.
- Publisher
  - The customer of the PSP; can also be referred to as the content owner.
  Note: for separation purposes a customer may appear as a multiple Publisher, e.g. ABC Events, ABC Corporate Communications, etc.
  - Each Publisher has 1 or more Titles. The Title Names for each Publisher must be unique.
- Title
  - Identifies a set of Issues (documents) for distribution to end-consumers.
  - APPs are created at the Title Level.
  - Each Title has 1 or more Issues. Issue names within a Title must be unique.
  - An APP can have up to 200 issues.
- Issues
  - Issues refer to a specific ePublication
  - Issues have a uniquely defined URL across the full ePublishing system accomplished by use of a system generated Globally Unique Identifier (GUID).
  - The format of the URL is: <title>.FreeFlowDP.com/<title>/<16 digit random number>
    Example: RealBusiness.FreeFlowDP.com/RealBusiness/1234567890123456

Solution Specific Considerations

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General Timeframe Guidelines

FreeFlow Digital Publisher produces three types of output

1. For Print
2. For Digital Edition Readers
3. For smart device APPs

For planning purposes, general estimates are:

- For Print: Minutes – see FreeFlow Core CED / documentation for additional details
- For Digital Editions: 5 business days
- For APPs:
    - 15 business days for creating a new APP
    - 5 business days for adding an issue to an existing APP

The major time factors are affected by:

- Number of pages and complexity of the pages within the publication
- Manual processing and approval steps
- 3rd party review and approval cycles by the APP stores.
    - The APP store approval cycle is out of the control of the FreeFlow Digital Publisher solution
- Scheduling constraints, such as planned over-night processing

ePublication Processing Timeframes

General Steps

1. Submission to FreeFlow Core generally takes seconds to minutes.
2. ePublishing conversion to Digital Edition generally takes minutes to hours. PSP receives an email when complete.
3. PSP then logs into Publisher Dashboard and adds Rich Media, uploads Access Lists, adds APP specific logo's, images, etc, generally taking minutes to hours depending upon the number of items.
4. Issues for Digital Editions or existing APPs are now ready for review, approval, and to schedule a go-live date.
    a. Minimum go-live processing is overnight between 12 am to 4 am Eastern Time Zone.

To create a New APP:

1. APP build process takes approximately 48 hours after all required inputs have been delivered
2. First time an APP is submitted to an APP stores generally takes:
    a. Google Play, Amazon Appstore generally takes hours to 2-3 days.
    b. Apple iTunes generally takes a 2-3 days to 2 weeks.

Email Service:

When requesting the email service, generally completes within 1 business day from the go-live completion.

1. PSP must request the email service via the Publisher Dashboard
2. Email team prepares the email proof within the first business day from the go-live.
3. PSP receives email proof, which contains a link to approve.
4. Email blast goes out within 1 business day following approval unless scheduled for a later date.

   Note: APP users can allow push-notifications of new issues.

APP submission requirements

In order to create a smart device APP:

- **The Content Owner, ie. PSP customer, must have a Developer License for each of the APP stores: Apple iTunes, Google Play, and Amazon APPstore.**
  - Each license has a price and typically must be renewed yearly subject to change by the APP store.
  - The PSP provides the publisher license to create the APPs.
  - GTxcel submits materials on behalf of the Content Owner to create an APP in each respective store.
- The Content Owner may also need to have an additional license and provide additional information for an eCommerce APP.
- The Publisher Dashboard contains an APP submission form that guides the PSP in additional information required for APPs, such as logos, APP descriptions in the store, etc.

Article Extraction

Article extraction will extract article text, tables, charts, graphs, and figures from the documents that you supply to create a new version of your articles. The purpose of this process is to provide an easy to read version of your articles for readers on mobile devices.   In particular the text will automatically reflow to the size and orientation of the user's device. When using a APP, the images and graphics will float within the article text based upon device orientation and an algorithm within the APP code.

Extracting articles is included in the APP / Total Mobility pricing. If a web-only title would like article extraction, it is priced at the same level as APP / Total Mobility pricing (however, no new APP is needed).

Note: The text extraction process will give publishers a start on creating the article text view. However, this process is not precise. How the document is created, including layering and embedded fonts, will affect the outcome of the article extraction. Also, the design needs tend to be different from a highly stylized print layout and a pure article text layout. For these reasons, it will be necessary for the publisher to review the articles and correct any abnormalities or design elements that the automated extraction process did not create to your particular needs. The review process is done using the ePublishing Dashboard's functions of: Issue Preview and corrections are made with the Article Editor.

Article Extractions include:
- All images in an article, including their caption text
- Tables, charts, graphs, and figures

- The embedded text of the document you provide will be extracted so all text will appear exactly as it was created in the original document

Here are several items to keep in mind when creating your documents. How the document is created will directly affect the quality of the article extraction output.

