

INTEGRATED, AUTOMATED FILE TRANSFER TAKE CONTROL OF YOUR WORKFLOW



Hermstedt StingRay – Bridging the Gap Between Your Customers and Your Internal Workflows

One of the biggest headaches for any print professional from Litho to Digital, is the day to day management of incoming artwork files. Whether it's getting files into your business or feeding them into internal production systems, if these processes aren't handled efficiently they lead to bottlenecks in your workflow. These bottlenecks impact significantly on job turnaround and productivity. To complicate matters, we appreciate that providing customers with a flexible service is key to running a successful print business. However, achieving this degree of flexibility can seem unrealistic as procuring and managing multiple solutions is both costly and time intensive.

Many existing file transfer technologies such as FTP still require a 'hands on' approach to file management, wasting valuable employee time and significantly increasing your overheads. The key to driving out inefficient, manual processes and eliminating bottlenecks is automation.

So if you're struggling with inefficient file transfer procedures, then you need a solution that offers customers complete flexibility, coupled with the levels of automation you need to streamline your production workflows.

Introducing Hermstedt StingRay...

StingRay is a multifaceted file transfer solution, designed to simplify, centralise and secure large or high volume file transfers between you and your customers. It's time saving and reliability enhancing functionality reduces the burden on internal resources, freeing you to focus on being productive. Perhaps more importantly,



STINGRAY BRIDGES THE GAP BETWEEN YOUR CUSTOMERS AND YOUR INTERNAL WORKFLOWS.

Integrating seamlessly with any XML compliant workflow solution, StingRay uses customisable web forms to capture unique customer job details upfront. Once submitted, these details are converted into an XML Job Ticket and delivered to your internal workflows, enabling you to fully automate the movement of files throughout your business.

So free yourself from repetitive, non productive tasks. Give yourself the time you need to add value to your business and that 'personal touch' to customer service that only you can.

CUSTOMERS SUBMIT FILES...

CENTRALISED FILE TRANSFER

The great thing about StingRay is, however your customers choose to submit files – they arrive into one central location!

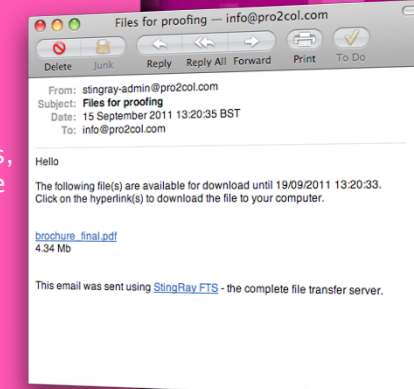
Your prepress staff can monitor all incoming jobs centrally using an intuitive desktop client application, available for both Mac and PC. When required, files can be previewed remotely at the click of a button and downloaded directly to their desktop. This means that staff don't have to waste valuable time monitoring and downloading files from multiple solutions.

More importantly, it's easy to centrally manage, administer and keep track of vital job information whilst maintaining a full audit trail. So you'll never have to worry about files going missing, and you're armed with the information you need to protect your business and keep customers up to date.

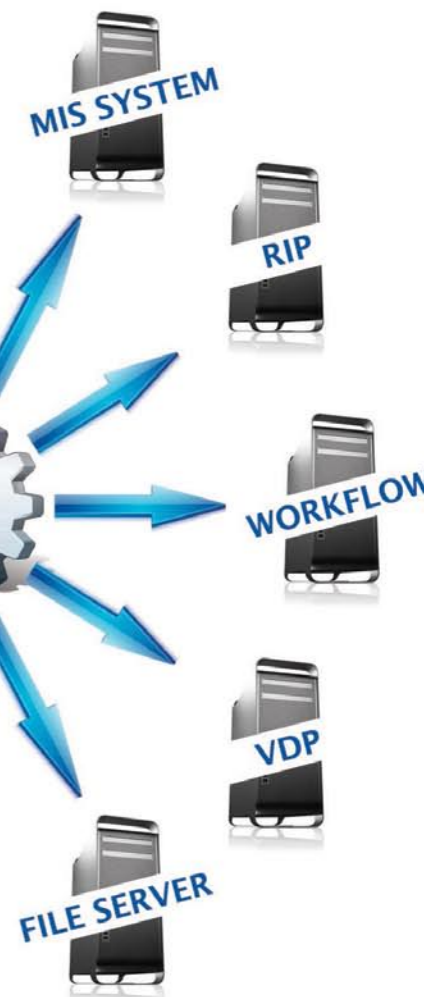
DELIVERY OF DIGITAL PROOFS

StingRay also offers a range of outgoing options, enabling you to send files to customers for proofing. Depending upon the requirements of both you and your customers, this process can be automated or, files can be sent manually on an ad hoc basis.

Customers can opt to receive digital proofs directly into their existing FTP servers or download them via a dynamically created hyperlink within an email. However they choose to accept these files, StingRay's intuitive desktop client application helps your internal users to send jobs with the greatest of ease. It's global address book and QuickSend option mean that internal users can create and send jobs with minimal training, reducing the drain on IT's time and resources.



INTERNAL WORKFLOWS



DRAG & DROP DESKTOP ICON

Customers can submit files by simply dragging and dropping them onto a customisable desktop icon. They're quick and easy to use and keep your brand in the forefront of your customer's mind.



