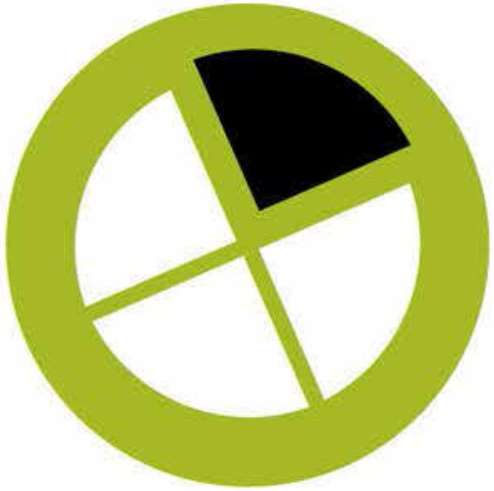


enfocus

An introduction

Who is Enfocus?

*We're a **leading software company***
*specializing in **PDF quality control and editing tools** for*
***print professionals**, and **open platforms for workflow automation** for the **graphic arts industry**.*
*Our innovative solutions **streamline** the **workflow***
*throughout the **complete production chain**,*
from design to final print.

Serving over 135.000 customers

enfocus

Our award winning product brands

Print 18 Industry recognitions

enfocus PITSTOP PRO 2018

Category of Color Management, Prepress & Premedia
For innovative new features including Action List visualizer, dashboards, barcode creation and advanced vector editing

enfocus SWITCH 2018 & avanti SLINGSHOT

Category Sales and Management Systems
For enabling a fully automated workflow; from job processing, production, and fulfilment through to distribution, using bi-directional communication

enfocus SWITCH 2018 & tilia Griffin Pro

Workflow Automation Systems
For providing as an industry first, a full featured application packaged within an app, purchased from the Enfocus Appstore co-creation platform and installed within Enfocus Switch

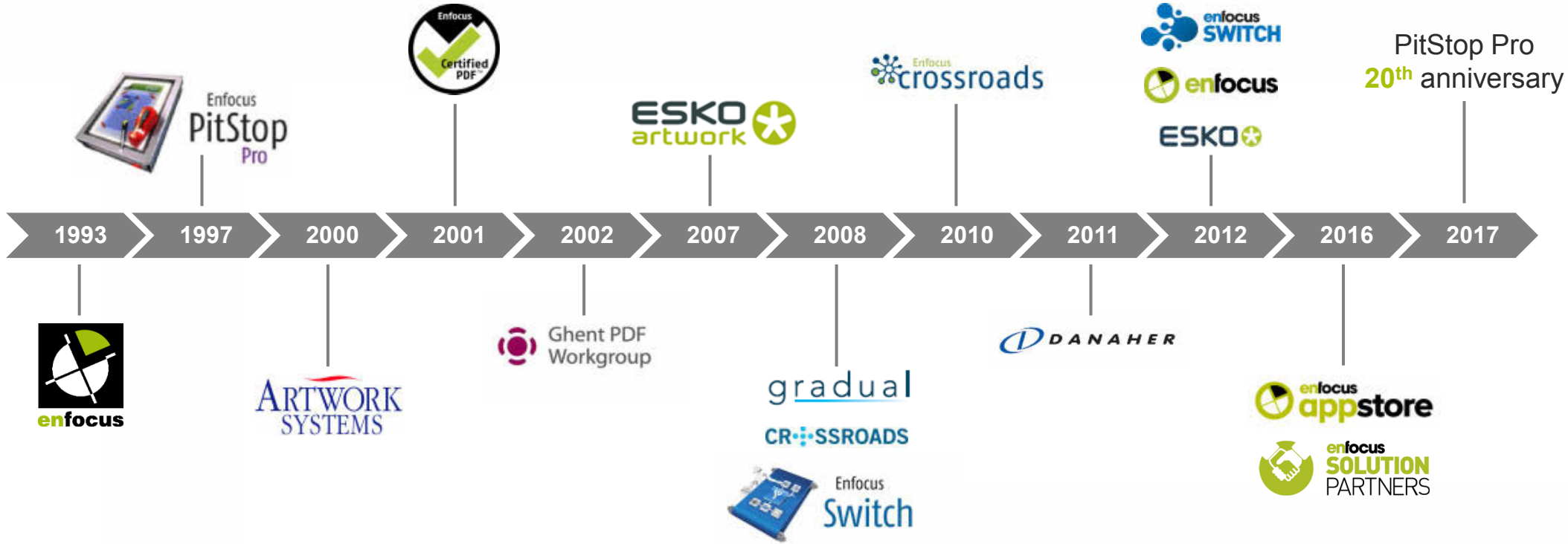
enfocus

Company structure

- Headquartered in Ghent, Belgium
- Regional offices in China & US
- +50 associates
  - Sales, Marketing, QA & Support
  - R&D in Ghent, Belarus and India
- Business unit of Esko
  - Sharing HR and accounting resources
  - Sharing R&D knowhow

enfocus

Enfocus history timeline



Agile development process using scrum

A framework that leads to…

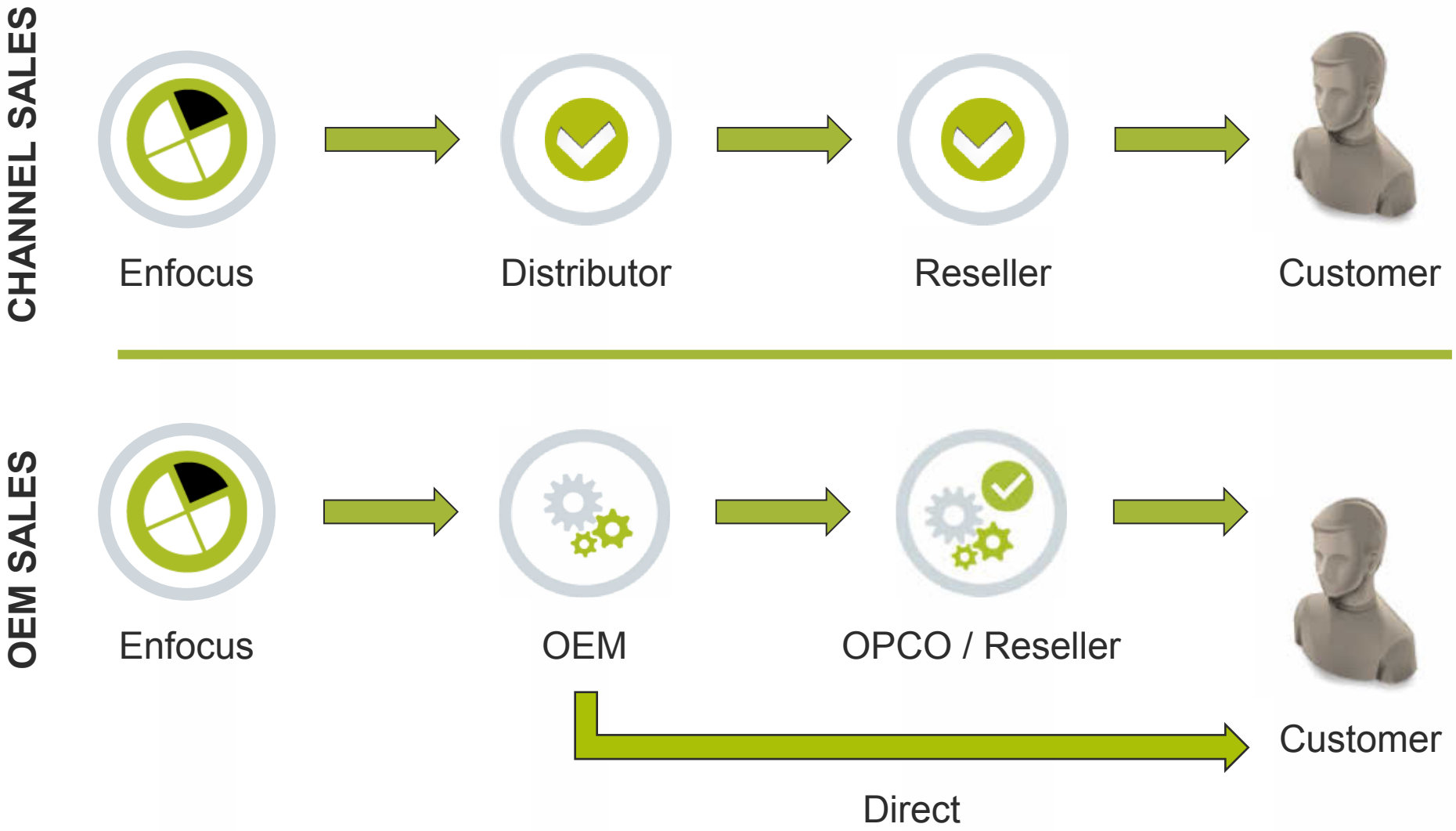
- Knowledge sharing
- More productive work
- Faster development and feedback
- Predictable release cycles
- Stable and better quality software

Scrum: /skrʌm/

Noun RUGBY

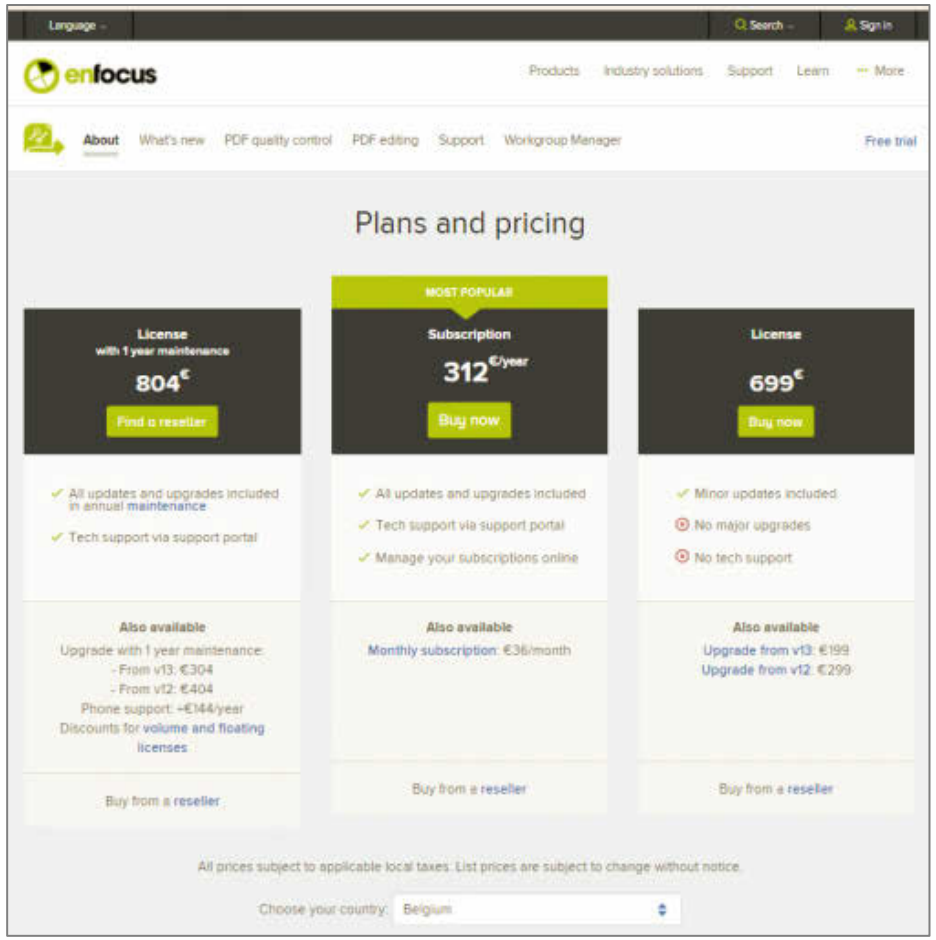
an ordered formation of players, used to restart play, in which the forwards of a team form up with arms interlocked and heads down, and push forward against a similar group from the opposing side. The ball is thrown into the scrum and the players try to gain possession of it by kicking it backwards towards their own side.

