

FreeFlow®

Web Services

XMPie PersonalEffect

Integration

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Changes are periodically made to this document. Changes, technical inaccuracies, and typographical errors will be corrected in subsequent editions.

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FreeFlow Web Services XMPie PersonalEffect is an application that enables Print Buyers to effectively reach their customers via print, web, and e-Mail, within the framework of dynamic publishing campaigns. By integrating *XMPie PersonalEffect* with *FreeFlow Web Services*, the Print Buyers can have access to the *XMPie PersonalEffect* application through the *Web Services* workflow.

XMPie PersonalEffect integration with the *Web Services* enables the following:

- Print Buyer ability to access, customize and order VI campaigns directly from *Web Services*
- Dynamic proofing and the generation of all VI output formats, which are supported in *PersonalEffect*, and are available directly from *Web Services*, in a completely transparent way.
- An integrated, online solution that places the Print Provider at the center of all relevant media campaign information.

The following chapter describes the procedure involved in importing an *XMPie PersonalEffect* template to the *Web Services* system. The chapter continues by outlining how to create a Job from an *XMPie PersonalEffect* template located in the *Web Services* system.

Note: The *XMPie PersonalEffect* application must reside on the same domain or workgroup as *Web Services*.

Caution: Before working with the *XMPie PersonalEffect* option, the IP of the *XMPie PersonalEffect* server, the **Customer Name**, **User** and **Password** must be accessed.

In addition, an expert level of understanding of the *PersonalEffect* accounts and campaigns and variable template creation is required in order to effectively present the templates for order by the Print Buyer.

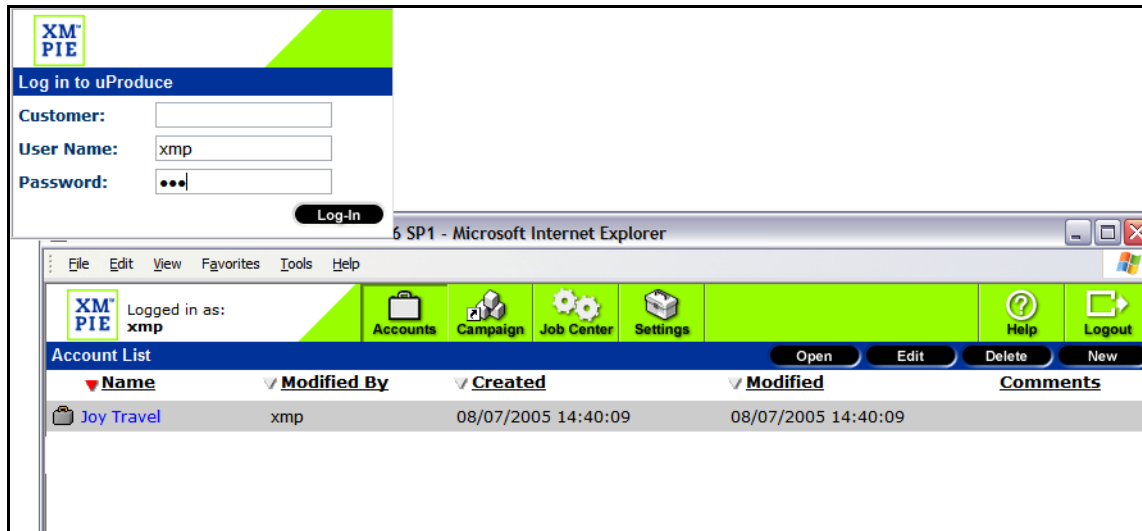
XMPie PersonalEffect Server Information

Server IP:

Customer:

User:

Password:



