FusionPro® VDP Publishing

HIGH PERFORMANCE PERSONALIZED DOCUMENT CREATION

The Power of Personalization

With the FusionPro Product Suite, businesses of all sizes can offer a wide range of personalized applications to their end customers. From customized billing transactions, to tailored brochures and newsletters or targeted direct mail campaigns, you can leverage customer data to create highly personalized, relevant messaging that delivers stronger impact, improved response rates, and better customer retention.

FusionPro® VDP is the award-winning variable data publishing (VDP) solution for creating personalized customer communication. Our technology brings template design, data file definition, business logic and print stream creation together into one scalable and intuitive platform to produce customer-centric, revenue generating, personalized marketing materials.

Dynamic Design Capabilities

FusionPro integrates with Adobe InDesign and Acrobat, giving you a seamless plug-and-play interface for flexible VDP document creation from almost any design file that can be converted to PDF. The software offers an arsenal of intelligent capabilities so that within minutes, your PDF document could be a live 1-to-1 communication.

Easy Start-up with User-Friendly Workflow

Built-in templated rules eliminate the need for custom programming for most VDP jobs and simplify complex operations. An intuitive, easy-to-use GUI makes everything from one-off variable input and address imprint to highly complex, full variable document creation possible, empowering you to stay in demand with customer requests and provide more relevant marketing collateral.

Multilingual for Global Marketing

FusionPro supports over 30 international languages with vertical and right-to-left typesetting capabilities. Unicode functionality helps customers with multinational operations to produce variable documents in an extended set of international languages.

Fluid Data Integration

From simple to complex or large-scale variable data output, FusionPro can handle the most sophisticated data requirements. Using an intuitive interface for data definition, you can easily extract and combine customer data from a variety of file formats as well as import data from multiple sources.

Smarter Workflow Efficiencies

Automate with speed and accuracy, creating everything from engaging personalized communication to data-rich business documents in a faster, smarter and more cost-effective way. Develop efficiency across your operation with features like flexible output options compatible with most print workflows, a variety of imposition options to reduce production time and mailing costs, and hot folder and watch folder support (for FusionPro Producer and Server) bring customer jobs and data in more fluidly.

Scale with your Business Needs

Three product tiers are available to handle workloads of all sizes and complexities. Our baseline model offers robust features for dynamic VDP design with basic desktop composition for smaller jobs. If you require high-volume output or custom workflows, you can scale up to our VDP solutions that handle heavier lifting. FusionPro can also be customized to include VDP imagery for impactful engagement and PURLs for cross media campaigns.
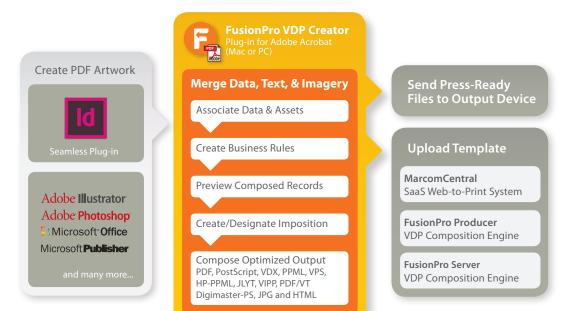
Easily Create Personalized Communication for Almost Any Industry

- ☑ *Statements*
- ☑ *Invoices*
- ☑ *Reports*
- ☑ *Coupons*
- ☑ *Welcome Kits*
- ☑ *Identification Cards*
- ☑ *Direct Mail Postcards*
- ☑ *Letters*
- ☑ *Personalized Calendars*
- ☑ *Retail Tag*
- ☑ *Coupons*
- ☑ *Shelf Tags*
- ☑ *Barcodes & QR Codes*
- ☑ *Tickets*
- ☑ *Labels*
- ☑ *Checks*
- ☑ *Emails*
- ☑ *Ballots*
- ☑ *Booklets*
- ☑ *Directories*