Worldwide sales & distribution



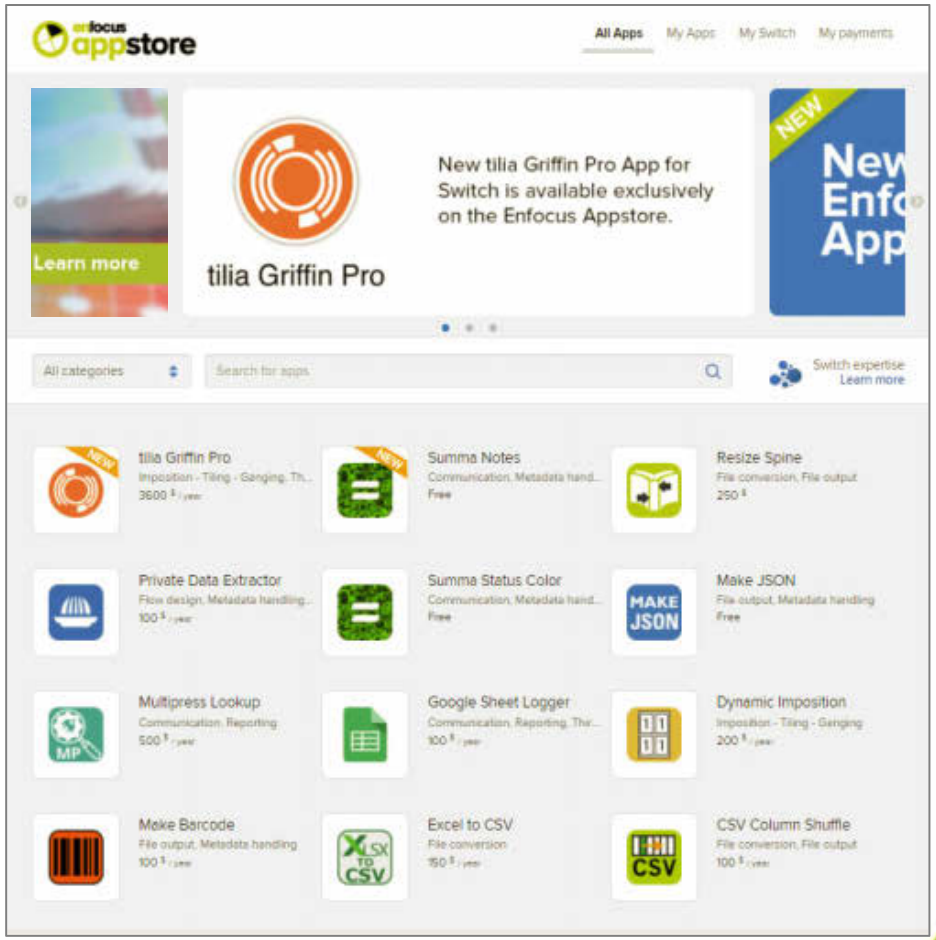
Worldwide sales & distribution

Web Sales



PitStop Pro

Enfocus Appstore



Apps for Switch

enfocus

enfocus

Major investments in building a customer centric ecosystem

Customer centric ecosystem

Solution Partners

Providing qualified integrations

- Between the solutions from Enfocus and the partner
- To help customers overcome their automation challenges
- Offering mutual marketing, sales and (customer) support services
- By sharing integration and automation best practices

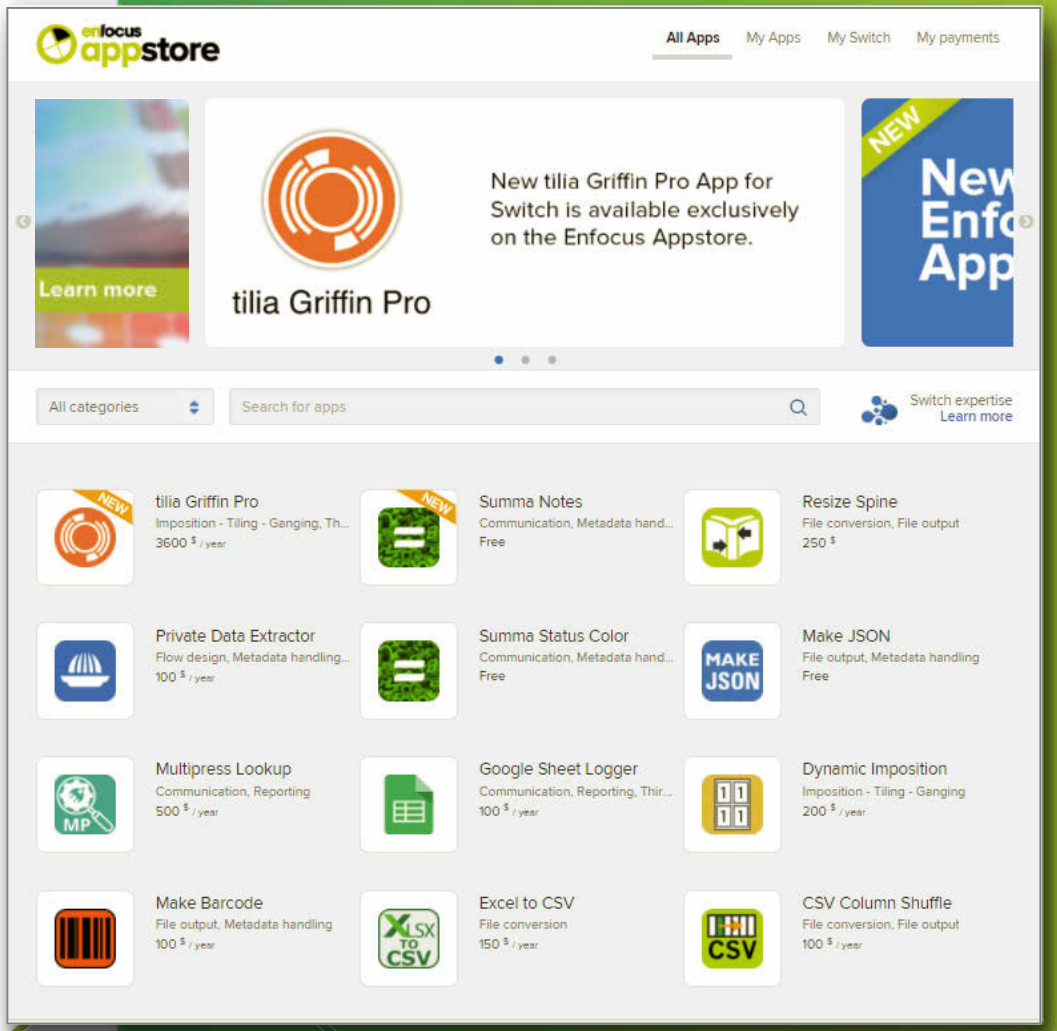
enfocus.com/partner-integrations

enfocus

App Creators

Developing apps for Switch

- Customers, integrators, resellers, solution partners, and anyone else with a creative mind
- Ability to enrich Switch's feature set
- Apps are available for free, through subscription or a license purchase
- Purchase through an all new Enfocus Appstore



enfocus.com/appstore

enfocus

Technology Partners

Offering Enfocus technology as part of own developed solution

- Mostly large multinational corporations with worldwide market presence
- Enfocus technology is built-in or bundled with the partner solution
- Requirement for high performance, quality and stability
- Reduces development efforts and costs
- Sold through own sales channel
- Supporting own channel and customers
- Provides a competitive edge and enhanced user experience

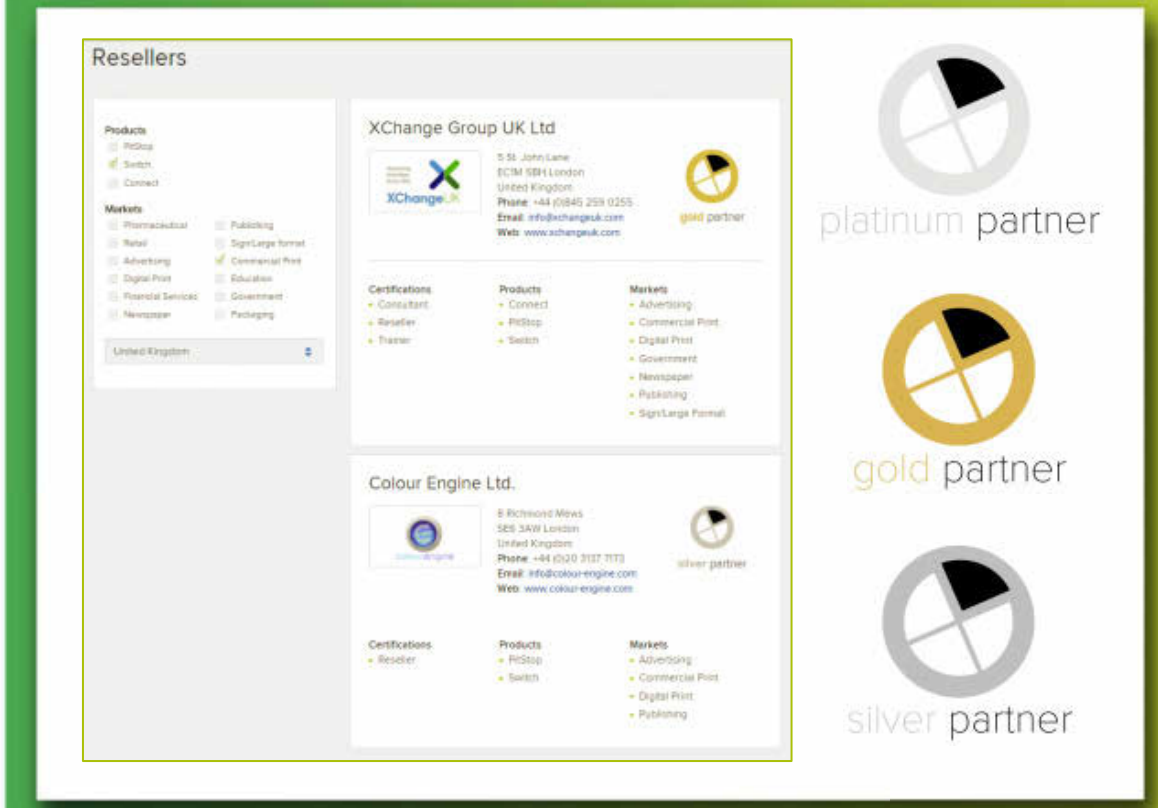
enfocus.com/technology-partners

enfocus

Channel Partners

Selling Enfocus products and services to end customers

- Mostly distributors, (value-added) resellers, retailers and systems integrators
- Enfocus representation in 90 countries around the world
- Certification program must be followed to guarantee quality of product knowledge and support services to customers
- Partner level is customer's proof of channel partner's engagement