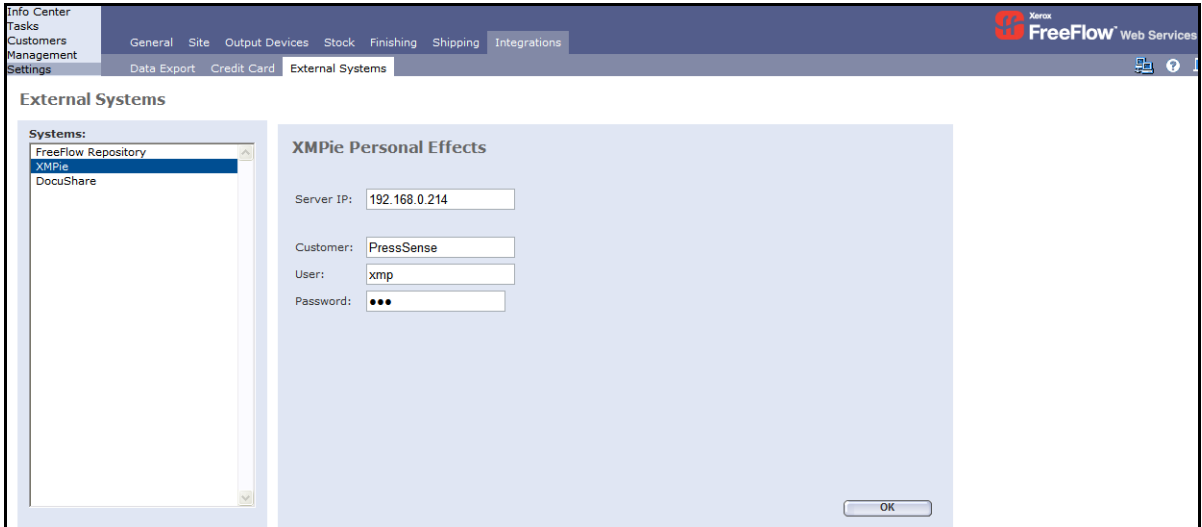
The screenshot displays the XMPie PersonalEffect web application interface. At the top left, there is a logo for XMPie and a navigation bar with the text "Log in to uProduce". Below this, there is a login form with fields for "Customer:", "User Name:" (containing "xmp"), and "Password:" (masked with "•••"). A "Log-In" button is positioned below the password field. The main content area shows a navigation menu with icons for "Accounts", "Campaign", "Job Center", "Settings", "Help", and "Logout". Below the navigation menu, there is a table titled "Account List" with columns for "Name", "Modified By", "Created", "Modified", and "Comments". The table contains one entry: "Joy Travel" with "xmp" as the modified by user and "08/07/2005 14:40:09" as the created and modified dates. The interface is displayed in a Microsoft Internet Explorer browser window.

Print Provider Side

Set-up Configuration

To create the link between the Account(s)/Campaign(s) on the *XMPie Personal Effects Server* and the *FreeFlow Web Services* system, carry out the following steps:

- 1 On the Print Provider side, access the **External Systems** window by clicking on **Settings/Integrations/External Systems**.

