

TRANSACTION OUTPUT e-NEWS



OutputLinks – Print2Read – eNewsletter – March 4th 2008

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Entrepreneurial Spirit: Gabriel Schwartzman, CEO - Barr Systems

Part Two: The Numbers Don't Lie for Finance-Educated Leader Schwartzman---Barr Systems Adds Up to One Great Output Management Company

This year, [Barr Systems](#) reaches an exciting milestone; the company celebrates its 30-year anniversary. Founded in 1978, Barr Systems designs, manufactures, markets and supports high-performance data communications and output management products. Its software and hardware products provide enterprise-wide printing and connectivity solutions to organizations ranging from Fortune 1,000 corporations to small businesses.

The company is headquartered in Gainesville, Fla., where Gabriel Schwartzman, majority owner and CEO, and the Barr Systems team serve an international customer-base that has installed more than 50,000 Barr products.

Looking back at the success of Barr Systems, Schwartzman remembers when he first interviewed with the company a little over 10 years ago. The interview was for a management consulting position.

"I remember being impressed with everything I learned during the interview process," he recalls. "The company's campus and working environment was amazing. I also felt very comfortable with the values promoted within the company. I just felt like I would fit in very well, and I guess I was right."



Undoubtedly, Barr Systems was also impressed with Schwartzman's credentials. He graduated with a bachelor's degree in finance from the University of Florida, with minors in economics and mass communications---"Two areas that I was curious about," he says. The 4.0 GPA with which he graduated is one of his proudest accomplishments. "Speaking of pride," he adds, "how about them Gators? These last two years have been great for avid Gator sport lovers, as our basketball and football teams exceeded every expectation."

Schwartzman's second degree came from the Wharton School of Business, where he graduated with a master's degree in business administration with a concentration in finance. He was a Palmer Scholar, which means he graduated in the top five percent of his class. "Folks have asked me why finance, since I have not worked in that field at all. The answer lies in my love for numbers," he shares. "I was far from being a math wiz, but I liked it enough to want it in my curriculum, and finance was the area of business that had the most math."

After taking on his first role at Barr Systems, Schwartzman was quickly promoted to various management positions, including chief operating officer. In that role, he spent a fair amount of time talking to Barr Systems' customers. "What I learned is that there are plenty of unmet needs in the output management space," he says. "I was and am a firm believer in the concept that all it takes to be successful is to deliver a high quality, appropriately priced product that addresses customers' burning needs."

In 2006, Schwartzman purchased a majority stake in Barr Systems' output management business. During the first few months, it was a whirlwind of activity. "Besides dealing with the legal and structural issues associated with the change in control, I spent most of my time working with the new product development team." He adds: "Leading a company is not that hard. Leading it well is the real accomplishment."



Today, Schwartzman plans to take Barr Systems to even greater heights. "I am very excited about what the future holds for us. We have spent a lot of time talking to our customers, and I feel like we have a good idea of their pain points and needs when it comes to output management," he says. "The new line of products that we are announcing this spring came about as a direct result of this customer research. I see us developing into a company that can thrive independently for many years to come."

Connectivity to output management

When he first took over ownership from Barr Systems Founder Tony Barr, Schwartzman's goal was to change the way the company was perceived in the market. "For 30 years, we have been known as a connectivity company," says Schwartzman. "We have sold over 50,000 hardware and software

solutions used as mainframe RJE/NJE stations and production print servers. For the next 30 years, I am hoping we will be known as an output management company."

Indeed, the message is circulating as Barr Systems and Schwartzman reach their goal of making it easier for corporations to manage their output infrastructure and document distribution. "For us, this obviously means doing a lot more than just connecting to mainframes and driving production printers. With the upcoming release of our new Barr EOM platform, we are taking a huge step towards this goal," says Schwartzman.

In the meantime, Schwartzman continues making a concerted effort to continue running the company according to its founder's values. "There is a lot to be admired in the way he treated customers and employees, and I am trying to maintain the same approach. Our great reputation in the industry is a direct result of the culture he instilled at our company."