enfocus.com/resellers

enfocus

Supporting Community

Customer services & support

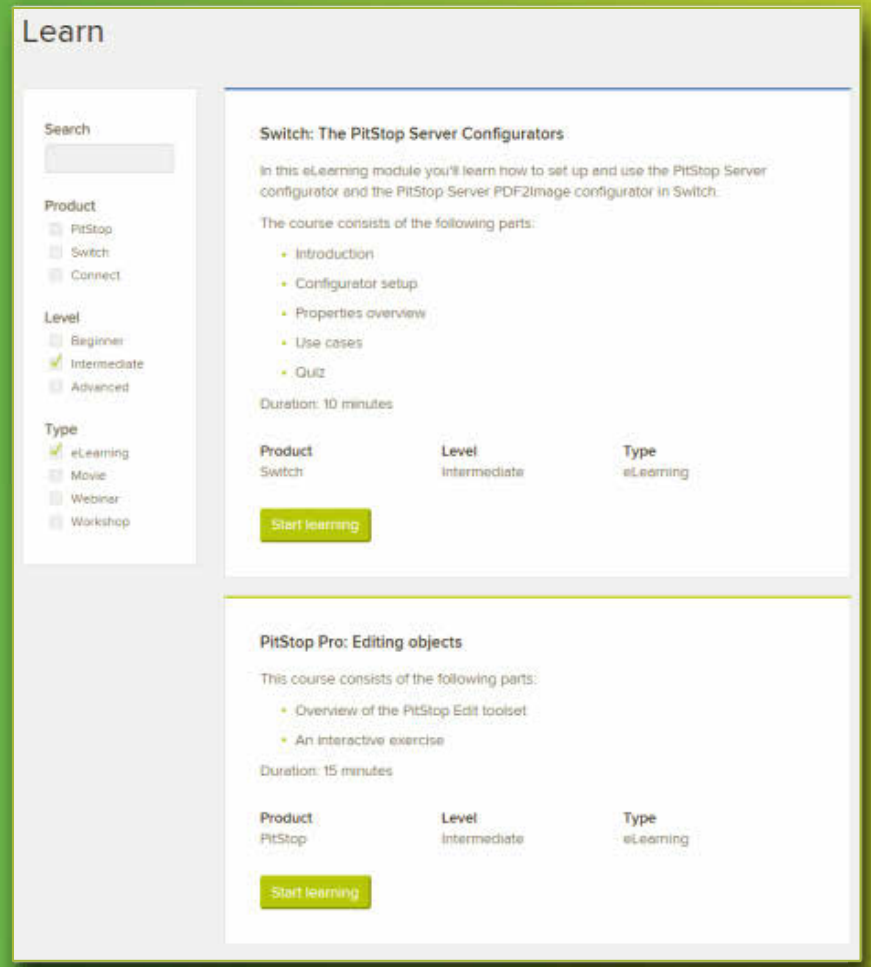
- Webinars
- E-Learnings
- User forum
- User conferences
- Enfocus Appstore
- Partner integrations
- Support portal
- Professional services

SWITCH	TOPICS	POSTS	LAST POST
Imposition	28	158	Re: HP SmartStream Designer I... by cwswitch Wed Jan 17, 2018 10:47 pm
Preflighting	70	252	Re: is it possible... by abailescollins Mon Nov 06, 2017 4:14 pm
Color Management	20	71	Re: Converting color by _Thibs_ Thu Nov 23, 2017 4:35 pm
PDF Creation	44	150	Re: Filename PDF same as reco... by Kermy812 Thu Jan 18, 2018 3:40 pm
Applications	201	874	Re: How to get Checkpoint via... by LasseThid Tue Jan 23, 2018 1:33 pm
Flows	543	2448	Re: Checkpoint via mail by jan_suhr Thu Jan 25, 2018 3:01 pm
Scripting	415	1980	Re: Using variables in script... by jan_suhr Tue Jan 30, 2018 7:04 am
Appstore	1	2	Re: Adobe CC 2018 (Configurat... by TheCaptain Wed Nov 29, 2017 2:04 pm

CONNECT	TOPICS	POSTS	LAST POST
Connect ALL / SEND Moderator: Michael Reiher	33	78	Re: Check Job Essentials Proj... by Michael Reiher Fri Dec 15, 2017 5:32 pm
Connect YOU Moderator: Michael Reiher	11	31	Check Job Essentials by Michael Reiher Fri Dec 15, 2017 5:38 pm

PITSTOP	TOPICS	POSTS	LAST POST
PitStop Pro	75	229	Re: Check black file on eleme... by printquest Wed Jan 17, 2018 4:43 pm
PitStop Server	32	108	Re: Error code: 254 by Padawan Fri Jan 19, 2018 4:37 pm

forum.enfocus.com



enfocus

Being part of a larger group

Enfocus, an Esko company

Who is Esko?

A leading provider of packaging design, creation and management software, and hardware solutions

- Headquartered in Ghent, Belgium
- Regional offices in China, Singapore and US
- +1500 associates, 62% customer-facing
- Direct/indirect global sales network
- Software R&D centers in Belgium, China, Czech Rep., India, UK and US
- Hardware (R&D) factories in Czech Rep., Germany and Norway
- Esko is a Danaher company

Did you know?

Packaging for 9 out of 10 major brands is produced by Esko customers

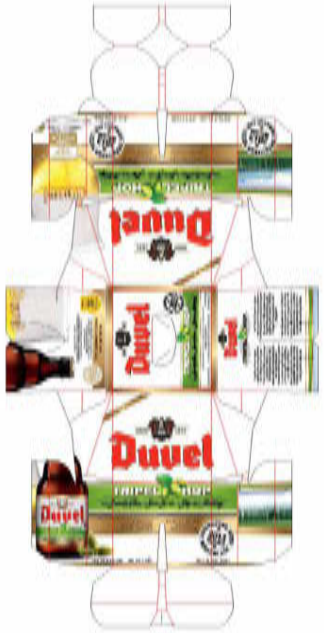
Esko helps its customers to make the best packaging for billions of consumers

www.esko.com

Esko's customers & solutions

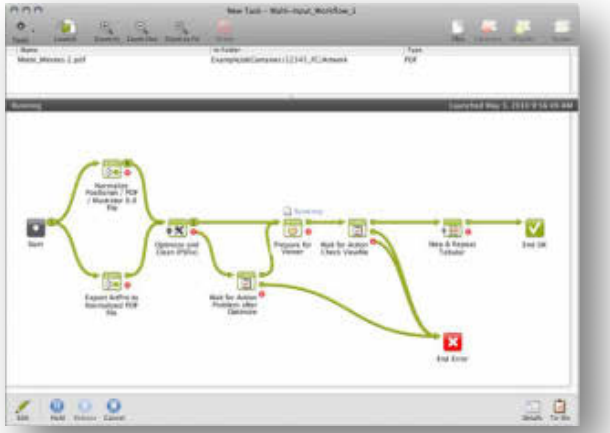
Key Customers

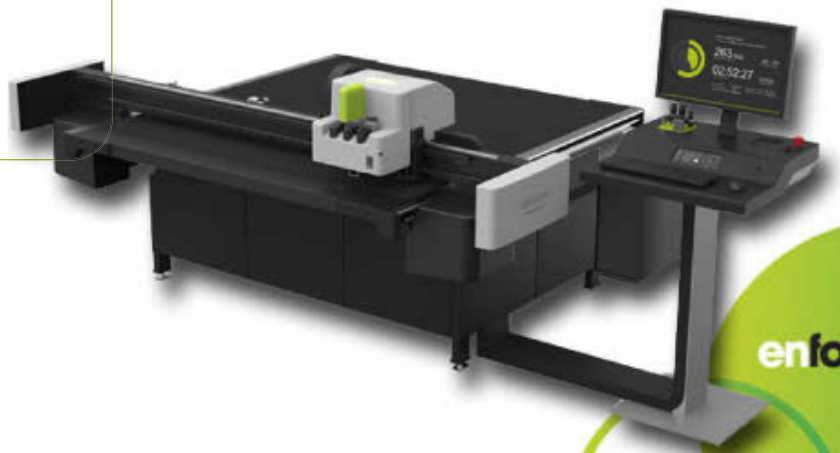
- Brand owners, retailers, package designers
- Print service providers
- Packaging and label converters



Key Solutions

- Packaging management solutions
- Structural design software for boxes
- Prepress plugins for Adobe Creative Suite
- Workflow automation for packaging prepress
- Color management
- Digital cutting tables for short run box production





Esko industry partners

DANAHER

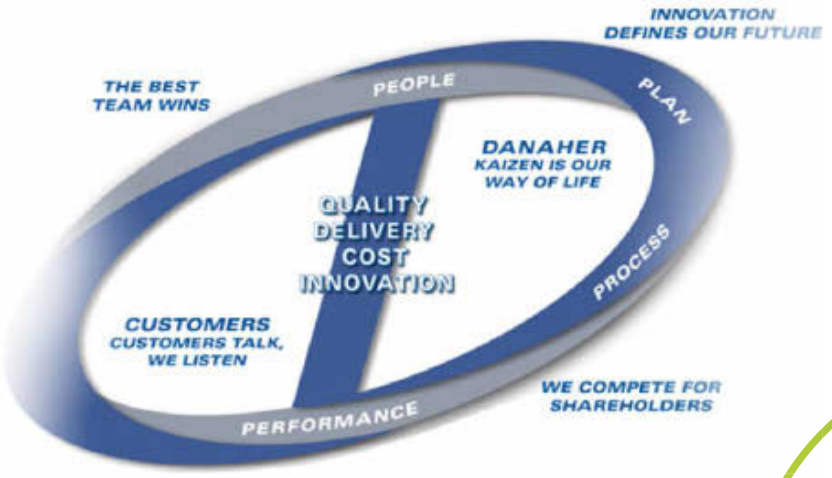
Being part of a larger group

Esko, a Danaher company

Who is Danaher?