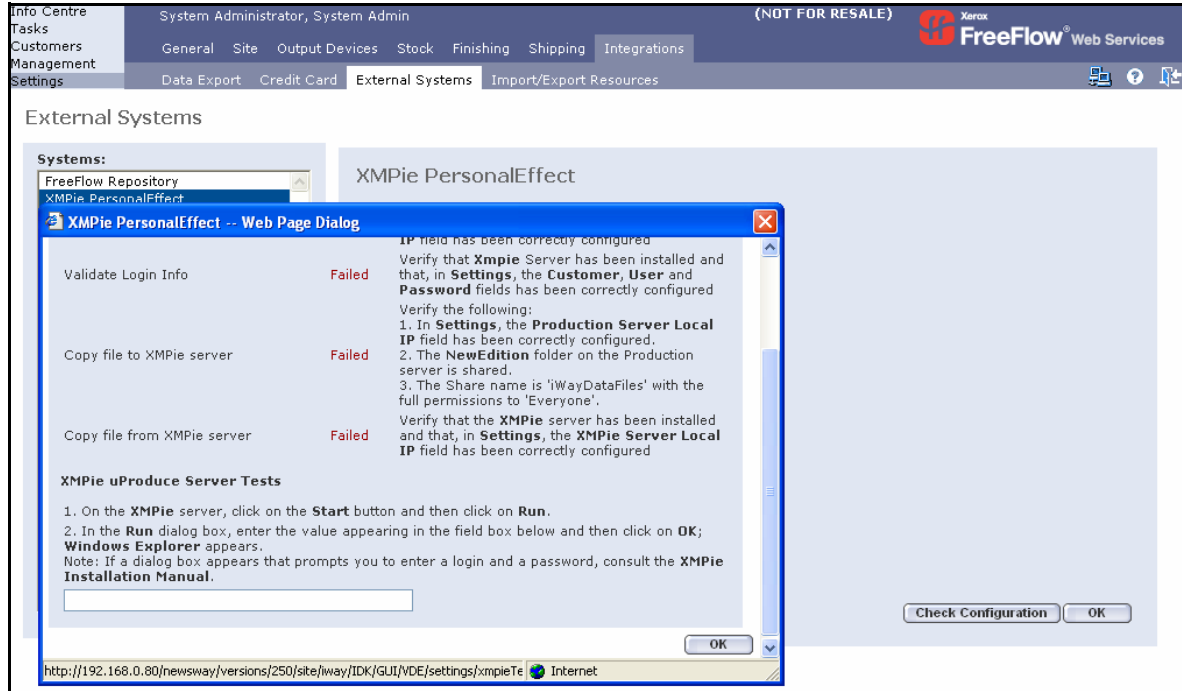


- 2 Select XMPie in the **Systems** pane.
- 3 Enter the XMPie Personal Effects.
 - **Server IP**
 - **Customer**
 - **User**
 - **Password**
- 4 Click on **OK**.

Configuration Check

To verify the configuration settings, carry out the following steps:

- 1 Click on the **Check Configuration** button in the Set-up Configuration panel; the **Production Server Tests** window appears.



When a setting has been configured appropriately, the status in the **Production Server Tests** window appears as *Passed*. However, when a setting has been configured incorrectly, the status appears as *Failed* and the **Production Server Tests** window displays a comment on the failure.

Test	Comment
XMPie Api calls	Verify that the XMPie server has been installed and that, in Settings , the XMPie Server Local IP field has been correctly configured.
Validate Login Info	Verify that the XMPie server has been installed and that, in Settings , the Customer , User and Password fields have been correctly configured. Verify the following:
Copy file to XMPie server	<ul style="list-style-type: none"> • In Settings, the Production Server Local IP field has been correctly configured • The <i>NewEdition</i> folder on the Production server is shared • The share name is "<i>iWayDataFiles</i>" with full permissions to 'Everyone'
Copy file from XMPie server	Verify that the XMPie server has been installed and that in Settings , the XMPie Server Local IP field has been correctly configured.

In order to verify *XMPie PersonalEffect* connectivity with the Web Server server, carry out the following steps:

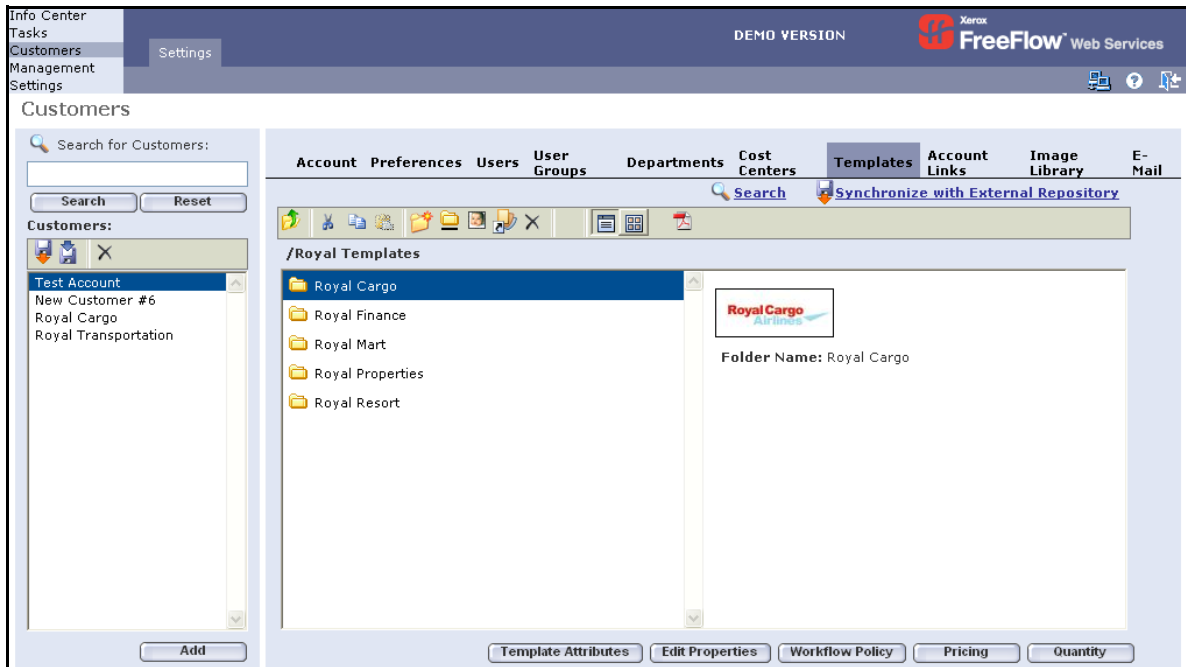
- 1 On the *XMPie PersonalEffect* server, click on the **Start** button and then click on **Run**.
- 2 In the **Run** dialog box, enter the value appearing in the **XMPie uProduce Server Tests** field box and then click on **OK**.

