



**Rochester Software Associates, Inc.**  
*Integrated. Workflow. Results.*

## Just click to print

Leading supplier of Web submission systems for print adds automated, reliable Adobe PDF



For twenty years, Rochester Software Associates (RSA) has fashioned technology to meet the requirements of in-house print production facilities. In-plants face an enormous challenge to remain competitive: simultaneously increase efficiency and productivity while reducing costs. WebCRD, RSA's comprehensive Web submission and print production system, has been instrumental in the transformation of Central Reprographic Departments (CRDs) from simple copy centers into highly successful, on-demand information dissemination facilities. Remarkably, WebCRD has been able to satisfy the needs of very diverse markets, from Fortune 500 corporations, to government agencies, to educational institutions in the K-12 and College/University markets.

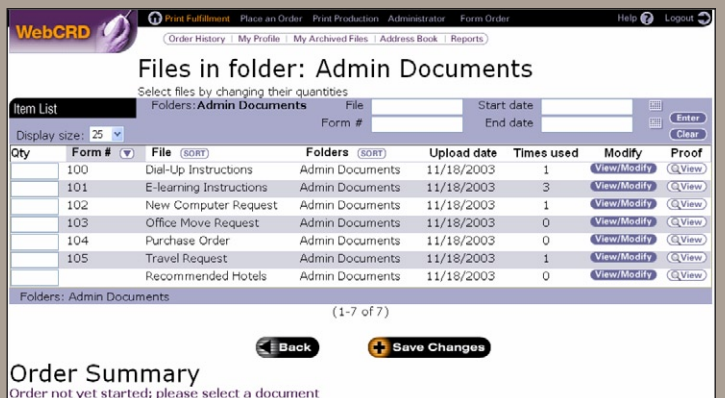
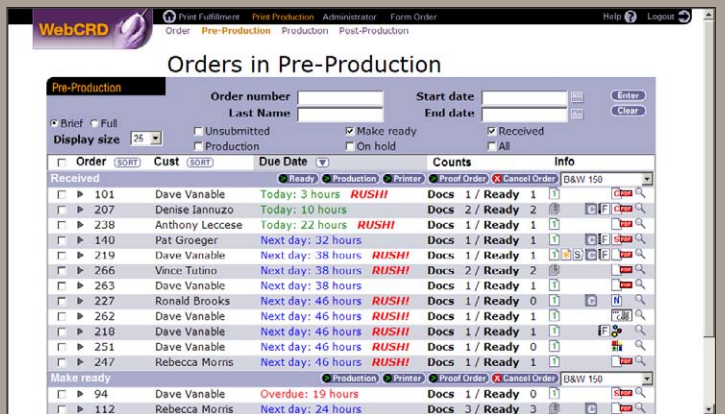
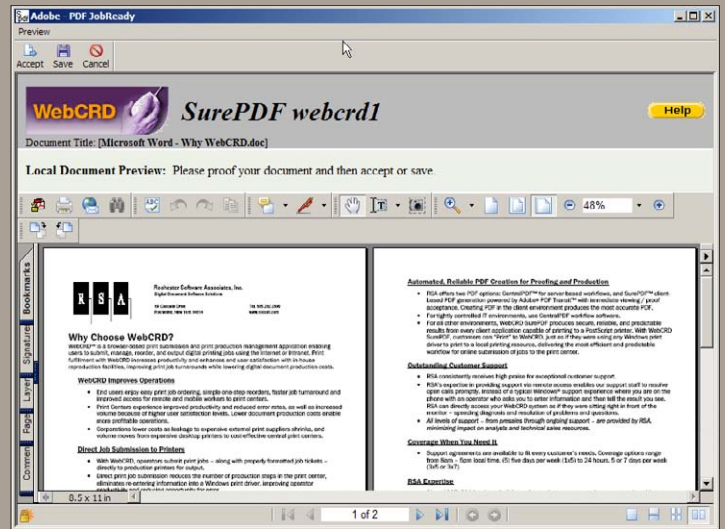
RSA has set itself apart from the crowd by anticipating future trends and by providing cost-effective solutions that combine high-end functionality with off-the-shelf ease of use. A key component of this strategy has been RSA's aggressive search for new technology to enhance WebCRD. Adobe® PDF JobReady™ software is one such technology, integrated into WebCRD as SurePDF™. By providing fool-proof and truly print-ready PDF files, SurePDF offers production departments and originators alike the confidence that time-critical work won't be delayed by errors so common in the use of electronic files.

### Roadblocks to efficiency

In-plant facilities face severe time and budgetary pressures. According to Raj Nadrajan, Director of Document Solutions at Simon Fraser University, "We are a cost recovery shop. I cross-charge other departments at fixed rates, based on the volume of work I do." More so than commercial printers, in-plants have historically relied on home-grown workflow solutions. Though such workflows are likely to be slow because they are based on antiquated technology, in-plant organizations are reticent to abandon the processes that have been meeting their needs for years.