A Fortune 200, NYSE-listed (DHR), science and technology leader

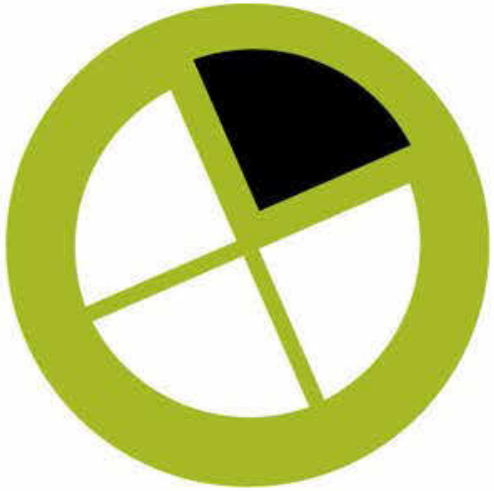
- Designs, manufactures, and markets innovative products and services to professional, medical, industrial, and commercial customers
- Danaher Business System (DBS) as driver for business growth
  - "Customers talk, we listen"
  - "Innovation defines our future"



Environmental	Test & measurement	Dental	Life sciences & diagnostics	Industrial technologies
3.3 $B	3.4 $B	2.1 $B	6.9 $B	3.4 $B
WATER QUALITY	INSTRUMENTS		DIAGNOSTICS	PRODUCT ID.
HACH, LANGE, ChemTreat, Inc., TROJAN UV	FLUKE, Tektronix		BECKMAN COULTER, Leica MICROSYSTEMS, RADIOMETER	VIDEOJET, ESKO, x-rite, PANTONE
RETAIL/ COMMERCIAL	COMMUNICATIONS		LIFE SCIENCES	MOTION
GILBARCO VEEDER-ROOT	Tektronix Communications, ARBOR, FLUKE networks		AB SCIEX, Molecular Devices	THOMSON, KOLLMORGEN

Strong portfolio of brands, leading in each of their served markets

www.danaher.com



enfocus

Product Portfolio

Working with PDF files

Problem

=

Press downtime
Customer discounts
Reprints
Delays
Overtime
Missed deadlines
Lost customers

=

Goal

=

enfocus

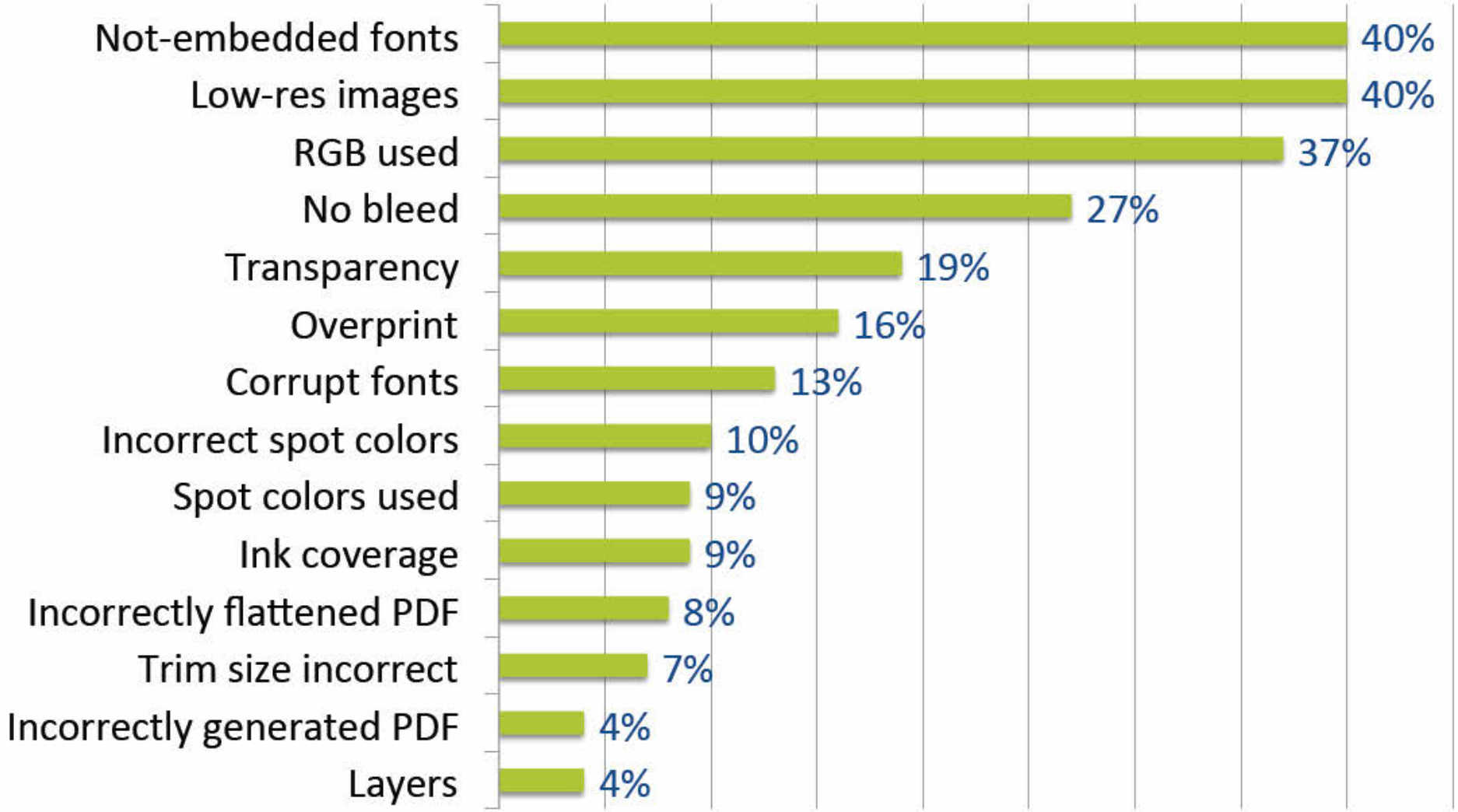
Challenges for the Print Service Provider

- 74% of companies who receive PDF files see at least 1 out of 4 of them fail

- And the reasons are the same for over a decade now
  - Low resolution images used
  - Fonts not embedded
  - RGB used
  - Transparency used
  - Spot colors used
  - Trim size incorrect

enfocus

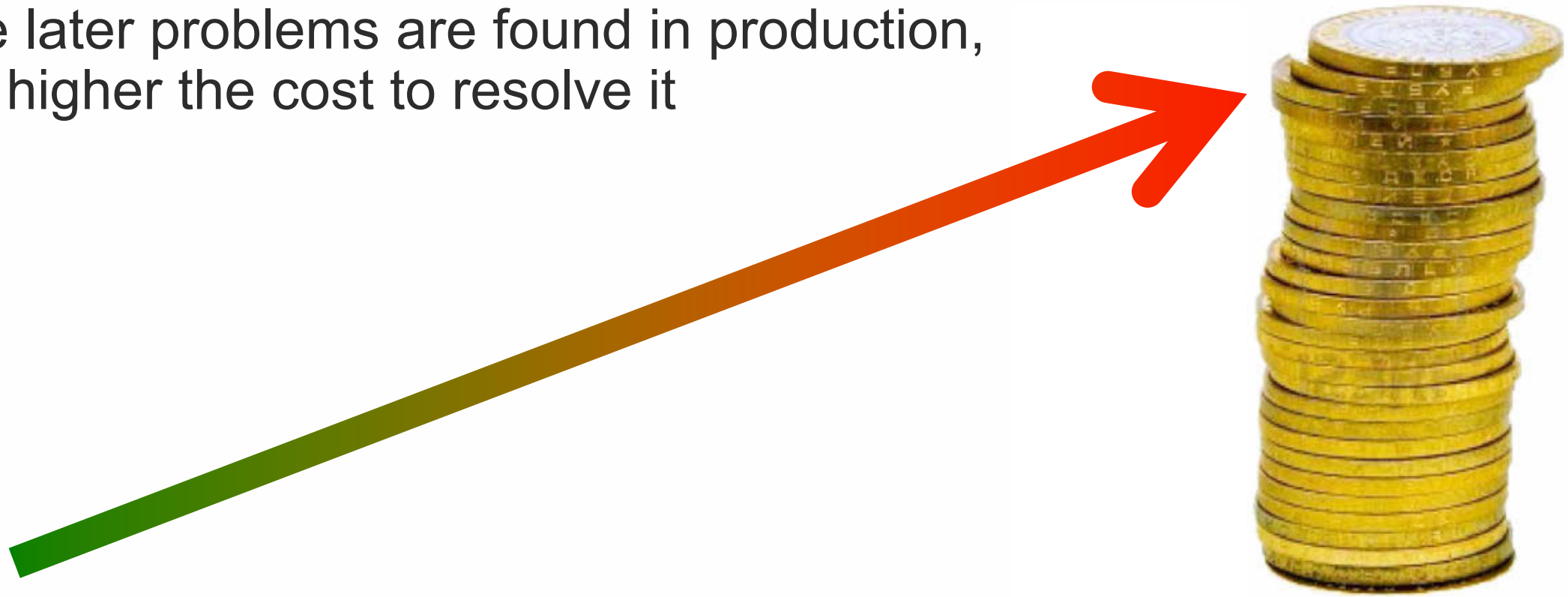
The most common PDF errors



enfocus

Costly consequences

The later problems are found in production, the higher the cost to resolve it



File Delivery | Prepress | Printing | Post-press | Delivery

enfocus

PitStop

PDF quality control and editing

enfocus

PitStop to the rescue

Used by publishers, prepress houses, (digital) printers, service bureaus and anyone else who needs to verify, correct and edit PDF files

- Key functionalities
  - Extensive (smart) preflight and auto-correction
  - Hyperlinked preflight reports
  - Full featured interactive editing
  - Document-wide global changes
  - Integrated Certified PDF technology
- A family of product flavors addressing different needs

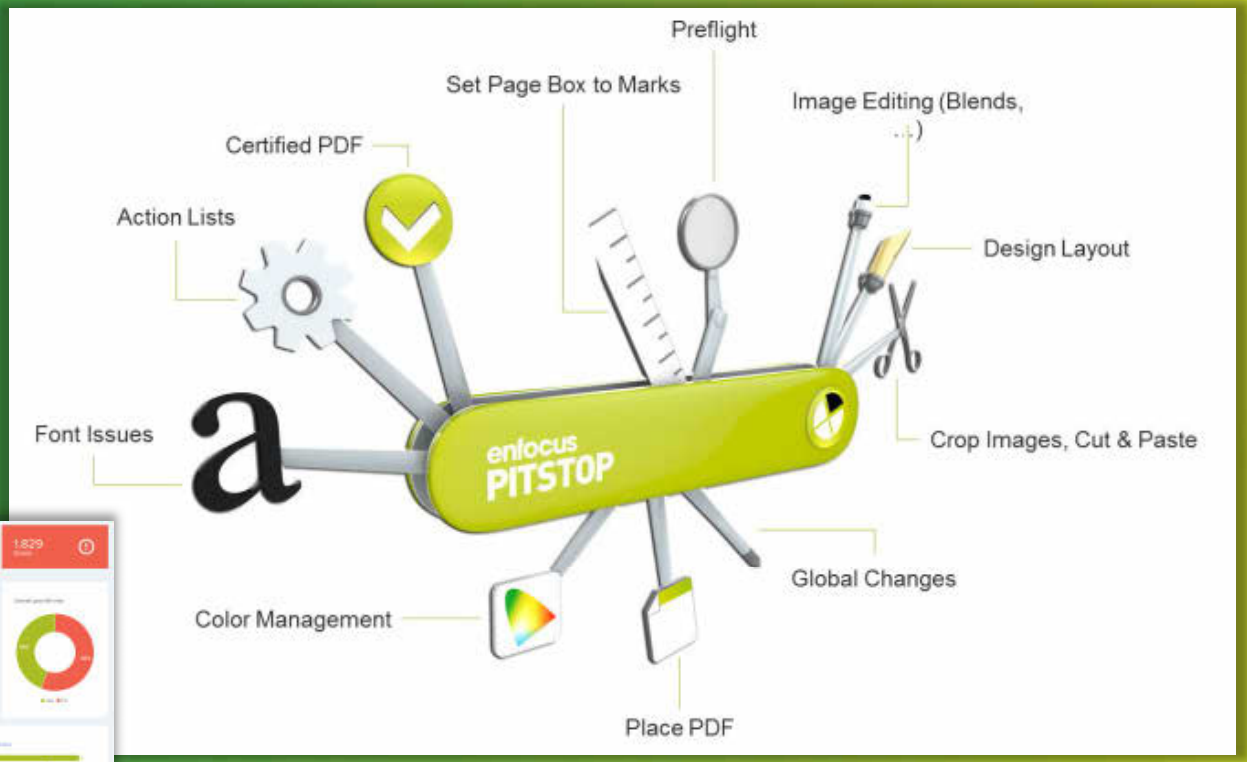
Automatically detects pretty much every possible error in a PDF file	Manually fix them or have it done automatically	Manually edit almost everything without leaving Adobe Acrobat