Note: The appearance of Windows Explorer confirms XMPie connectivity. However, if a dialog box appears that prompts entering a login and a password, refer to the *XMPie Installation Manual*.

Importing an *XMPie PersonalEffect* Template to the *FreeFlow Web Services* System

To import an *XMPie PersonalEffect* template to the *FreeFlow Web Services* system, carry out the following steps:

- 1 On the Print Provider side, access the **Customers Templates** window by clicking on **Customers/Settings/Templates**.



- Click on the **Synchronize with External Repository** link; the Import Template Wizard opens with the **Choose Document Source** window.

Choose Document Source

Select a Document Source and click on the **Next** button.

FreeFlow Repository

Update internal cache

XMPie

Cancel Start Import Wizard

- Click on the **XMPie** radio button and then click on the **Start Import Wizard** button; the **Choose Campaign** window appears.

Select Document Template Properties Production and Pricing Save Template

Choose Campaign

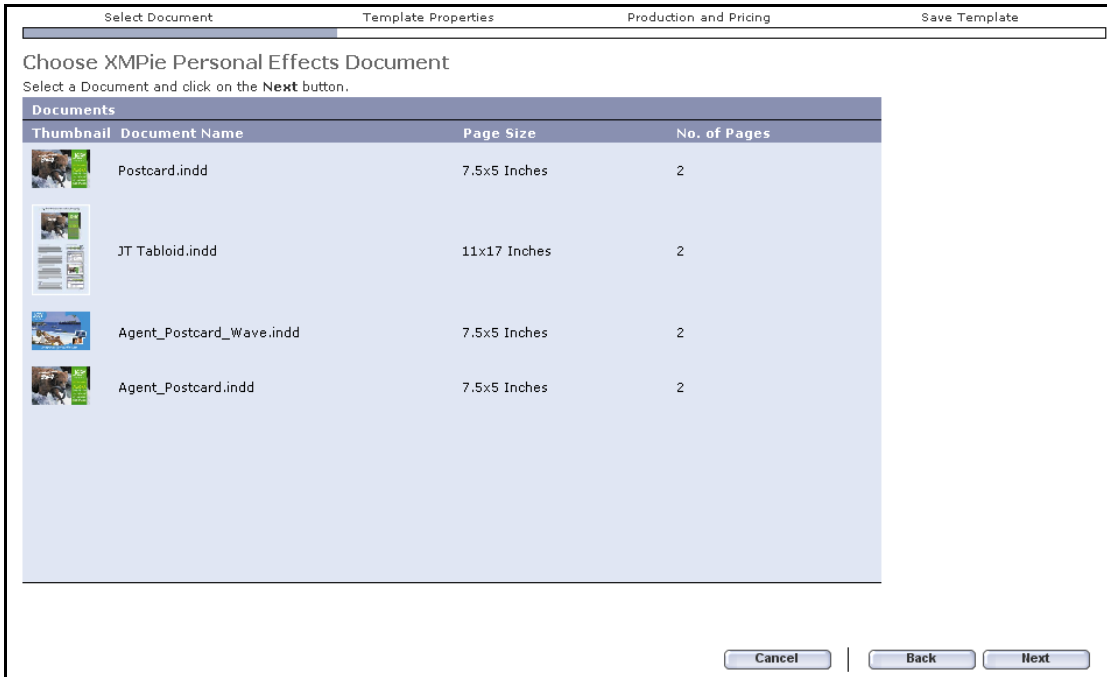
Select a campaign and click on the **Next** button.