Watch for part three of this series on Gabriel Schwartzman, and learn how Barr Systems is building on three key strengths---technology, people and reputation.

Visit Barr Systems at AIIM and ON DEMAND, booth No. 1431.

HVTO Q&A: Kevin Joyce, Chief Marketing Officer, Kodak Graphic Communication Group & Vice President, Eastman Kodak Company

In January 2008, [Kodak](#) named Kevin M. Joyce chief marketing officer (CMO) of the company's growing Graphic Communications Group (GCG). Formerly managing director, United States and Canada Region (US&C), GCG, Joyce has more than 18 years' experience in executive sales, marketing and operations leadership. He joined the GCG in 2005 following Kodak's acquisition of Kodak Polychrome Graphics, where he was Vice President of Sales, US&C. Joyce succeeds Jeff Hayzlett, who was named chief business development officer and vice president, Eastman Kodak Company, in the fall of 2007.



Joyce talks with OutputLinks about his new role.

Question:

Kevin, congratulations on your new position. Share a bit of your history in the output industry with us.

Answer:

I've spent most of my career in the graphic communications and electronic imaging business, working in sales, marketing and executive positions for the leading technology suppliers in our industry. I joined the Kodak's Graphic Communications Group (GCG) in 2005 and have been the Managing Director of the United States and Canada (US&C), responsible for all GCG solutions. Prior to Kodak, I was Vice President of Sales, US&C, at Kodak Polychrome Graphics (KPG). Before that, I spent eight years with Creo Products, where I was President of Creo Americas.

Question:

You joined Kodak's Graphic Communications group in 2005 and less than 3 years later you are named GCG's Chief Marketing Officer. How does that feel?

Answer:

Of course, it is an honor to take on the role of GCG's Chief Marketing Officer. Not so much because of the length of time I've been with GCG, but because it is such an exciting time for Kodak, the industry and our customers. Graphic communications is changing like never before, driven mostly by the power of mass customization enabled by digital technology. That creates incredible opportunities for our customers, and we're working very hard to help them.

Question:

What are the first actions you took to enhance GCG's marketing after your promotion?

Answer:

Jeff Hayzlett has built an outstanding marketing team in the GCG. With the integration of the leading companies that form the GCG nearing completion, my focus will be on the business of marketing. The role of the marketing inside organizations is fundamentally changing. The pressures to maximize returns have never been greater. It is my plan to utilize Kodak solutions and expertise to not only maximize our own marketing investments, but to assure that the solutions the GCG provides will do the same for our customers and their clients.

Question:

As CMO you are in charge of all marketing activities for GCG, including product positioning, segment marketing, branding, marketing communications and customer development, business research, marketing strategy and business development activity. That's a big job. How do you tackle such a wide range of responsibilities?

Answer:

As Managing Director of GCG for the US&C and President of Creo, marketing has always been a critical area of focus within the organizations I have led. As CMO, how we direct our marketing disciplines to best drive our business and industry becomes my exclusive focus. Having operated one of the largest businesses within Kodak for past three years, I believe I bring a very different perspective to this role and my first task is to share my vision for the role of marketing inside Kodak and the four main objectives we have defined to execute on this vision. At the end of the day it all comes down to the same things: Ensure that your organization understands where it is going, provide the tools and support people need to get there, and get on with it. I have a great team, and we have already made great progress on this plan.

Question:

How will your previous experiences contribute to your success in this new position?

Answer:

In my roles operating the business from a regional leadership perspective, I spent 100% of my time on supporting customers and driving our organization to provide better support for their business problems. This customer centric focus is part of my DNA and whatever we do must always have this perspective at the forefront. As I work closely with the product

groups and regional leadership within GCG, this experience gives me a high level of credibility on what the market is looking for, which I believe will be the key asset I bring to this new position.

Question:

What do you think will be most rewarding and satisfying about your new position?

Answer:

To see the efforts Kodak is making on delivering business solutions for our customers increase their value and, in turn, increase Kodak's value.

Question:

From your viewpoint what is the most important task for a CMO?