enfocus

The Swiss-Army Knife a user can't miss

PitStop Pro

- World-leading Adobe Acrobat plug-in
- Verifies PDF files using industry-standard preflight engine
- Provides extensive manual and automated editing capabilities
- Corrects typical mistakes such as printer marks and missing bleed
- Provides Certified PDF capabilities
- Smart Preflight using variables
- Provides production insights using free dashboards



enfocus

Edit just about anything

- Embed missing fonts
- Convert fonts to outlines
- Change fonts
- Edit text
- Cut and paste text and images between PDF files
- Resize and reflow text and images
- Convert color spaces
- Edit images
- Insert, remove and replace images
- Add page numbers

enfocus

PitStop Automation Solutions

PitStop Server

- No need for Adobe Acrobat
- Hot folder or Command Line driven automation
- Modifies PDF files to adhere to specific production standards
- Filters problem files that need individual attention
- Performs job specific verification using XML-based job tickets
- Integrates seamlessly with prepress, digital print, W2P, MIS, Enfocus Switch, and other workflows
- Allows tight integrations using the built-in Command Line Interface

PitStop Library SDK

- For OEM partners and select customers
- **Automates preflight and correction** of PDF files within own developed solution
- Creates **custom branded preflight reports** in (annotated) PDF
- Dynamically **controls the preflight and correction** of PDF files using an XML or JDF-based job ticket
- **Process multiple PDF files** concurrently for enhanced performance and throughput
- Have control how features are presented to the user using own developed user interface, or **use the built in UI API**

enfocus

Switch

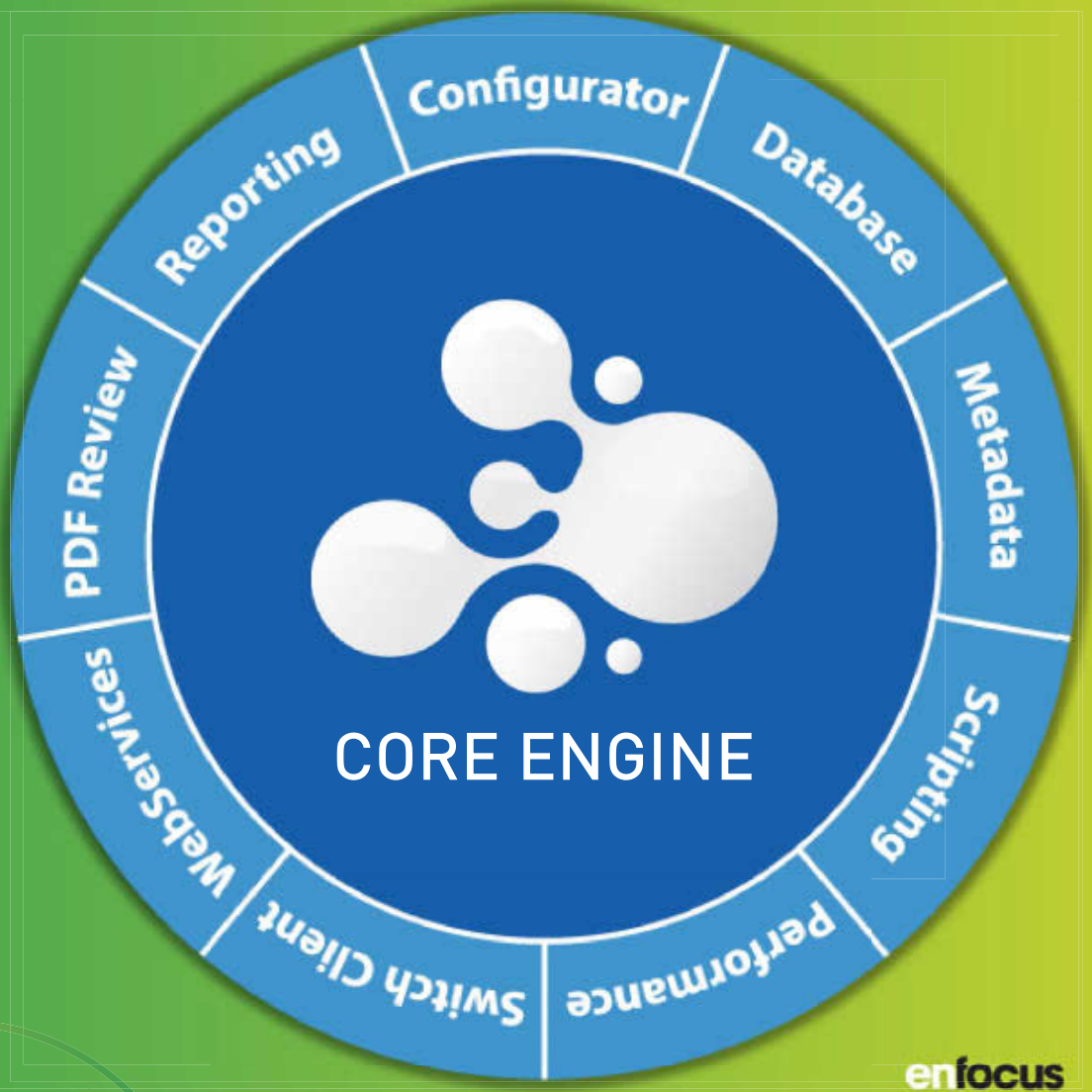
An open platform for workflow automation