Account: Joy Travel New

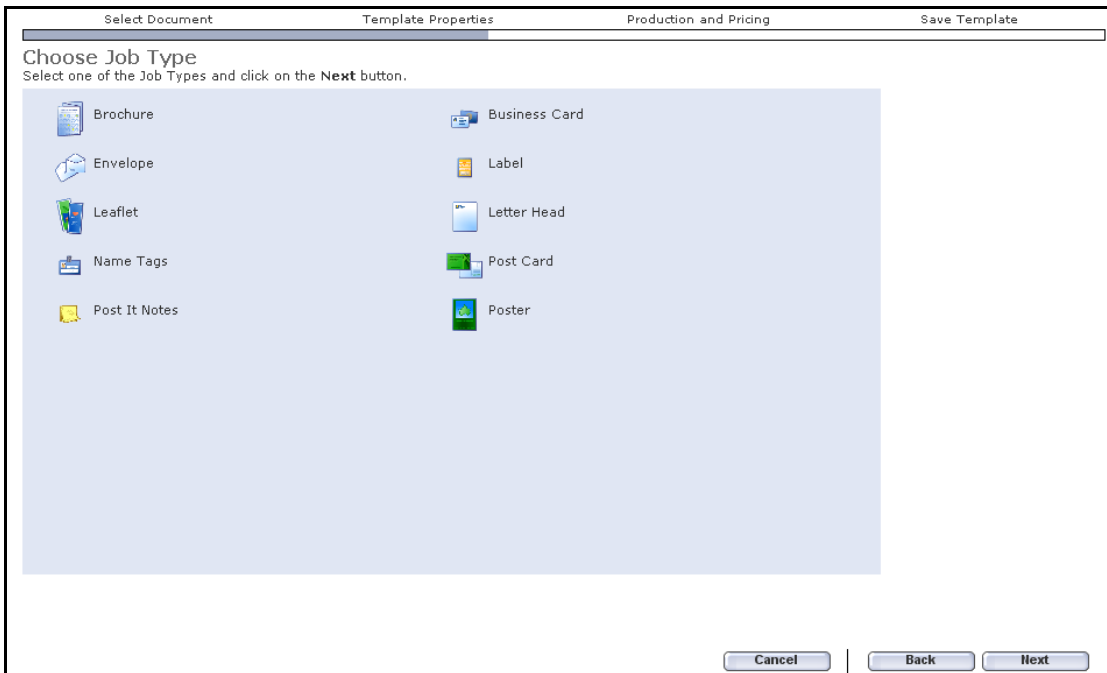
Campaign: Summer Promotion

Cancel Next

- 4 From the dropdown boxes, select an account and a campaign and then click on **Next**; the **Choose XMPie Personal Effects Document** window appears.



- 5 Select a document (template) and then click on **Next**; the **Choose Job Type** window appears.



- 6 Select an appropriate Job Type and click on the **Next** button; the **Edit Properties** window appears.

Select Document Template Properties Production and Pricing Save Template

Edit Properties

Define the Job's Properties. Click on the **Next** button to proceed.

Type: Poster
Subtype: Color Poster
One Sided

Finishing:
Number of Pages: 1
Page Size: A0 Portrait
Width: 33.1102 Inches Height: 46.811 Inches

Copies: 1

Paper: Standard Quality

Color Channels: Process

File Properties:
No. of Pages: 2
Page Size: Width:11, Height:17 Inches
Colors: Process: 4

Mismatch

iForm Editor

Enter a Note

Cancel Back Next

- 7 Define the Job's properties and then click on the **Next** button; the **Choose Output Device** window appears.

Select Document Template Properties Production and Pricing Save Template

Choose Output Device

Select an output device and click on the **Next** button.