FusionPro® Creator
Simple, Fast, Powerful VDP Design & Production

FusionPro Creator is a powerful, yet affordable, desktop design & layout tool for creating high-performance customized communications. This popular solution is used by thousands of graphic arts professionals worldwide to produce both simple and complex marketing collateral that incorporates customer or prospect data to create highly personalized messaging. This single desktop solution installs on your Mac or PC and features a scalable VDP workflow. FusionPro Creator templates can be easily incorporated into any of the FusionPro or MarcomCentral solutions to meet specific client needs.
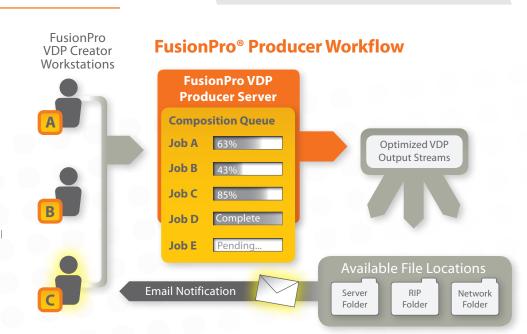
FusionPro® Creator Workflow

FusionPro VDP Creator
Plug-in for Adobe Acrobat
(Mac or PC)

Create PDF Artwork

Seamless Plug-in

Adobe Illustrator
Adobe Photoshop
Microsoft Office
Microsoft Publisher

and many more...

Merge Data, Text, & Imagery

Associate Data & Assets

Create Business Rules

Preview Composed Records

Create/Designate Imposition

Compose Optimized Output
PDF, PostScript, VDX, PPML, VPS, HP-PPML, JLYT, VIPP, PDF/VT Digimaster-PS, JPG and HTML

Send Press-Ready Files to Output Device

Upload Template

MarcomCentral
SaaS Web-to-Print System

FusionPro Producer
VDP Composition Engine

FusionPro Server
VDP Composition Engine

FusionPro® Producer
Agile and Efficient for High-volume Output

FusionPro Producer is a server-based application that operates up to 20 times faster than FusionPro Creator and reduces the number of hands-on processes required for most traditional VDP workflows. Streamline the creation and delivery of large or complex personalized print projects with a centralized job queue that accepts simultaneous jobs that can be viewed and controlled by any workstation with FusionPro Creator. Requests flow directly to the FusionPro Producer, offloading the composition process from local desktop machines freeing up valuable workstations for other business functions. Features like email notifications and auto-delivery of final output to a RIP hot folder enhance overall productivity.

FusionPro
VDP Creator
Workstations

A
B
C

FusionPro® Producer Workflow

FusionPro VDP Producer Server

Composition Queue

Job A   63%

Job B   43%

Job C   85%

Job D   Complete

Job E   Pending...

Optimized VDP Output Streams

Email Notification

Available File Locations

Server Folder

RIP Folder

Network Folder

FusionPro® Server
Large-scale, Lights-out Composition with APIs for Custom Workflows

FusionPro Server helps create and manage large-scale dynamically created personalized documents programs using high-volume, hands-off VDP composition workflows, generating tens of thousands of document pages per hour from layouts created with FusionPro VDP Creator. Simultaneously compose multiple VDP jobs for unparalleled scalability and redundancy, and incorporate multiple composition engines into composition farms to run virtually any size job. Controls allow you to monitor the status of jobs, pause, cancel, and resubmit through a GUI or use the web services API to integrate into your own solution.

Web Connectivity

It can be integrated with most any web application needing online proofing or composition of your FusionPro design templates. Web-enabled soft-proofing powers instant PDF or JPG/GIF previews. For online versioned or variable documents, users can choose images and specify content online to be merged into layouts defined by FusionPro Creator and launch batch hi-res composition to one of several output formats.
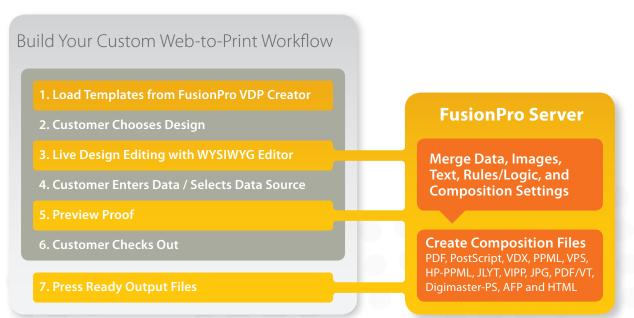
Custom Production VDP Workflows

FusionPro Server provides a scalable and automated workflow with programmatic control in the form of web service API, command line, watch folder or batch processing. House templates in a built-in repository and invoke the system to launch jobs through the web services API at your command (ie: when data is delivered, at certain times of day, at the request of a web page).