enfocus

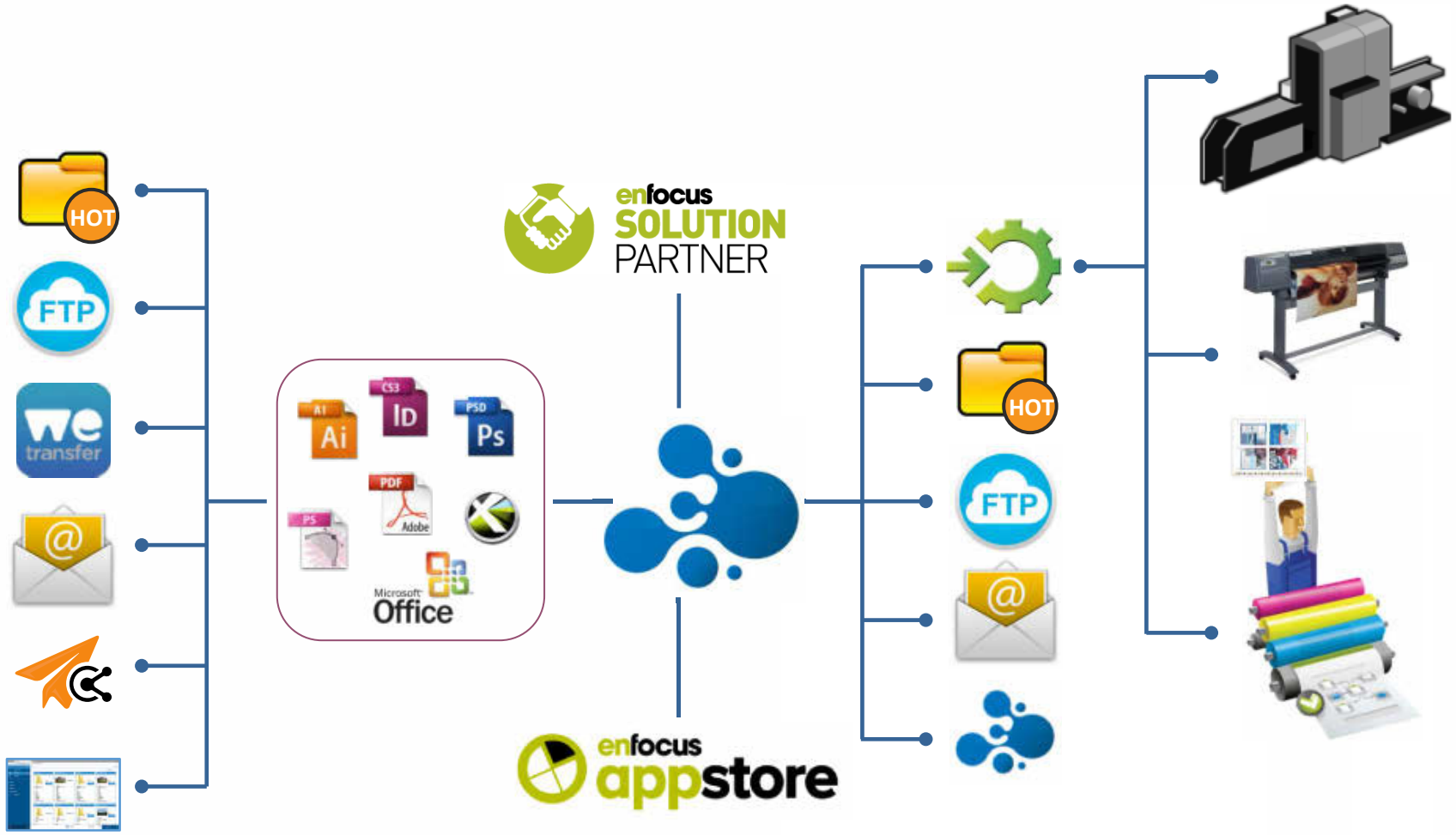
Open, modular and scalable

Enfocus Switch

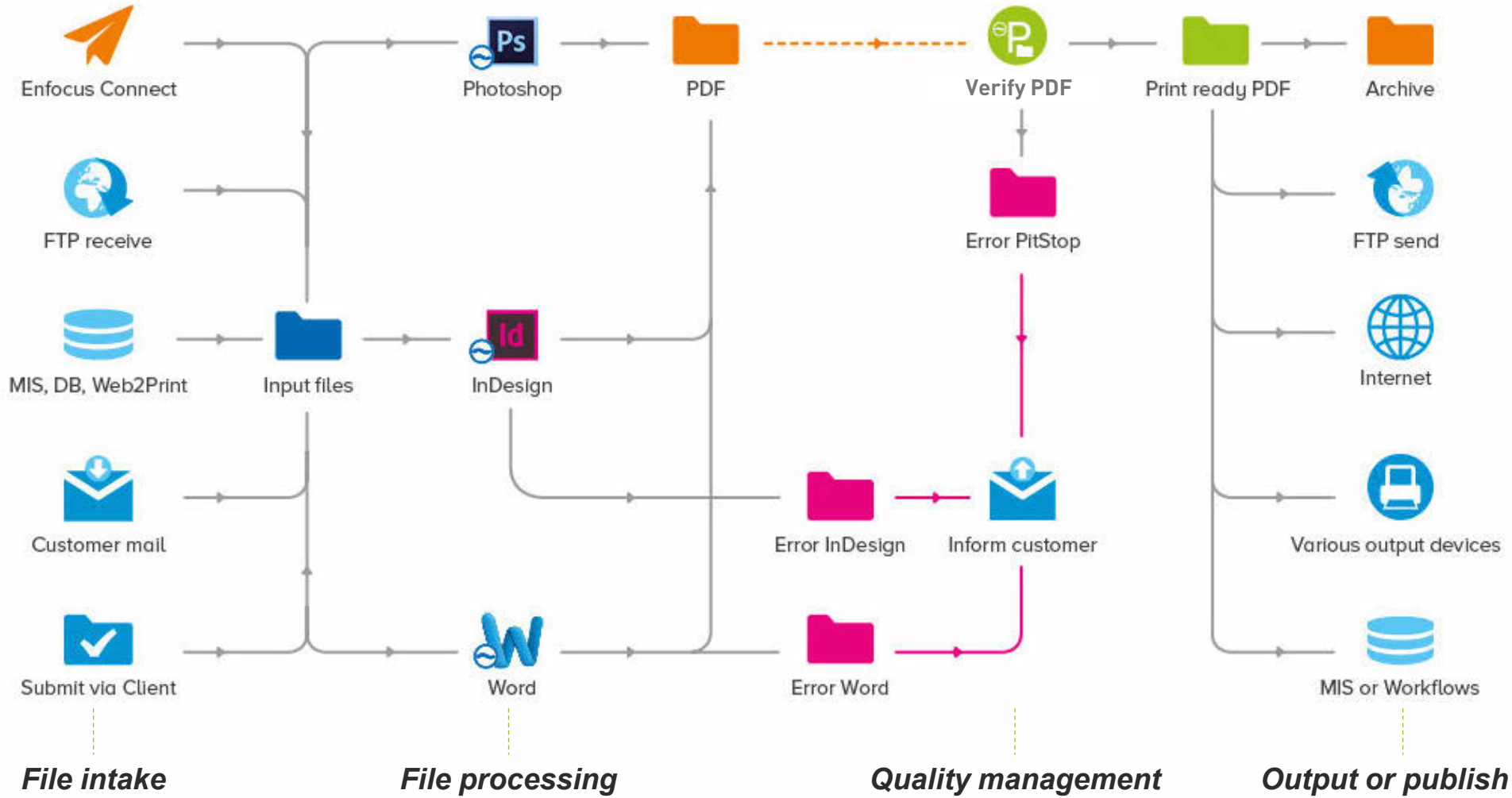
- Automates different manual and repetitive tasks
- Reduces touch points associated with receiving, sorting and processing files
- Integrates seamlessly with third party applications
- Streamlines production processes
- Reduces errors
- Improves time to market
- Available for Mac and Windows



Reducing touchpoints with Switch



Automating file delivery

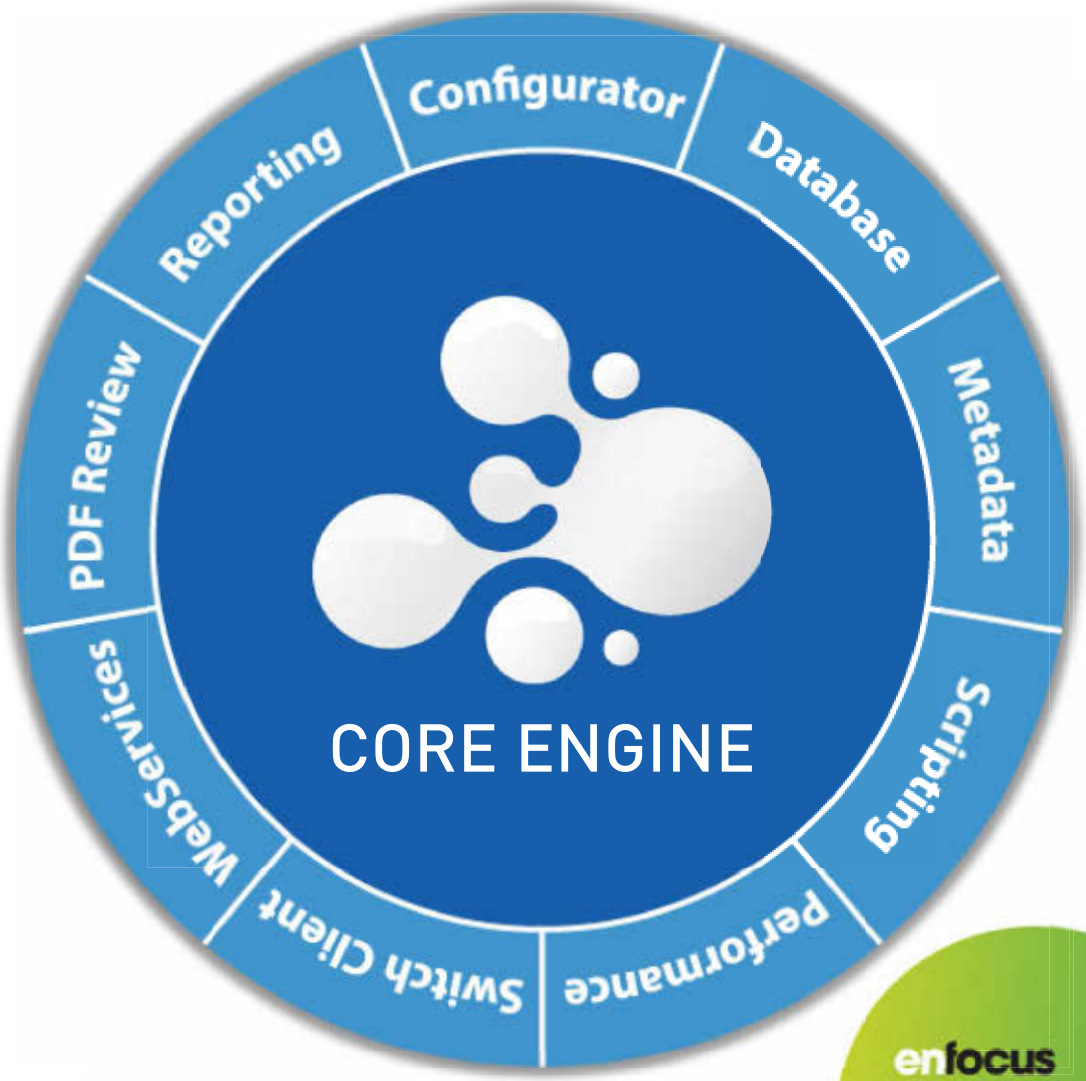


An example of a Switch flow: receive, sort and convert layout files to PDF, and quality check the PDF files before further processing

enfocus

Why Switch is so popular?

- Easy to use and affordable
- Value for money
- Provides an effective upgrade path
- Highly flexible and configurable
- Enables step by step deployment
- Integrates easily with third-party applications, existing software and equipment



enfocus

PDF Review

A simple, yet powerful PDF approval tool

enfocus

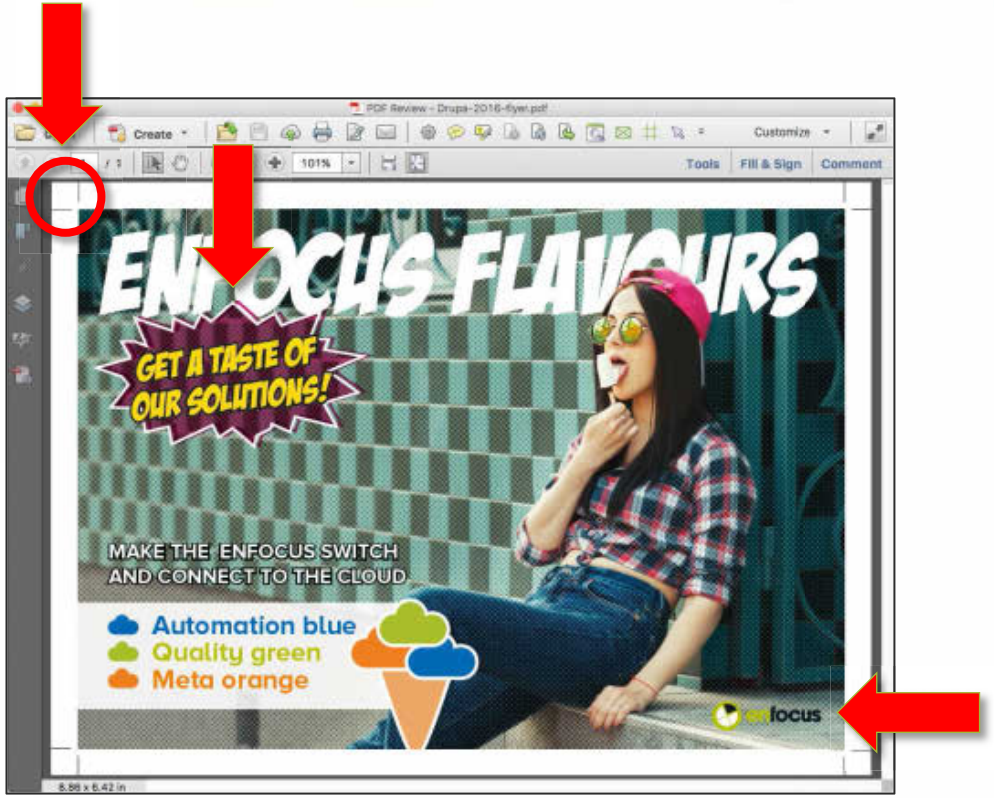
Problems with email proofing

- Sending email proofs is typically a manual process
- To overcome email size limitations often a separate PDF file is created at a lower resolution with images in RGB
- Making the PDF fit-for-email requires operator resources and time
- Sometimes an image is created instead of a PDF, to make sure overprint is viewed correctly
- When sending an email proof, there's no control over what application the approver will use to view the PDF in
- Other problems…

enfocus

Not all PDF viewers are the same...