Answer:

To provide our customers and Kodak the innovation necessary to grow our businesses.

Question:

How will your past experiences as an entrepreneur and business owner contribute to your success in this new position?

Answer:

Running your own business is incredibly hard work, and you need good business partners to make it happen. I counted on advisors who helped me see around the corner to what was coming next, when I needed to be focused on the immediate challenges we faced. That experience really influences my view about how important it is for GCG's marketing group to be that link between what our customers are doing today and what they have to be getting ready for tomorrow.

Question:

What challenges and opportunities do you see coming up for Kodak?

Answer:

I think the biggest opportunity for Kodak and our customers is the ability to drive revenue growth through the power of the individual. We're entering a new era of what I call "mass customization," a time where people have the ability to personalize the media they consume in all kinds of new ways. But not all media have the same power of personalization, and that is one of the great strengths of print.

Targeted print communications give marketers a powerful vehicle for building a 1:1 relationship with prospects and customers. Color driven, short run digital print applications will expand in the next few years include personalized direct mail, books, catalogs, and brochure, as well as specialized products such as cards and calendars.

Offering these materials via web-based templates that customers can customize and order online via a print providers electronic storefront further enhances the "mass customization" experience for users. And the opportunities for print extend to electronic media as well. Marketers are embracing multimedia campaigns, such as linking PURLs with direct mail.

For our customers, by expanding their core business of producing mass communications materials to include providing mass customization services, they can grow their revenue.

Question:

What book have you read or listened to lately that you would like to share with our readers?

Answer:

I just finished reading the latest book by Seth Godin called "Meatball Sundae: Is Your Marketing Out of Sync?" Godin, who wrote the very popular book, "Purple Cow," now writes about the Internet and "New Marketing." He shares 14 key trends in the book, and as I read it, I couldn't help but see tremendous opportunities for output providers.

Question:

Please share a few final comments, wisdom or observations.

Answer:

Mass Customization – the incredible power of the individual due to technology – is the new frontier, and I really believe Kodak is unique in providing the products and solutions that will help our customers capitalize on the new revenue opportunities it presents.



Document Re-engineering Solution Brief

IMB, Electronic Inserts and Improving ADF Efficiencies

Document re-engineering, or changing documents and print streams post-composition, is a growing issue among both in-house and service bureau print shops. Document re-engineering applies to all three Transpromo areas – hardcopy, electronic and multiple print streams. Let's examine one application in each area.

Hardcopy

Replacing PostNet with IMB

As part of the USPS's Intelligent Mail and OneCode Visions, the use of the Intelligent Mail Barcode (IMB) will be mandatory starting January 2009. Organizations must adopt the IMB to maintain postal discounts.

IMB is more than just an enhanced ZIP Code barcode; however, it also carries information such as class of mail, special services requests, unique mailer ID, and unique tracking ID, in addition to ZIP code routing information. This means that the IMB offers the opportunity to have each mail piece uniquely identified both before and during the mailing process.

What is required to take advantage of all this information? Some production environments will be able to change their composition step to create an IMB with all the needed data. But many production shops won't be able to push the changes back that far and will need to use document re-engineering to allow them to take full advantage of the IMB. How would this work in practice?

After the transaction print file is created, it is passed to a document re-engineering step. During the document re-engineering step:

- Each document is reviewed and the appropriate document-specific information is extracted – typically, the routing ZIP information.
- A sequence number is generated for the piece – usually sequential and based on the location of the document in the overall batch job.
- The unique mailed ID is known. For this job, other

information such as class of mail and special services are either known for the entire job, can be data mined from each document, or looked up in an external file.

- Depending on what additional information is needed, calls to external third party software (such as CASS or PAVE) or reads to external files (for additional information such as weights for paper stocks or list of inserts) are made and the resulting information returned for each document.
- The existing PostNet barcode is removed from the document.
- The address block is updated, if needed.
- Using all this information, a new IMB barcode is generated and placed on the page.
- One or more records are written to external control file(s)

These steps insure the IMB contains as much information as possible to both meet USPS regulations and to assist in the later processing of the document through the ADF production environment.