The pressure to accept and process digital files from their in-house client base, however, is strong. Unfortunately these files often require much rework in prepress before they can be printed. This is understandable, as the client base of an in-plant comprises administrators, marketing professionals, and academicians rather than print professionals – as well, existing tools for transfer of "highly fluid" native format files often result in unexpected results in production.

Raj Nadrajan elaborates: "My prices are fixed and I don't have the luxury of high margins that compensate for jobs that require more prep work. I work with academicians who are often unsure of how to create print-ready files. But they know their documents and they know deadlines! Previously, we had months to produce course materials. Now we get the numbers from the registrar at the very last minute and we are expected to deliver the materials just in time for the start of the course, often within days."





**Above**  
RSA Headquarters, Rochester, NY.

**Left**  
Sure PDF Interface  
WebCRD Production Interface  
WebCRD Print Order Interface

## “WebCRD and SurePDF have changed the way we do business”

Raj Nadrajan, Director,  
Document Solutions, Simon Fraser University

Rochester Software Associates had long embraced the benefits of an Adobe PDF workflow in production, but also knew that their customers could not switch to a PDF workflow without addressing the critical problem of file submission. Without an easy, intuitive, and reliable PDF conversion module for print job submission, print centers would not be able to reap the rewards of a PDF workflow.

### **Wanted: Quick, Easy, and Secure PDF Job Submission**

Clearly, RSA’s clients required a solution that would make PDF job submission reliable, fast, secure, and cost-effective. RSA turned to Adobe, the inventor of PDF, for an answer. “It’s a given that Adobe understands PDF better than anyone in the industry. Why would we rely on an unproven source to deliver a key enabling component to our solution?” says Dave Vanable, WebCRD Business Development Director.

Datalogics, an Adobe portfolio company and key channel partner for Adobe PDF JobReady, provides crucial ongoing support for the integration effort. According to Vanable, “Beyond the solid reputations of Adobe and Datalogics, being able to count on their subject matter expertise has freed us to be better focused on our customers’ needs.”

### **Gateway to an efficient PDF workflow**

With the adoption of Adobe PDF JobReady technology, WebCRD has been able to provide the effortless gateway to adoption of Adobe PDF-based workflows, rewarding operators and originators alike with new levels of accuracy, efficiency and predictability. Vanable comments, “A PDF-enabled digital workflow means one department, one staff, one destination for all work. The client determines the deadline and the quantity requirements, while the manager, with new insight into his production schedule and workloads determines where, when and how to run the job. With a full Adobe PDF workflow, production issues are solved, and the customer experience is fantastic!”

#### **Company**

**Rochester Software Associates**  
Rochester, NY, USA  
[www.rocsoft.com](http://www.rocsoft.com)

#### **Challenge**

Provide client-side PDF creation module for WebCRD enabling reliable, easy, secure print job submission.

#### **Solution**

Adobe® PDF JobReady™  
(branded as SurePDF™)

#### **Benefits**

- RSA can offer their customers a powerful end-to-end PDF workflow solution with an accelerated time-to-market
- Print Centers receive reliable print-ready Adobe PDF files

#### **Tool Kit**

- Adobe PDF JobReady

#### **In partnership with**

**Datalogics, Inc.**  
*an Adobe portfolio company and  
the key channel partner for Adobe  
PDF JobReady*  
Chicago, IL, USA  
[www.datalogics.com](http://www.datalogics.com)



“Clients know the Adobe name and feel confident about using their products.”

Dave Venable, Director,  
WebCRD Business Development

WebCRD fast, easy print ordering

### The bottom line

WebCRD customers are enthusiastic about SurePDF capabilities. “WebCRD and SurePDF have changed the way we do business,” asserts Nadrajan. “The bottom line is that I know much more about my business today thanks to WebCRD. SurePDF is wonderful!”

Nadrajan explained that SurePDF was a critical component of Simon Fraser University’s decision to adopt WebCRD. “SurePDF proves itself day in and day out, for both Windows and Macintosh users. We set each department up with their own account and scheduled training. About half way through the training process our clients had heard how easy it was, and were already in the system submitting jobs!”

RSA’s Dave Venable isn’t surprised: “We configure the systems to meet the customer’s needs and then stage each of them within RSA. The day we install the system at our customer’s site, the print facility has their print submission web site up and running.”

“From the end-user perspective Adobe PDF JobReady has really complemented our strategy. Because clients know the Adobe name and feel confident about using their products, they are willing to use and accept PDF files, often in place of traditional hard copy proofs. It’s so simple to use, just click to print! Our systems service thousands of customers from every background and technical level. It has to work seamlessly for all of them. For those who need a reliable workflow solution, WebCRD with SurePDF is the answer!” concludes Venable.