

# INTEGRATION: GOALS AND METHODS

## Introducing printCafe PCX

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# About printCafe

A leading provider of:

- Print management solutions
- Other Vertical Applications
- B2B web services
- Process integration

to the printing and publishing industry

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# Introducing printCafe PCX

- The purpose of PCX is simply to facilitate integration.
- Its mission is to enhance the printing and publishing supply chain by including third-party integration with our other prime objectives.
- printCafe intends to support and implement 3rd party integration wherever and however these can add value for our customers and business partners.

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## The goals of PCX integration...

- Provide our customers with fully integrated access to third party systems and services
- Provide those in the marketplace with the ability to flow their pre-certified data to our management systems
- Provide the marketplace with a blueprint for the process of integrating 3<sup>rd</sup> party systems to the printCafe suite of systems.
- Support existing industry standards and maximize their use in integration projects.

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# What is PCX?

## An “integration” specification

- A framework for interfacing external systems and services with printCafe solutions
- Process for ongoing development of that framework
- The specification specifies industry standards, best practices and methods used to interface external systems and services with printCafe systems and services.

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# External systems may include:

- B2B solutions (vertical & horizontal)
- E-procurement (commercial & private)
- Supply chain
- Content origination and management
- Production system and machine interfaces
- Management Systems

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# PCX Process

1. Communicate needs and opportunities
2. Coordinate with and participate in standards groups
3. Review with advisory council & set priorities
4. Establish partner agreements & schedules
5. Develop supplements and enhancements to industry standards, if necessary
6. Implement, demonstrate and pilot test new interfaces
7. Third party certification of PCX partner implementation
8. Co-Market and deploy new interfaces

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In fact, a bi-product of the initiative is the “enhancement and extension” of existing standards

PCX is standards “implementation”  
**NOT**  
the creation of competing industry standards

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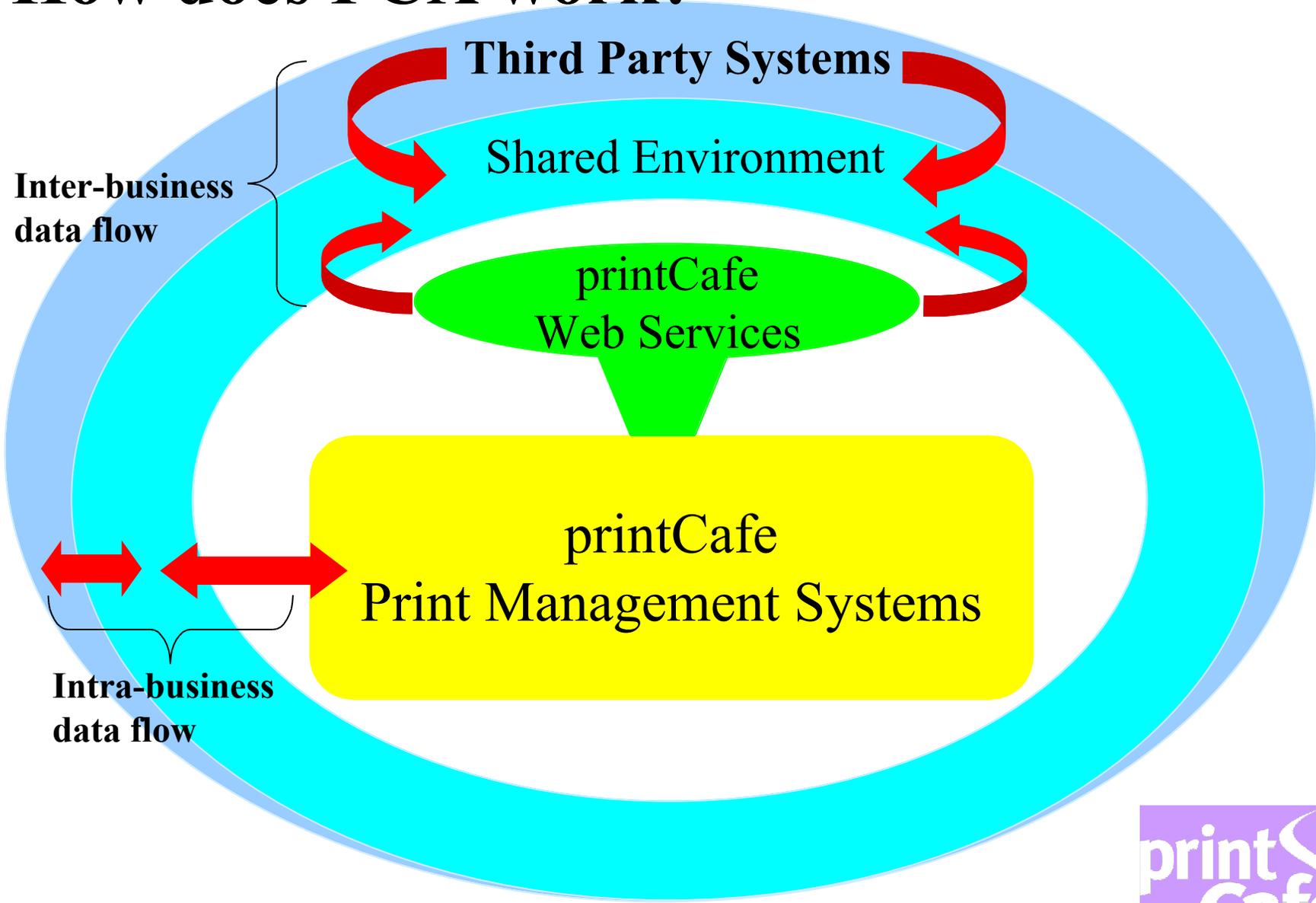
# Industry Standards Support Criteria

- Vision
- Scope
- Base of support/funding
- Relevant market value
- Willingness to cooperate with overlapping standards ventures
- Commitment to the GCA's Industry Architecture Program
- Use of an industry standard XML version
- Part of an industry group not part of an "Interest" group

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# How does PCX work?



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# Inter-business data flow

- Many-to-1-to-many data interchange
- Least cost, most efficient method for all parties
- One interface reaches all printCafe PM systems
- Ensures data integrity
- Minimizes support and deployment costs
- Speeds system updates to the customer base  
(One place to update, not 7,000+)
- Takes advantage of the existing printCafe integration to the management systems

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# Intra-business data flow

- One-to-one data interchange
- Data interchange is local & private (in-plant)
- Configuration and support specific to plant

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# PCX initiatives in process

- E-commerce interface
- Print e-procurement interface
- Private print e-procurement interface
- Content interface
- Direct machine interface

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# Announced vendor interest in PCX

- VIO
- DAX
- Group Logic
- Man Roland
- Komori America
- CRC
- ACS
- Printers Software
- 58K.com
- Httprint.com
- MediaFlex.com

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# Contact printCafe...

- To request a copy of the PCX Whitepaper (including the latest FAQ's)
- To add your name and company to our PCX mailing list.
- Initiate the process of becoming a PCX certified integration partner

**PCX@printCafe.com**

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# Thank you

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