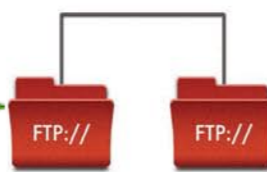
WEB2PRINT

Developed to support your existing print systems and technologies, StingRay can even automate the submission of incoming files from your Web2print solutions into your workflow.



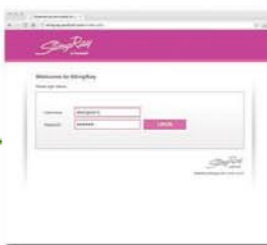
FTP

StingRay enables you to support those customers currently using FTP, whilst encouraging migration over to other more user-friendly options.



QUICK & SIMPLE WEB BROWSER

StingRay's accessible web interface makes file transfer easy for your customers and facilitates workflow integration with XML Job Tickets. It's customisable web forms capture unique job details whilst providing another platform to promote your brand.



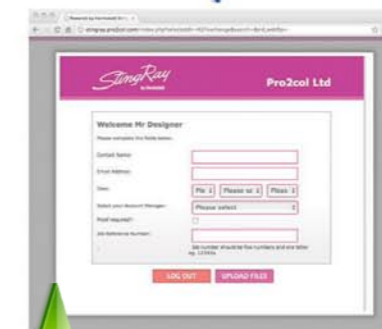
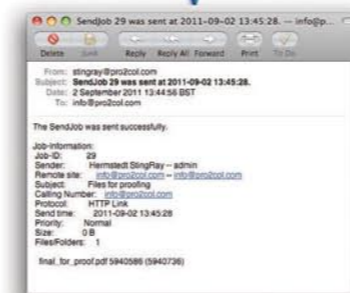
SECURITY

StingRay's secure file transfer options and auditing features can help your business to achieve PCI compliance and conform to the security criteria outlined in the Data Protection Act. It's numerous security provisions minimise the risk of a data breach, safeguarding your business from potential fines and penalties.



Job List									
HERMSTEDT FTS									
3 Outgoing Jobs - 5 Incoming Jobs									
Disk usage									
Outgoing Jobs									
Job ID	Send Time	Status	Subject	Size	Objects	Remote Site	Retries	Receiver	Size
29	02.09.11 13:45:28	Sent	Files for proofing	0	1/1	info@pro2col.com	0	info@pro2col.com	0
30	02.09.11 14:13:45	Connecting	Final Brochure	4,549,141	1/1	Company 2	3	User 2	0
31	02.09.11 14:12:45	Sent	Amended Logo	0	1/1	Company 4	0	User 4	0
Incoming Jobs									
Mailbox - Job ID	Receive Time	Status	Subject	Size	Objects	Remote Site	Sender	Size	Sender
53	17.08.11 15:30:25	Received	Pro2colJobTicket.xml	5,346,373	3/3	Company 1	User 1	0	User 1
63	17.08.11 15:43:38	Received	diagram_1.eps.zip	1,497,353	1/1	Company 2	User 2	0	User 2
69	17.08.11 15:44:40	Received	screenshot_6.png	266,720	5/5	Company 3	User 3	0	User 3
75	17.08.11 15:47:29	Received	main_image.pdf	1,395,519	1/1	Company 4	User 4	0	User 4
81	17.08.11 15:51:59	Received	printer_workflow.graffle	5,075,923	1/1	Company 5	User 5	0	User 5

StingRay Client Application



EMAIL NOTIFICATION AS STANDARD

StingRay provides both you and your customers with a range of task driven email notification options that inform you when a file is sent, received, uploaded or downloaded. These immediately flag up any deliverability issues, promoting reliable file transfer procedures and helping you to avoid costly production delays that arise when files go missing.

XML JOB TICKETS

Using customisable XML Job Tickets, StingRay will capture unique job details during web browser uploads, helping you to further automate the flow of files through your business. With the potential to integrate with any XML or JDF based system, StingRay uses regular expressions to qualify the details entered, protecting your internal systems.

Does Your Current File Transfer Solution Offer You?...



EVALUATE YOUR SOLUTION	StingRay	Online File Sharing	FTP Server	Bespoke website	Workflow Web Portal
An out of the box solution, ready and running in minutes	✓				
Multiple file delivery options/protocols	✓				
Integration with internal systems using XML Job Tickets	✓				
Guaranteed security of files in transit or at rest	✓				
No file size limits	✓				
Range of email notification options (customers & internal users)	✓				
Full tracking and logging of ALL files sent and received	✓				
Ability to push data to where its needed on the network	✓				
Files are local to you when you need them	✓				
Able to demonstrate clear return on investment	✓				
Readily accessible technical support team	✓				
Mac and PC desktop client applications	✓				

Often problems that seem trivial in the short term, will have a cumulative effective over a period of time. If these problems are continually overlooked, they can cost your business significantly in the long run. Automating your file transfer is invaluable if you're looking to sustain cost effective production processes. StingRay plays a key role in streamlining your internal workflows. It will save you time and money that can in turn, be channeled into nurturing and evolving your customer base and revenue streams. As an affordable one time purchase, StingRay demonstrates clear return on investment.

The beauty of StingRay is it's ability to integrate seamlessly with any XML compliant solution, which means that it will compliment your existing technologies whilst enabling you to incrementally grow your systems at a pace that suits you.

USEFUL RESOURCES

Click on the following links:

VIDEO: Introduction to Hermstedt StingRay
ROI CALCULATOR

For more information, please contact us on:

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www.hermstedtstingray.com



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