

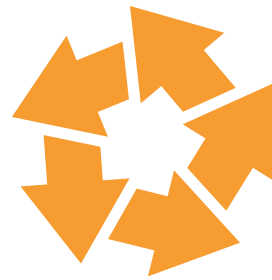


# X-changer™

## Collaborative publishing

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## The way it works



## X-changer™ Collaborative Publishing

**X-changer** is a powerful briefing, digital asset management and publishing system for print production.

**X-changer** is a two-way interface between your product database and a page layout application. Last minute detail and price changes made on the database are automatically updated on the page layout. So while work proceeds on the layout, you can be updating the product images, details and prices right up to the very last minute.

**X-changer** lets you manage a virtually unlimited number of products, images, text files and other digital resources with direct links into InDesign for pagination of print based material such as retail and product catalogues. **X-changer** will not only manage these assets for you, but will also automatically create pages from templates in pagination programs.

**X-changer** can be utilised as a complete package from brief to publication or integrated with your existing merchandising or product systems, making the transition from manual content creation to automatic as seamless as possible to the users.

As the main user interface to the product is via a Web browser, the system is easily accessed. Should you wish to give your customers or suppliers access to **X-changer** or any part thereof, a connection can be made available via the World Wide Web or your own virtual private network.

### Key benefits

- Less errors, with greater communication
- Automated page assembly
- Reduced Labour costs, by over 50%
- Closer, long term relationships with customers
- Collaborative working environment
- Very late price changes
- Increased efficiencies and faster turnaround
- Permanent audit trail

### Key features

- Workflow and tracking tools
- On-line briefing tools
- Asset management
- Custom designed and integrated to be simple to use
- Allows branding for each client
- Multiple user access and privileges
- Internet browser interface
- Bi-directional interface between briefing and page application programs



# Collaborative publishing now gives you a creative edge

## A Set-up

Establish Product library	Establish field for products	Upload & populate image library	Create & customise templates
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## B The Brief

Create a new catalogue brief	Nominate appearance, style, date & number of pages	Choose or create templates & import product data	Buyer assigns product to page & nominates position on page
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## C Page Building

Images are automatically inserted into briefing template	Job briefed to Agency Production Manager	Pages are automatically assembled
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## D The Creative Edge

The system is not constraining creatively	Creatives can critically appraise & change artworks	Balance & creativity can be assessed against brief	Comments/ annotations allow greater collaboration
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## E Reviewing & Proofing

Job uploaded for checking	Late changes are made via Briefing Tool	Automatic update of document & studio finishes style
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## F Tuning & Finalising

Create final catalogue pages	Generate hi-resolution proofs	Create duplicates for regions	Final PDF files to Printer
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## Our Commitment to you...

Our reputation has been built on our ability and track record to deliver an easy to use, flexible and adaptable collaborative publishing system that does exactly what it says it will do.

Our commitment is not only to helping you achieve exactly what you want at Set-up but to provide the longer term professional support and training to meet your future needs as well.

We will work closely with you, at every stage, to ensure that the initial preparation, planning and deployment of the system, and its subsequent development, always achieve their full potential.

X-changer has the ability to continuously adapt and to evolve with your organisation whilst dramatically improving productivity, quality and turnaround time.

Russell Hibbert  
Managing Director  
Smart Solutions Group Pty Ltd



# Performance Capabilities

**X-changer** has been designed from the ground up to be a multi-user, multi-client system. It is built on standard platforms of Java, HTML, Apache Tomcat, Microsoft SQL Server (MSDE or Standard Edition).

Our installations range from a few, through to thousands of, users

Over the years, and in its many installations, X-changer has proven to be a high availability system, delivering over 99.6% uptime.

## Scalability

The flexible system architecture allows each installation to grow with your needs. Should a system become overloaded, it is simply a matter of adding some additional hardware to spread the load. The system can be separated into separate components for the webserver, application server and database server.

Where there is a requirement for a system to have a high availability, it can be configured to have redundant, load balanced, servers. Should you access our applications via our rental online offering, these issues are already taken care of. If you are installing the software in your environment, we will work closely with you to develop a configuration that specifically meets your requirements for load, redundancy and disaster recovery.

## Security

Online system security is a major concern to both software vendors and users alike. Smart Solutions have invested a great deal of time and effort in making our system as secure as possible. We use many layers in our security model and - without giving too many secrets away - we use:

- Unique username and password authentication
- Https for secure web communications
- Enforced complex passwords
- Encrypted passwords
- Password and account expiry
- Account lockout after a number of failed attempts
- SQL injection protection
- Each page is validated against both the users credentials and access levels, before being delivered to their web browser.
- A complex data access model to ensure users can only access the data they are supposed to.
- No files are stored under the web root.
- Secure file storage
- Our systems have proven to be very secure, over the years, and have successfully been proven against a number of in-depth client security audits.

## Typical system requirements

You don't have to install any additional software; all you need is access to a standard web browser and an internet connection. By using standard internet technologies, we offer a very simple means of access thereby making it a very simple system to deploy.

### Supported web browsers are;

- Internet Explorer 5.5 or greater (Windows only)
- Firefox 1.5 or greater
- Safari 1.5 or greater (Mac OS X only)

The system works best with screen resolutions above 1024 x 768

For best system performance you should have access to a broadband internet connection.

### Typical Server configuration

- Dual CPU Xeon processor 2.8 GHz or better
- 2 GB RAM
- Windows Server 2003
- Microsoft SQL Server 2000 (MSDE or Standard version)
- Apache Tomcat webserver



Professional services, including on-site training, consulting, and implementation, are available directly from the Smart Solutions Group and through our authorised reseller partners.

One of our Software Integrators is assigned to each installation in order to ensure that you get exactly what you need from the system. Our products are all customisable, are supplier independent and can interlink, quickly and easily with your existing systems.

All of our products were specifically designed in order to meet individual client needs and we are committed to continuous research and development. The key to any successful software development is in the planning stage. It is extremely important that sufficient time is devoted to establishing and agreeing upon a detailed technical specification before development work is commenced.

Upon commencement of a project, a development team will be assembled and in conjunction with the client develop a detailed specification of the system. A firm timeline will then be put in place and used to drive the project. Our team of specialist, in-house, developers can offer highly flexible and creative solutions for your business requirements.

With a user interface that is both intuitive and elegant, our products are able to provide powerful functionality in a user interface which is designed to support intuitive, task-oriented user interaction. Qualified trainers can provide onsite training courses to induct your staff and clients, or provide customised 'train the trainer' courses for selected staff, who can then provide training to staff and clients.



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### Product support services

- Installation
- Customisation
- Needs assessment and on-site product and application training
- 'Train the trainer' courses
- Software design and maintenance
- On-going telephone and on-line technical support
- Production and customisation of administrator and user manuals
- Managed hosted solutions
- Off-site backups
- Disaster recovery plans
- A totally managed solution

### Our support staff

- Over 20 year's graphic design, advertising and print industry experience
- Analysts, programmers and systems designers
- Qualified trainers
- Supplier independent
- Intelligent, articulate and hardworking
- Offering practical hardware and software solutions to creative, workflow and production problems



## Smart Solutions Suite



## X-changer™ Collaborative Publishing

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For current details on our clients, our resellers and the other products within the Smart Solutions Suite, please visit our website.  
[www.smartsolutions.com.au](http://www.smartsolutions.com.au)

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Digital Asset Management

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JAS  
Job Approval System