Folder Watcher (optional add on)

The solution can be set up to watch a set of hot folders for input, executing composition against a specified template for each folder when files are dropped in. Features minimize the number of folders and perform specific actions based on the data provided. A GUI defines which template to run based on the name of the data file and multiple compositions can be launched against that data file, with different parameters. This is appropriate if the data is to be archived, printed, and emailed. There will be a composition for each different destination.

FusionPro Server Workflow

Build Your Custom Web-to-Print Workflow

1. Load Templates from FusionPro VDP Creator

2. Customer Chooses Design

3. Live Design Editing with WYSIWYG Editor

4. Customer Enters Data / Selects Data Source

5. Preview Proof

6. Customer Checks Out

7. Press Ready Output Files

FusionPro Server

Merge Data, Images, Text, Rules/Logic, and Composition Settings

Create Composition Files
PDF, PostScript, VDX, PPML, VPS, HP-PPML, JLYT, VIPP, JPG, PDF/VT, Digimaster-PS, AFP and HTML

FusionPro VDP Features & Benefits		Version Availability		
Feature	Benefit	FusionPro Creator	FusionPro Producer	FusionPro Server
System & Software Requirements	Platform flexibility for Mac and PC operating systems	Mac & PC	PC	PC
VDP workflow	Adobe PDF workflow ensures maximum compatibility and accuracy	yes	yes	yes
Design support	Export Plug-in for Adobe InDeign and support from literally any design application with converstion to PDF	yes	yes	yes
Document Types	Letters, postcards, direct mail, statements, billing, transpromo, portfolios, brochures, self mailers, business cards, tickets, labels, shelf tags, etc.	yes	yes	yes
Simple User Interface	Toolbar with quick access buttons, frame dialogues, dozens of built-in common funcitons, "steps" and "document overview" palette to simplify complex VDP operations	yes	yes	n/a
Input Formats	Accepts a variety of data input formats including tagged text, flat files (fixed record length, TXT & CSV), CVS, XLS, ODBC, XML, DBF	yes	yes	yes
Multi Line Record Support	Supports access to multiple lines of data from the input file as a single record of data, and reads in a variety of input formats including line data. Appropriate for statements, invoices, identification cards, etc.	yes	yes	yes
Output Formats	Thirteen included VDP output formats for compatibility with the leading digital print workflows: PDF, Postscript, VDX, PPML, HP-PPML, VPS, JLYT, VIPP, Digimaster-PS, JPG, PDF/VT, and HTML	yes	yes	yes
Optional Output Format	AFP is available at an additional cost	no	yes	yes
International language support	Unicode functionality allows for multilingual variable data document creation in over 30 different global languages	yes	yes	yes
Business Rules Creation	Business logic made easy an intuitive, conditional logic interface, extendable "templated rules" dialogues, and rule wizards to collect information from VDP designers without the need to edit JavaScript for those rules.	yes	yes	yes
Imposition	Support for complex imposition including 3-D stacking, automatic breaks for mail trays, managed and resuable libraries for seamless production & fullfilment workflow	yes	yes	yes
Ganged Imposition	Ability to gang multiple jobs of the same size	No	No	Yes
Multi-page Layout Management	Control the total length of the document and add appropriate filler pages automatically	no	yes	yes
Ad Resizing	Resize pages and automatically rearrange document elements based on new page size. Appropriate for automating advertisements	no	yes	yes
Copy-Fitting	Create dynamic text sections that resize content automatically to adjust to available content or accommodate overflow.	yes	yes	yes
Custom Clipping Paths	Clip images to arbitrary shapes	yes	yes	yes
Dynamic Charts	Create pie, bar or line charts from variable data using JavaScript or FusionPro tagged markup language	yes	yes	yes
Dynamic Tables	Create advanced tables including headers and footers that flow from page to page, as well as borders, shading, and embedded graphics using JavaScript or FusionPro tagged markup language	yes	yes	yes
Barcode Creation	Produce a variety of barcodes including QR, text, graphic, Intelligent mail, and DataMatrix with CMYK output support in some cases	yes	yes	yes
Image Personalization	Seamless integration with FusionPro Expression ties the personalized image template with the design template and allows for preview and composition directly in the design tool	optional add-on	optional add-on	optional add-on
Mail List Processing	Provides address verification with live updates using CASS and NCOA to cleanse, re-format and confirm the validity of your database prior to mailing, ensuring greater deliverability. Presorts mailing lists for the lowest possible UPSP® postal rate.	yes	yes	yes
Finishing Options	Through a simple GUI, select media and finishing options to the features of your printer. Control either PostScript-based or JDF-based finishing commands and submit the output to a device.	yes	yes	yes