Output Format: VPS
Output Device: Test Device

Cancel Back Next

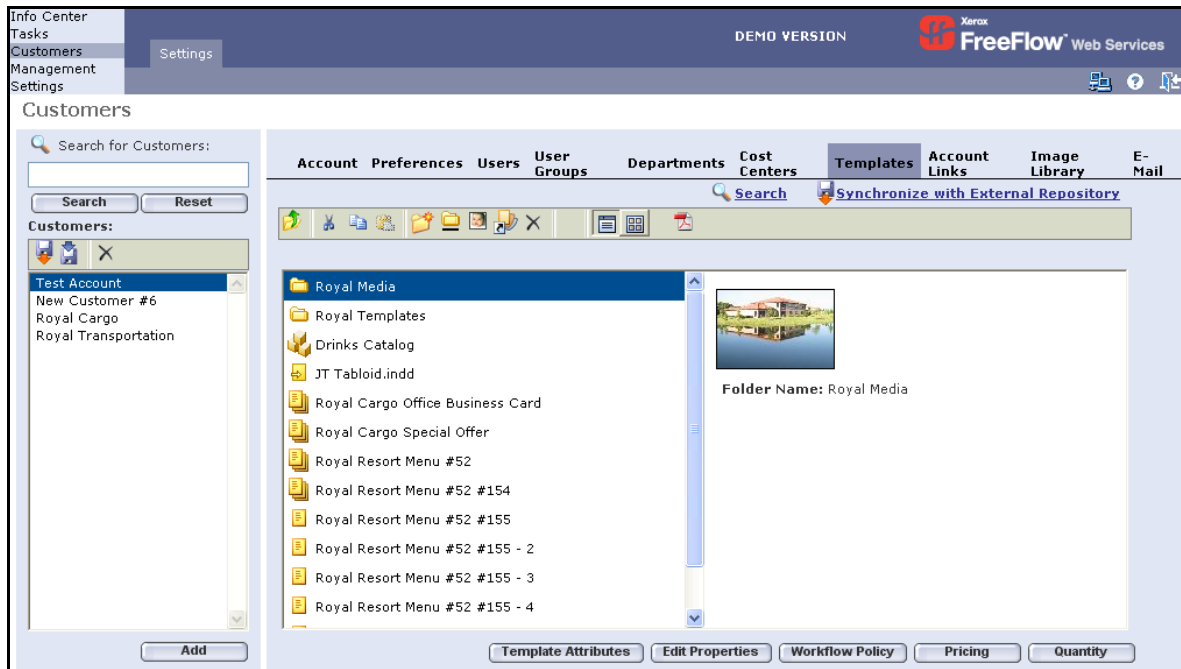
- From the dropdown boxes, select the appropriate **Output Format** and **Output Device** and then click on the **Next** button; the **Template Pricing** window appears.

- Define the template pricing and then click on the **Next** button; the **Template Attributes** window appears.

Note: Information entered into **Template Attributes** will be used by the Template Search engine for establishing the precise location of the template.

10 Define the template attributes and then click on the **Finish** button; the XMPie template now appears in the **Customers/Templates** window, together with all of the other *Web Services* templates.

Note: XMPie PersonalEffect templates are represented by the  icon.



