

# EFI Fiery JobFlow dramatically improves automation at CyberChrome

CyberChrome was in the process of upgrading its fleet of digital presses and determined that digital front end (DFE) capability was a critical part of the decision process. The company took a serious look at the options available, with a desire to add advanced capabilities beyond what had been available in the past.

The company, a long-time Xerox® shop, ultimately decided to acquire two Xerox iGen® 5 presses driven by EFI™ Fiery® DFEs. Company executives made the decision on the DFEs because of the advanced capabilities Fiery technology offers, including fine line printing and color management.

CyberChrome also chose the Fiery platform because of the capabilities it could gain with EFI Fiery JobFlow™ software, which automates up-front digital production prep processes, reducing the number of touches required to get work on press. The software's capabilities give CyberChrome the ability to:

- Submit multiple jobs and intelligently route them to various workflows
- Allow external and internal reviewers to approve jobs remotely for uninterrupted workflow
- Inspect, troubleshoot, and correct jobs using Fiery and Enfocus PitStop technology
- Use advanced scripting to incorporate job processing from third-party applications

## **Breaking bottlenecks with rapid, repeatable automation**

Fiery JobFlow automation routines fulfilled CyberChrome's need to set up the large number of custom workflows required to efficiently support its diverse client base.



## Challenge:

"We needed a solution that could help us automate our workflow in order to adapt to the changing needs of our customers."

DAVE WRAY, WORKFLOW SPECIALIST  
CYBERCHROME

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CyberChrome, founded in the mid-1980s, has a rich heritage of innovation that has served it well over its more than a quarter-century history. Initially founded as a prepress-technology hardware manufacturer, the company has evolved into a full-service digital printing and solutions provider, serving the market with innovative solutions for both vertical-specific clients and general commercial print and direct marketing clients.

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"Our business consists of hundreds of relatively small orders every day," explains Dave Wray, the company's workflow specialist. "These are very complex documents that include custom banked tabs, sheet inserts, fold-out pages of various sizes, and more. These jobs can take 30 minutes or longer to set up each time they are printed. We were seeing significant expansion of that work with accelerated turnaround times contributing to a pressroom bottleneck we had to quickly address. We needed a solution that could help us automate our workflow in order to adapt to the changing needs of our customers."

During the due diligence process, Xerox brought in the EFI team to talk about the benefits of using a Fiery DFE with the Xerox iGen 5 Press. "Not only did the combined team do a great job of showing us what we could accomplish in terms of improved print quality, including fine-line printing and color management," Wray says. "They also introduced us to Fiery JobFlow. We could see immediately that this was an answer to our pressroom bottleneck that would serve us well in all parts of our business."

## Solution:

"Now we set up a job once, and every time we need to print similar jobs, JobFlow automatically sets them up for the press."

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The two Fiery Driven™ Xerox iGen 5 presses the company bought to replace a pair of iGen4 presses went to work immediately in a specialized JobFlow workflow to accommodate the large volumes of documents. The specialized nature of CyberChrome's work makes the company one of the most active "power users" of JobFlow, as the company has set up more than 500 individual workflows within the software.

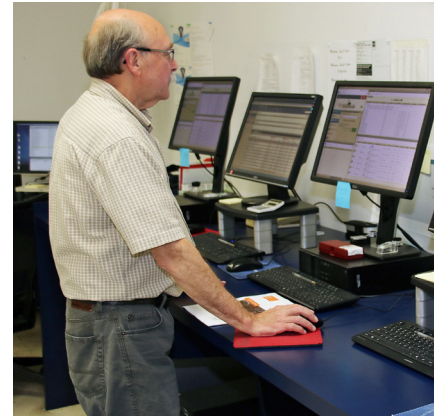
"We established some base customer workflows," Wray states. "Once a PDF of the incoming file is set up, we save it using a structured file-naming process. JobFlow automatically sorts out the appropriate job workflow and imposes the job, eliminating the need for our customer service reps to figure out which workflow to use. Now we set up a job once, and every time we need to print a similar job, JobFlow automatically sets up the press for that job using a combination of the document size and the paper catalog."

### ***Making the impossible, possible on small complex jobs***

This level of automation is critical at CyberChrome because the company processes hundreds of relatively small jobs every day. In fact, orders for more than a dozen complex binders could be received in a single day with the need to ship the binders that night. "If we had to take 30 minutes to set up each of these complex jobs, we would struggle to meet our customer's turnaround needs," Wray comments. "That's one reason automation was so critical for us."

Another benefit for CyberChrome is the ability to manage both iGen 5 presses through a single Fiery Command WorkStation® interface. "We are also able to use JobFlow to impose and send multiple-up job layouts to print via a hot folder to our Xerox Nuvera and to our new label press," Wray says.

"This process has also enabled us to add a second set of eyes to validate job quality for our customers," he adds. "Before, the pressroom performed our primary quality control (QC). Now, files have already gone through QC in prepress before they reach the press, and the press operator acts as that second set of eyes to make sure everything is correct. In addition, automated imposition for labels has eliminated the inconsistencies that can occur with manual imposition, delivering labels that meet the exacting needs of label applicators."



### **Result:**

"Fiery JobFlow solved our huge pressroom bottleneck, allowing us to continue our growth path without adding additional people."

DAVE WRAY,  
WORKFLOW SPECIALIST,  
CYBERCHROME

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