FusionPro VDP Features & Benefits		Version Availability		
Feature	Benefit	FusionPro Creator	FusionPro Producer	FusionPro Server
JDF Support	Job Definition Format (JDF) is a technical standard developed by the graphic arts industry to facilitate cross-vendor workflow implementations of the application domain. It is an XML format about job ticket, message description, and message interchange.	yes	yes	yes
No Programming Required	Built-in templated rules eliminate the need for custom programming for most VDP jobs	yes	yes	yes
Email Notifications	Alerts users when composition is complete	no	yes	yes with optional Watch Folder System
Template Repository	GUI interface to library of jobs	no	no	yes with optional Watch Folder System
Job Queuing	Queues multiple jobs	no	yes	yes
Job Scheduling	Uses API to schedule and route composition requests	no	no	yes
Cross-Platform Font Technology	Properly transfer fonts (Mac or PC) to a Windows PC hosting server to support both designers and those using server-based applications	no	yes	yes
Streamlined File Submission	Direct submission to RIP hot-folders	no	yes	yes
Dynamic Document Creation	Rearrange the pages, frames, and content of a document programatically using an API to create custom documents with variable length text and variable graphics.	no	yes	yes
Callable from multiple languages	API that is natively C# and .Net but can be called from PHP, Flash, and any other language that supports Web Service calls making it suitable for integration intoa website or callable from a custome application integrated into your workflow.	no	no	yes
Easy Web-to-Print Integration	Integration with your existing web-to-print GUI to provide fast previews of personalized documents. Output can be sent to a hot folder for printing or submitting via JDF.	no	no	yes
Custom Web-to-Print Solution	Build your own custom web-to-print solution utilizing powerful web service API's	no	no	yes
Automated VDP Workflow	Capable of producing at very high volumes as well as using lights-out composition farms. Can be integrated to work with other web-to-to-print or point-of-sale systems that accept data, compose and route to digital printers.	no	no	yes
Web Service API	Automate workflows	No	No	Yes
Web Service API - Online Proofing	Web enable FusionPro templates on any website	No	No	Yes
Web Service API - Custom Templates	Build any FusionPro template that can be accesible via any browser and accept file upload, edit text, see a proof, compose for final output	No	No	Yes
Universal Template	When co-mingling multiple jobs of the same size, a univeral template makes use of dynamic frames to compose the job in a single run in order to maximize postal discounts.	No	No	Yes
WYSIWYG Online Editing	A brand new feature that enables live editing of a template in your web application. Your client can see their text and graphics appear in edit window immediately as they are composing their document.	No	No	Yes
Data Driven Document Design	Lay-out of document could be driven by data streams to position text and graphics frames, unique for each data record/recipient coming from your application.	No	No	Yes
Watch Folder	A GUI defines which template to run based on the name of the data file and multiple compositions can be launched against that data file, with different parameters. Minimizes the number of folders, performs specific actions based on the data provided, provides a composition for each destination (ie: data is to be archived, printed, emailed).	no	no	optional add-on
Load Balancer	Adds unlimited scalability	no	no	optional add-on
Composition Speed	A variety of workflow speeds to accommodate any level of composition	low volume	mid volume	high volume
Composition Processing	Processes final output in a variety of ways	single desktop	optionally across multiple workstations	optionally across multiple servers