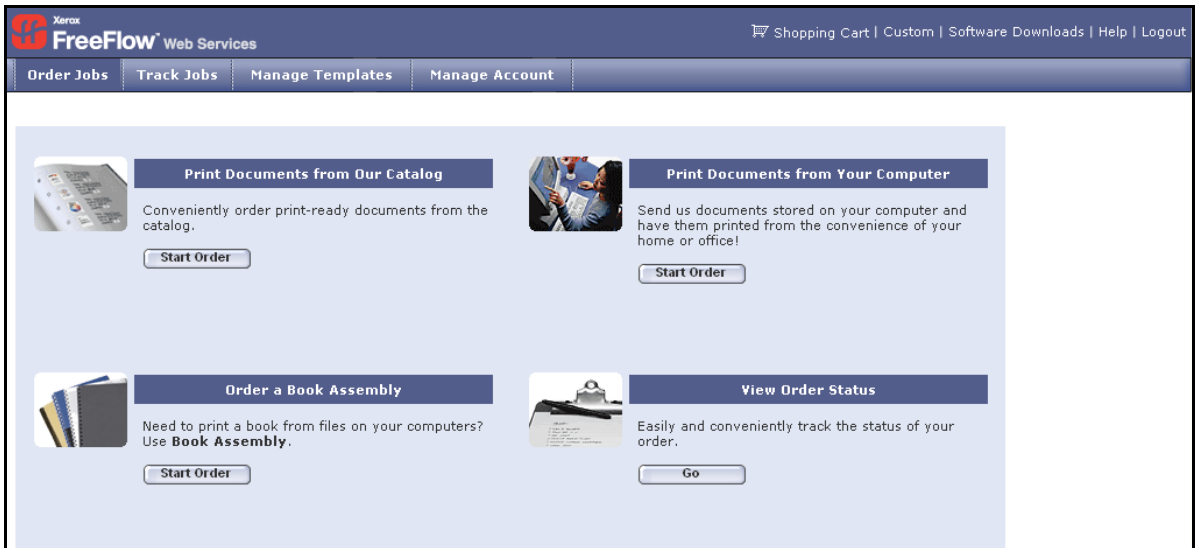
Print Buyer Side

Ordering From a Template

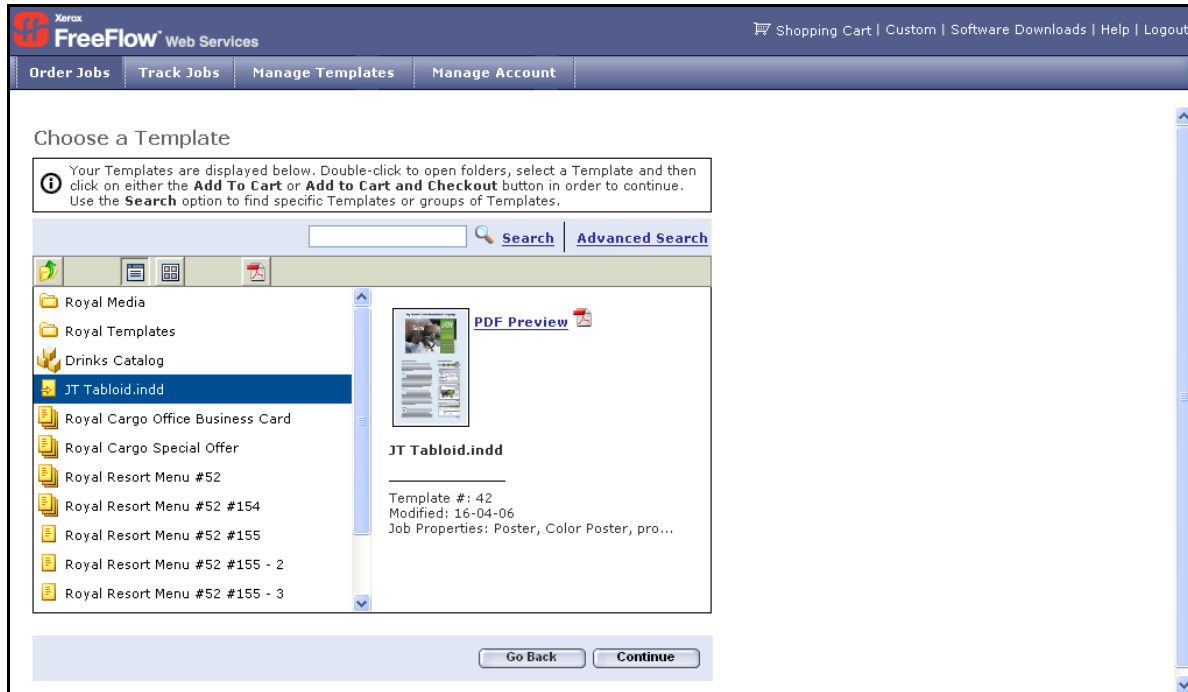
After the Print Provider has uploaded an *XMPie PersonalEffect* template to the *FreeFlow Web Services* system, the template is available for creating new Jobs and the workflow follows regular procedure for *Web Services* templates.

To order a new Job from an *XMPie PersonalEffect* template, carry out the following steps:

- 1 On the Print Buyer side, click on **Order Jobs**; the **Order Jobs** window appears.



- 2 On the **Print Documents from Our Catalog** launch pad, click on **Start Order**; the **Choose a Template** window appears.



- 3 Select the target template and then click on **Continue**; the **Enter the Variable Data** window appears.

- 4 Enter all *Variable Data* information and then click on **Add To Cart** to send the Job to the *Shopping Cart*.
- 5 To complete the Job order, click on **Add to Cart and Checkout**.
- 6 Continue with the *Web Services* workflow as outlined in the *Print Provider Guide*.

Uploading a Database File

State:

Street:

ZIP:

FirstName:

LastName:

Street:

City:

State:

ZIP:

DestName:

DestPicture: 

[Add Records](#) [PDF Preview](#)

Note: When using the 'Add Records' option, complete only those fields marked with the pin symbol.

- 1 To upload a database file into the *Variable Data Form*, click on the **Add Records** link; the **Add Variable Data Records** window appears.

Note: When using the **Add Records** option, complete only those fields marked with the pin symbol.

