

Data sheet

# HP PrintOS Site Flow



Serve the growing market of online print ordering  
and drive efficiency and business growth



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HP PrintOS Site Flow addresses the needs of print service providers serving the B2B, B2C and B2B2C markets, that want to effectively fulfill hundreds to thousands of online orders with direct shipment to end consumers. With HP PrintOS Site Flow you can improve your SLAs, and generate more business, increasing the productivity of your printing organization. Start reaping its benefits immediately through fast and easy setup.

Customer customization is a global trend that continues to grow. Consumers today can purchase tailored, high-value products—books, cards, calendars, signs and more—in very low, even single, quantities. And the number of orders coming in through the web is increasing exponentially.

Print service providers that work with companies offering personalized services are under tremendous pressure to keep track of hundreds to thousands of single, low-volume jobs daily. And they're expected to turn jobs around at an incredible pace to meet service level agreements (SLAs). Traditional approaches to job submission, management, and fulfilling orders can't keep up with this new model. A different approach is needed—one that can help you adapt, control, and grow your business.

Site Flow is just that tool. It combines automated order submission, prepress, and shop floor management capabilities enabling you to effectively receive, print, and ship hundreds to thousands of orders every single day. With Site Flow you can manage the production of jobs originating from automated systems, websites, and Web-to-print systems, along with ad hoc orders from print buyers via Customer Sales Reps.

## How does it work?

From order submission to prepress, printing, finishing, and shipping, Site Flow helps you control the production process from beginning to end. Site Flow is available through a tier-based monthly subscription model allowing you to start with a low initial investment and pay as your usage grows. The price is determined based on the number of jobs flowing through the system and items shipped.

### **The following actions are automatic, involving zero human intervention:**

- Receive and validate orders from mobile apps, websites, and Web-to-print for mass customizable and stock products.
- Fetch and preflight product artwork ready for printing.
- Batch similar items across orders for production efficiency. Release batches for production based on time or quantity.
- Barcode and impose batches and production schedules to meet required shipping times.
- Track individual items through print, assembly, and finishing workflows, ensuring nothing gets lost or mixed up.
- Prioritize batches and jobs so that your staff knows what it needs to work on next.
- Collate multi-item orders, so they can be shipped in one package to minimize postage costs.
- Item barcodes are scanned and verified at dispatch, ensuring the customer receives exactly what was ordered.
- A dispatch scan triggers the printing of shipping labels and invoices and sends a message confirming shipment and tracking number.



## Job submission made easy

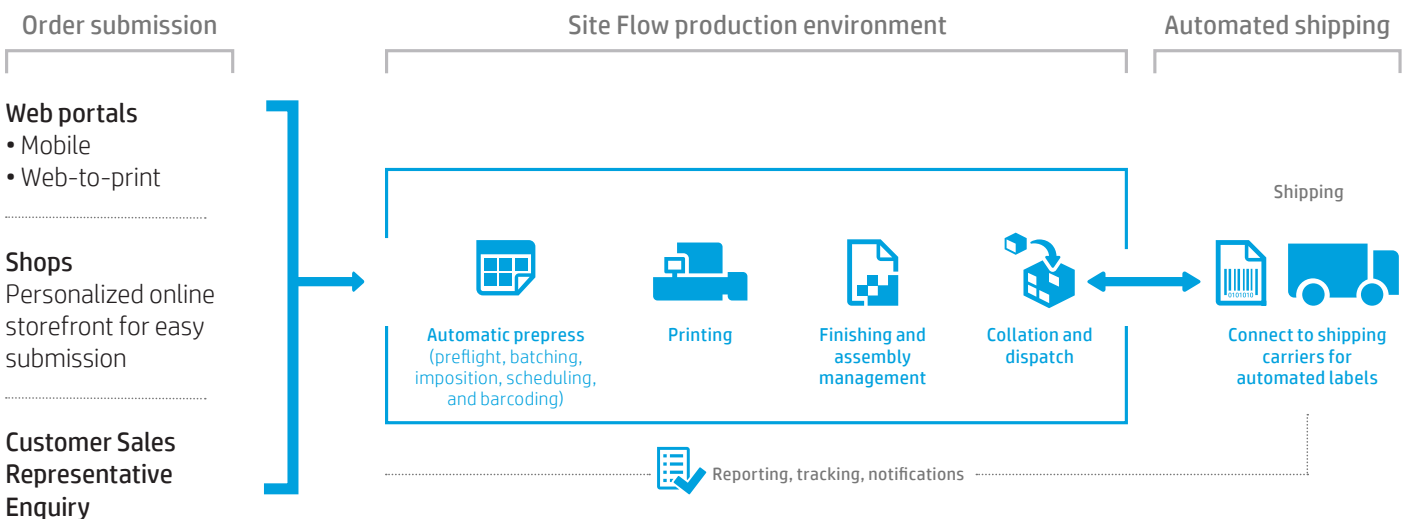
Site Flow makes it easy to increase order flow from a range of sources:

- **API** – Provide your customer with your Site Flow API documentation. Customers will integrate themselves and quickly start submitting orders. Various SDKs are included across a number of platforms to accelerate connectivity.
- **Pre-Integration** – Receive orders using a growing number of pre-integrated Web-to-print solutions from leading vendors.
- **Shops** – Site Flow Shops enables you to create a reprint order catalog in minutes using the products you have already set up in Site Flow. Make the catalog available to design agencies, print buyers, key accounts, or for specific events or promotions.

Regardless of the source, all orders are processed by Site Flow in the same automated way.

## Feature highlights

- **Automatic prepress** – Minimize the number of touch points as jobs are automatically preflighted, imposed, barcoded, batched, and scheduled.
- **Prioritized print assignments** – Meet SLAs with a system that tracks and advances those jobs that need to get out the door first.
- **Work-to lists at every station** – Make sure your employees know exactly what to do with each job at every station. Gain visibility into job status and production schedules, effectively ensuring jobs stay on track.
- **Multi-item collation** – Use system-generated barcodes to collate orders so items can be shipped in one package to minimize postage costs.
- **Shop floor prioritization** – Add speed, ease, and flexibility to print production with shop floor tracking, which enables greater visibility, and drives key processes.
- **Reports** – Track and manage performance with dashboards that focus on key measures (SLAs, daily workloads, etc.).
- **Fully integrated add-on shipping option** – Ship directly to thousands of consumers using integrated shipping carriers for label creation and tracking numbers.



## Get more from a single solution

Run production more efficiently, track and prioritize jobs, and deliver on time with this powerful solution.

- **All-in-one solution** – Get everything you need—API, prepress, shop floor tracking, shipping integration, and more—from one solution.
- **Grow on your terms** – Start small and grow from there with a cloud-based solution that scales both commercially and technically.
- **Gain full transparency** – Enables full visibility for you and your print originators. Know where a job is at all times and gain confidence in workflow routing.
- **Rapid customer on-boarding** – Customer apps or websites can be easily integrated. Customers can quickly start submitting orders via API. Various SDKs are included, which makes it even easier for your customers to get started.
- **Ship jobs on time** – Rely on the system to schedule production and shipping. Includes automatic dispatch labels, customs documentation, invoice printing, and tracking labels. Includes integration with major international carriers.
- **Flexibly adjust when projects don't go as planned** – Automatically handle reprints. Release partial shipments. Upgrade shipping methods.
- **Reduce human intervention** – Eliminate the need to manage at the order or item level. Automate as many steps as possible and use barcodes to drive every step of finishing and dispatch. Zero touch is the goal, reducing manual labor and speeding up production.
- **Reduce spend on IT development** – Adopt an industry-proven platform and fast track to leading practice while avoiding a large upfront investment.
- **Same day implementation** – Be ready to receive orders within a day. This cloud-based system requires no complex local IT installation. There is no need for HP staff to visit your site, unless you request it.

## The HP PrintOS advantage

PrintOS is a print production operating system with a set of Web and mobile apps that help you get more out of HP Indigo Digital Presses, HP PageWide Web Presses, HP Scitex Presses and HP Large Format Printers while simplifying and automating production. Use PrintOS to continuously improve your operations, inspire your staff, and make better, faster decisions. Employ PrintOS to manage any number of jobs from submission to shipment, to collaborate with industry partners and colleagues, and discover new opportunities for growth. Access the open and secure cloud-based PrintOS virtually anytime and anywhere.

### Learn more at

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