- **Embedded Text and Fonts** – All text and fonts should be embedded text. Text that is an image such as a vector graphic or bitmap graphic, rather than embedded text, will not be extracted as text.
- **Text that is a part of an image (i**.e. rasterized or scanned text within an image) is not recognized as text during the article extraction process. This text would need to be entered using the Article Editor. Also a replacement image would likely need to be uploaded that does not contain the text.
- **The Font used with the Article View is a generic font**. The original document fonts are not maintained. This is needed to simplify the view for smaller, less capable devices. Specialized Fonts could requested as part of the setup for a hybrid (articles+page view) or turnstyle (article-view only) app
- **Line breaks** – Line breaks should be used to create the end of a paragraph or force the end of a line at a desired point. If line breaks are not used, text may string together that was originally intended to display separately. Popular examples of when you want to ensure line breaks are used include lists and poems.
- **Layers** – If layers are used, the text layer should be the top layer.
- **Sometimes there are multiple layer documents, example**: Image background, light colored-transparent box on top of a section of the image, then text on top of the box. In this case the text will be extracted, but the image and the box are also maintained. IF the box is not desired, a replacement image can be supplied using the Article Editor.
- **Rotated Images are kept rotated in the article view**. If desired, use the Article Editor to supply a replacement image.
- **Article Titles should not contain quote characters**.
- **Replacement image file names should not contain spaces or special characters. Underscores and hyphens are acceptable.**

Solution Implementation and Training

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The FreeFlow Digital Publisher is delivered via Professional Services, documented as a Statement of Work (SOW). The SOW specifies:

1. **For Digital Publisher Onsite only:** Software installation of:
   a. FreeFlow Core
   b. FreeFlow Digital Publisher Ordering and Upload Utility
2. Workflow customization and development if required.
3. Additional 3rd party system integrations if required.
4. Workflow end-to-end validation and acceptance criteria
5. Training delivery either Remote or Onsite
6. Solution Support.
7. Solution Pricing which includes initial installation and training, as well as usage billing.

The Full Solution Implementation and training is covered in the *FreeFlow Digital Publisher Implementation Guide*.

Customer Support   5

Your FreeFlow solution is fully maintained and supported through a Full Service Maintenance Agreement (FSMA). With maintenance and support, Customers are able to obtain the latest updates (patches and Service Packs) and upgrades (major feature release) online, as well as access to Xerox Support via phone. Xerox Support works closely with the various software development organizations to resolve software issues that inevitably arise. 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.

A Full Service Maintenance Agreement provides continuing access to the ePublishing system and hosting of existing ePublications.

A Full Service Maintenance Agreement is mandatory.

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

Customers must have their FreeFlow Core Serial Number when contacting Xerox Support. The FreeFlow Core Serial Number is a 9 or 10 character identifier, which may be located in the Licensing dialog screen. Customers should retain this number, along with the FreeFlow product Activation Key included in the FreeFlow Core license and documentation kit received by the Customer, in a safe location and be ready to reference it whenever contacting Xerox Support for assistance.

Support is available via the Xerox Support Center Monday through Friday, 7:00 AM to 7:00 PM Central Time in the US and Monday through Friday 8:00 AM to 5:00 PM (Local Time) for DMO-MEA areas. 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.

Xerox and Customer Responsibilities

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Customer Responsibilities – Onsite Only

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

- Procuring, installing and maintaining a FreeFlow Core server platform that meets or exceeds the minimum specifications defined by Xerox.
- Procuring, installing and maintaining an appropriately licensed version of the Operating System software, including upgrades and Service Packs, required to meet the minimum specifications defined by Xerox.
- Procuring, installing, including upgrades and complying with all appropriate licenses for optional third-party software required to meet the minimum specifications defined by Xerox
- Configuring the system to the specifications defined by Xerox.
- Maintain a system backup (e.g. disk image) of the FreeFlow Core system, if desired the FreeFlow Core Backup Option can be purchased to provide a second installed system.

Customer Responsibilities – Cloud and ePublishing

In order to access the cloud services, customers must provide client systems, web browsers and network connectivity as detailed in the FreeFlow Core or Core Cloud CEDs.

Xerox Responsibilities

Providing FreeFlow Digital Publisher solution software support to Customers who purchase, and maintain a Field Service Maintenance Agreement (FSMA).

Customer Expectation Agreement

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Check off the sections for which expectations have been reviewed:

_____	Solution Technical Requirements	_____	Customer Support
_____	FreeFlow Core CED	_____	Xerox and Customer Responsibilities
_____	Solution-Specific Considerations		
_____	Solution 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 _____