What seems to look alright
in Adobe Acrobat



Looks different in another
viewer s.a. Apple Preview

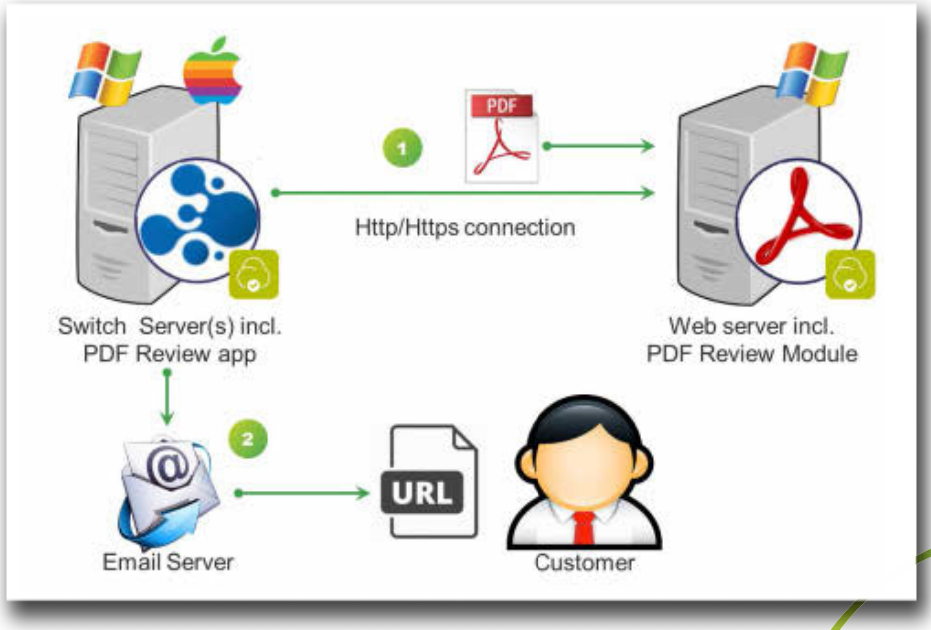
enfocus

ducing

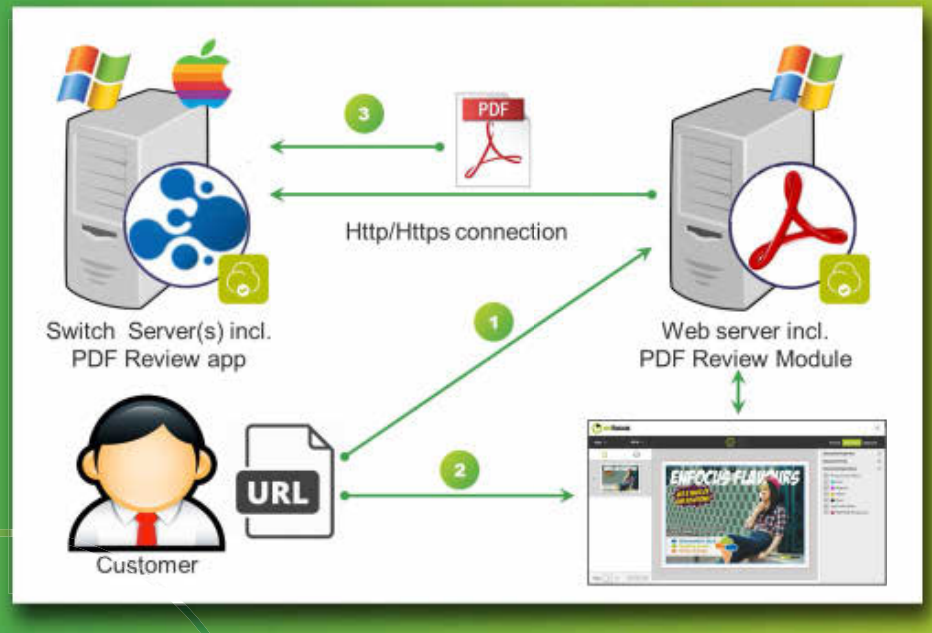
Automated email proofing

- An add-on module to Enfocus Switch
- Simple, yet powerful PDF approval for any user
- Provides high quality PDF viewing