Add Variable Data Records

Upload a Database File:

Select File Format:

File Type:

Encoding:

Manually Create Records

Note: The following text file types are supported:
Comma Delimited (*.csv), Tab Delimited (*.txt) and Semicolon Delimited (*.txt).

- 2 Browse to a target database and click on **Continue**; the **Upload Variable Data Database** window appears.

Upload Variable Data Database

First Row Contains Field Names

Fields:

1 . Category: Do not import from database

2 . City: Field 6 - Sample: City

3 . FirstName: Field 1 - Sample: First Name

4 . Gender: Do not import from database

5 . id: Do not import from database

6 . LastName: Field 2 - Sample: Last Name

7 . State: Field 7 - Sample: State

8 . Street: Field 5 - Sample: Street Address

9 . ZIP: Field 8 - Sample: Zip Code

Scheme: New Scheme

Go Back Continue

- 3 In each **Field Name** dropdown box, select the appropriate field name and then click on **Continue**; the Variable Data Express window appears.

Note: The Variable Data Express enables accessing a *PDF Preview*. All PDF previews, in the XMPie workflow, are automatically generated as low-res images by the XMPie server.

Verify that the imported Variable Data for each record is appropriate. Variable Data modification can be carried out manually. Click on Next to continue.

Category:

City:

FirstName:

Gender:

id:

LastName:

State:

Street:

ZIP:

Find Next

FirstName

First Name

Tony

Roxanne

Steve

Greg

Chris

Mark

Lon

Greg

New Remove

Records: 1 - 25 of 25

Attachments: 1 file(s) PDF Preview

Go Back Add To Cart Add to Cart and Checkout

- 4 Click on **Add to Cart** in order to send the Job to the *Shopping Cart* or click on **Add to Cart and Checkout** in order to complete the workflow.

Restrictions and Known Limitations

Imposition

The *Imposition* feature cannot be used with the *VDX* format.

Appendix: Troubleshooting for XMPie

Important Note: In order to successfully integrate *XMPie PersonalEffect* with *FreeFlow Web Services*, all configuration parameters and formatted variable data must be correct.

Checklist

Verify the following:

- 1** The *Web Services* server and *XMPie PersonalEffect* server are located in the same domain or workgroup
- 2** The *Newedition* folder on the *Web Services* server is shared and that the share name is "iWayDataFiles" with the full permissions to "Everyone". Verify that the share is accessible from the XMPie server, e.g. you can copy some files to the folder: \\<FFWS server IP>\iWayDataFiles
- 3** The XMPie installation folder on the XMPie computer is shared and that the share name is "XMPie" with the relevant permissions. Verify that the share is accessible from the *Web Services* server, e.g. you can copy some files to the folder: \\<XMPie server IP>\XMPie
- 4** The *Proof* and *Print* output can be created from the specific template (campaign) on the *XMPie PersonalEffect* server
- 5** The ability to import the working template into the *Web Services*. Additionally, verify that you can see the PDF preview of the imported template
- 6** That a Job can be created from this template. Upload only a few records (in CSV format) from the variable data that was used for the testing of this template on the *XMPie PersonalEffect* server. Verify that the number of records you get in the preview is correct.
- 7** In the production queue, that the Paper Run size is larger than the Job size.
- 8** The XMPie's APIs were installed on the uProduce server. The installer can be found in the "*XMPie API CD*" (Catalog num: IWIM).

Troubleshooting

Problem #	Description
1	You always get the same PDF preview of the VI Job. See Checklist items #1 and #2.
2	An Error Message appears informing that the external Job cannot be created. See Checklist item #6. If the Job is working with sample data, verify that the <i>Variable Data</i> is properly formatted, e.g. number and date fields can be converted to numbers and dates.
3	An Error Message appears informing that in the <i>Production</i> queue the Job cannot be imposed. See Checklist item #7.
4	When a PDF cannot be created, run the configuration check as described on page 4 .

Note: On some computers, the *DoProduceCustomizedEx.asp* does not work. In such cases, replace this file with *DoProduceCustomized.asp* and carry out the following steps:

1. Change (rename) the *DoProduceCustomizedEx.asp* file name to *DoProduceCustomizedEx_old.asp*.
2. Copy and paste the *DoProduceCustomized.asp* file into the same folder and change the name to *DoProduceCustomizedEx.asp*.