SWITCH
PDF REVIEW
MODULE



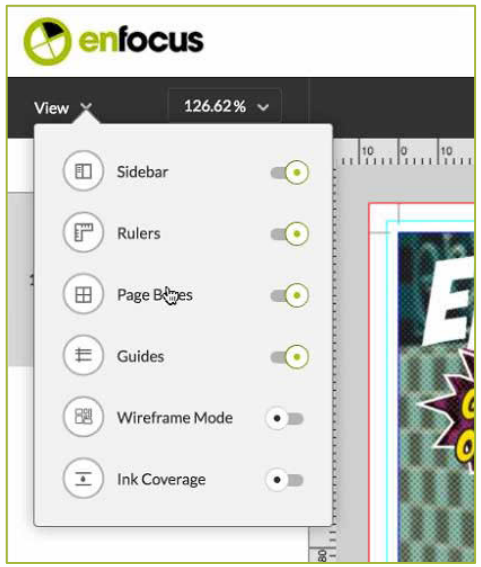
How it works – email/upload

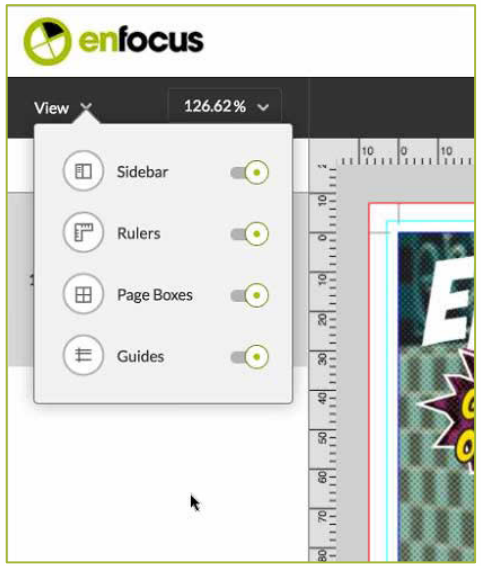


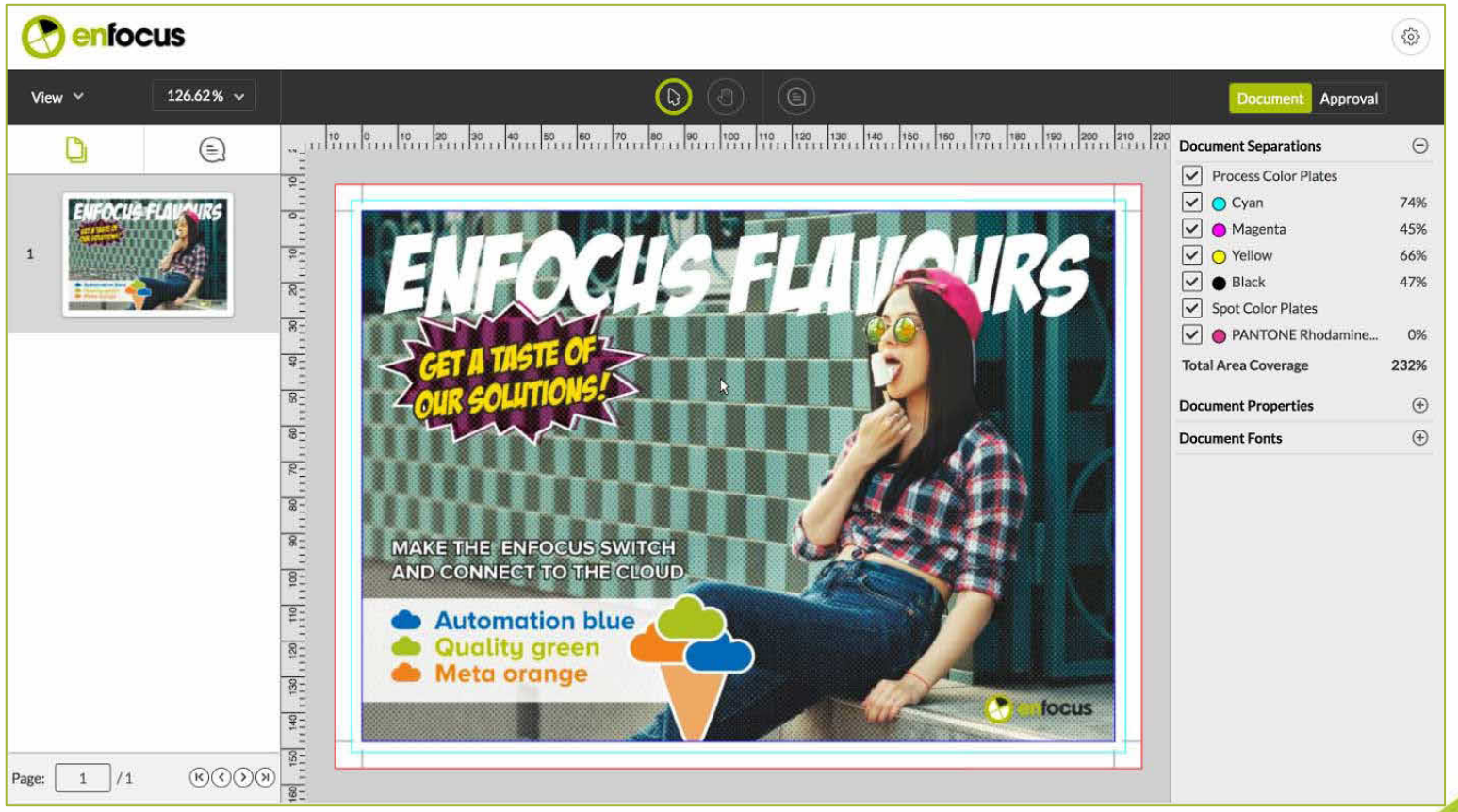
How it works – approval

enfocus

Define approver specific tools

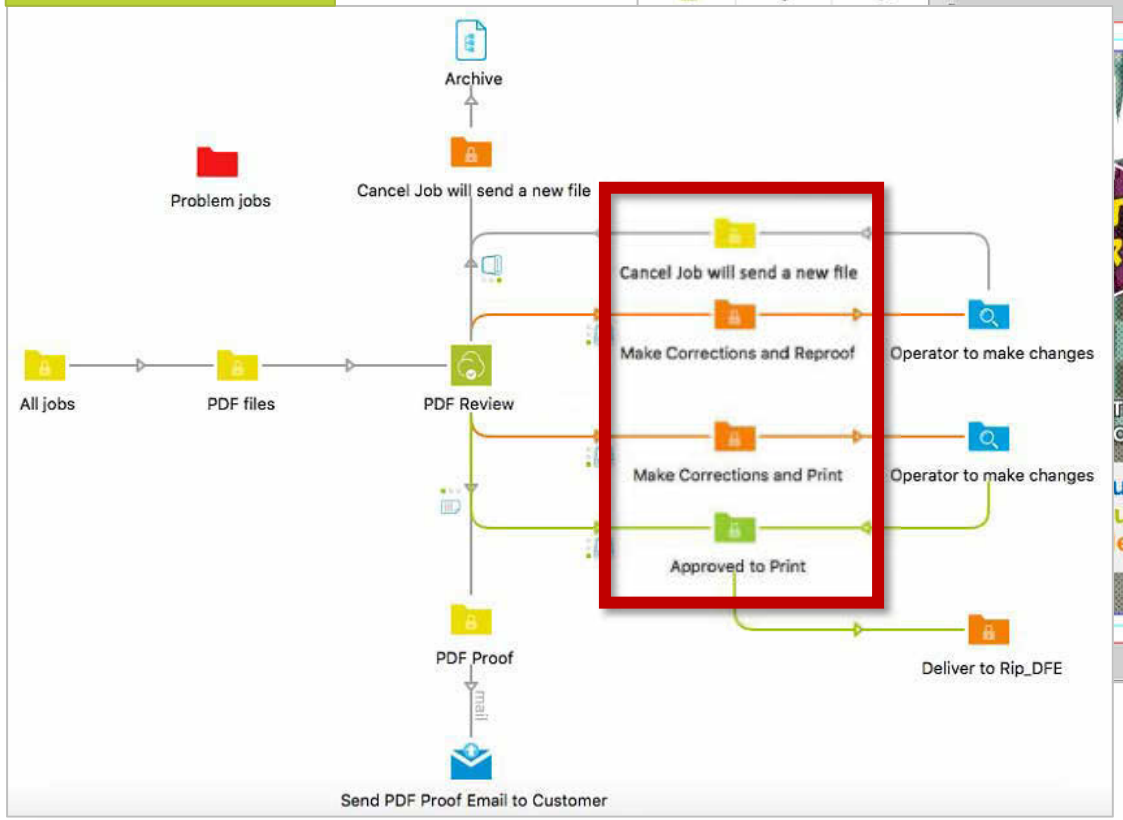






Define approval options per flow

1 What's defined in Switch



2 Is seen and accessible by the approver

Connect

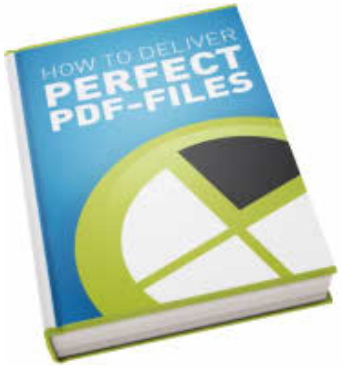
Linking Content Creators with Print Service Providers

enfocus

Overcoming the challenges

How to make sure
the Print Service Provider
always receives print-ready
PDF files?

How to make sure the
Content Creator creates print-ready
PDF files, the first time, all the time,
automatically and hassle-free?



How to transfer the skills
to create print-ready
PDF files to the
Content Creator?

enfocus

Create, Verify and Deliver

Connect YOU & Connect ALL

- Create branded “Connectors” (= applets) that do it all!
- Place it anywhere on a local or remote desktop or folder
- Drop a file or print to it, and watch the magic happen

1 Create

Create high quality print-ready PDF files from any application

2 Verify

Verify the quality of the PDF files using built-in Enfocus PitStop preflight and correction technology

3 Deliver

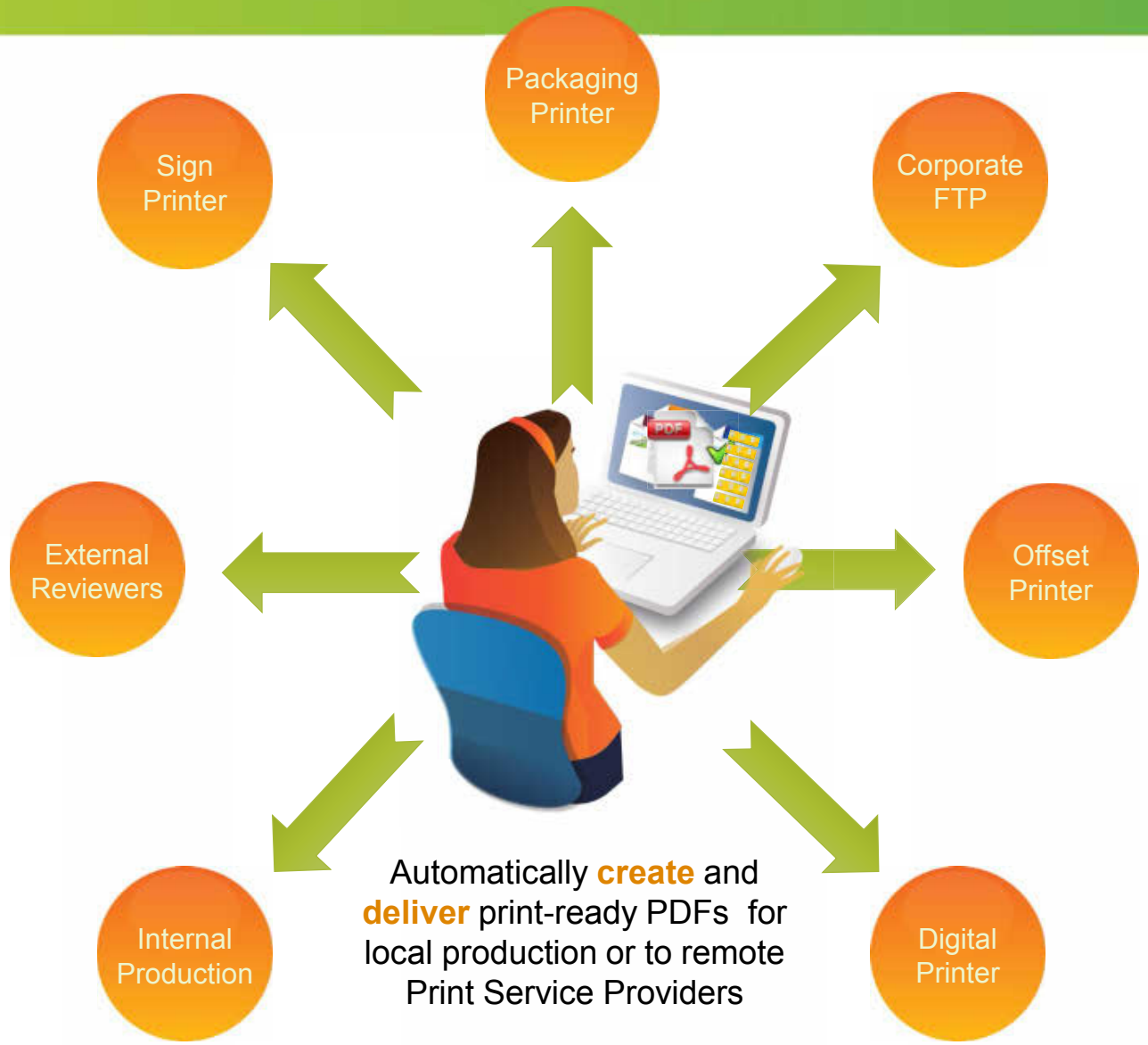
Deliver the PDF files hassle-free to FTP, sFTP, HTTP, HTTPS, Dropbox, local folders, email, or Enfocus Switch servers

A **Connect ALL** for Print Service Providers
Creates and shares unlimited Connectors with remote or in-house Content Creators

B **Connect YOU** for Content Creators
Create their own Connectors for easy creation and transfer of print-ready PDF files to local shares or remote Print Service Providers

enfocus

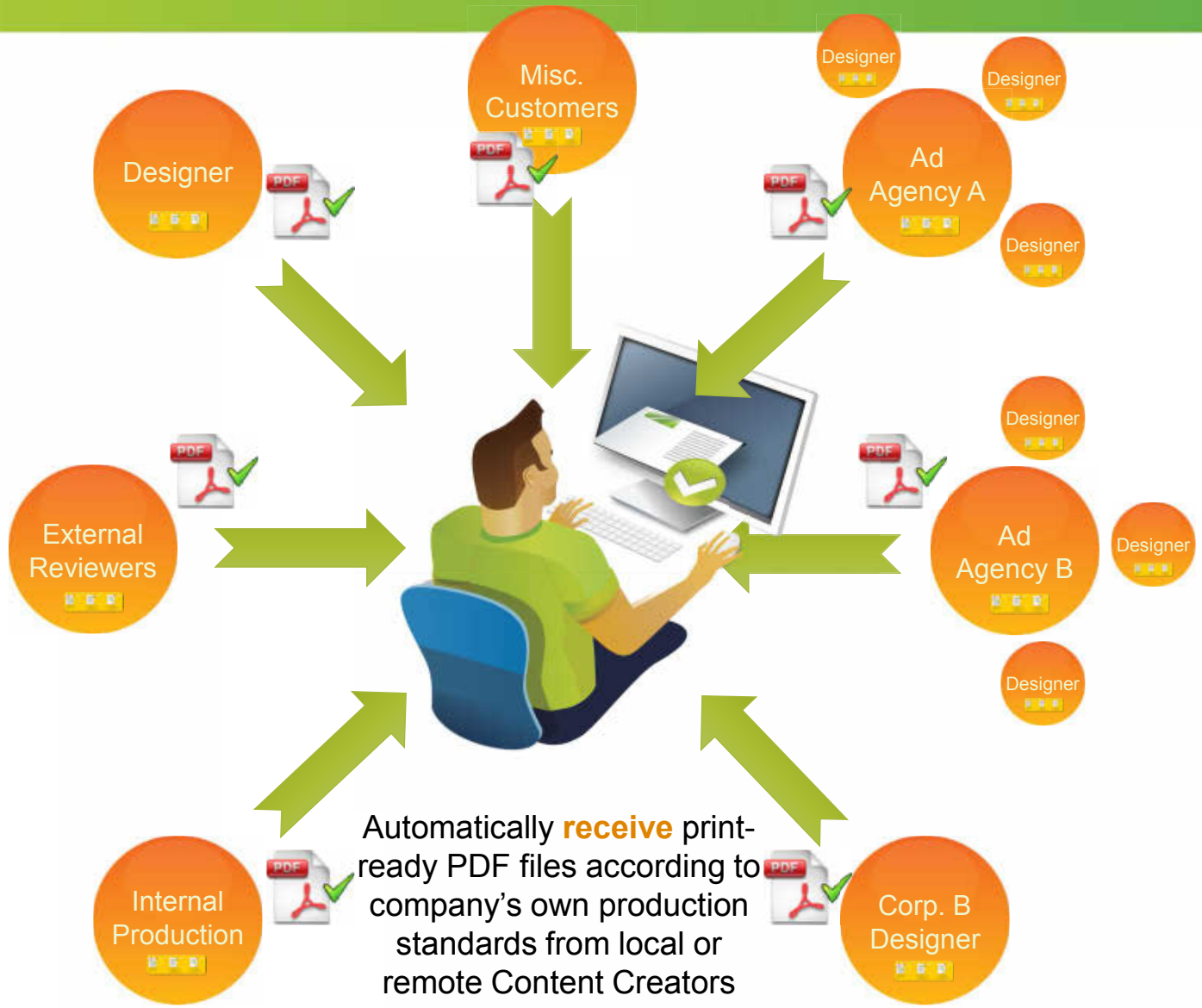
Connect YOU for Content Creators



Automatically **create** and **deliver** print-ready PDFs for local production or to remote Print Service Providers

enfocus

Connect ALL for Print Service Providers



Automatically **receive** print-ready PDF files according to company's own production standards from local or remote Content Creators

enfocus

Connect is…

…like getting a personal prepress technician onsite
without the need for special skills

enfocus

Putting a stop to failing PDF files

Linking Content Creators with Print Service Providers

enfocus

Thank you!

enfocus