Electronic

Adding Electronic Inserts

Electronic presentment is not hardcopy presentment. Simply transforming the hardcopy document into an electronic format is not enough. Other possible electronic enhancements include changing marketing messages, adding individualized hot links and URLs, and removing unneeded hardcopy mail features such as barcodes.

One significant enhancement being used by our customers is the capability to reproduce hardcopy envelope contents electronically by virtue of electronic inserts. Using document re-engineering, three types of electronic inserts are typically added to complete the electronic envelope.

- Using external information, electronic overlays are added to duplicate pre-printed paper stocks. These overlays can be either in black and white or color.



- Back pages, also from pre-printed stock, are added. Typically these back pages contain Terms and Conditions (T&C) and are necessary to meet legal and regulatory requirements.
- Hardcopy Transpromo pieces must use inserts that are mechanically added before the statement is placed into an envelope. Using either data mining or an external file look up as a guide, these same inserts are added to the electronic piece. Alternately, since weight is no longer an issue, more inserts can be added to the electronic document before delivery to the customer.

- In some cases, the document re-engineering process may include splitting the job into multiple smaller files to take advantage of or avoid specific equipment. One such example would be splitting the file by final envelope weight, or splitting the job into smaller files, each capable of being run on a particular set of inserters without having to reload.

This splitting capability can also be used as a precursor to commingle multiple smaller files into larger files which can be more efficiently processed in the ADF environment. These commingled files will have been resorted into an optimum postal presort to minimize the postage costs.

Multiple Print Files

Maximizing ADF Efficiency

Today's sophisticated ADF systems require a high degree of system integration and communication between all the components. This communication is frequently accomplished by exchanging control files between components. However, these control files must be created, and must contain accurate information about each document in the print stream. Additionally, each vendor has its own preferred format and structure. As a result, creating accurate control files to meet different vendor formats can be a challenge.

Flexibility is a must in any production environment with diverse hardware, software and systems. Often, load balancing can require jobs to be shifted between equipment and even between physical locations. Achieving the benefits of an ADF requires true interoperability between systems, and flexible and open solutions that will allow you to optimize your production process.

Document re-engineering allows you to create the control files necessary for each production job as you need them. This gives you the flexibility to use what ever equipment is available to meet the needs of production workflow.

To maximize ADF efficiency a typical document re-engineering process would be run after the determination is made as to which set of equipment the job will be processed on.

- The job is read.
- Data is mined from individual statements.
- Data is read from external files, such as requested insert lists.
- Appropriate barcodes are created for each piece or each page and added in the job's native PDL.
- Control file information is written for each document.

CrawfordTech Document Re-engineering Solutions

Awarded Xplor 2008 Innovator of the Year award for Document Re-engineering solutions and Document Enhancer product. Come see us in Boston in Booth #331.

Crawford Technology document re-engineering solutions eliminate the obstacles preventing companies from making important improvements to high volume document production processes. Document re-engineering can provide many benefits – from saving money and bolstering operating efficiencies, to gaining new customers and adhering to changing postal regulations. CrawfordTech solutions are flexible and agile, and make document reengineering a viable benefit in the real world of document processing.

CrawfordTech document re-engineering products can help you build efficiencies, save money, boost revenue, and bolster customer service. CrawfordTech's deep understanding of not only the technologies surrounding mission-critical document processing, but also the strategic and business implications of information management help customers transform legacy print applications into new and advanced document processing systems.

We provide the tools and flexibility needed to achieve substantial savings, exceed customer expectations and optimize the operation of your shop. Contact us today at sales@crawfordtech.com or 1-866-679-0864 to discuss how we can solve your document re-engineering problems.

Come see us in Boston in Booth #331 and attend the XDU session Document, Statement and Transpromo Reengineering Monday March 3rd.

AIIM and ON DEMAND Conferences 2008

Exhibits are open:



Booth# 1431



Booth# 759



Booth# 1217



Booth# 132



Booth# 1531



Booth# 331



Booth# 419, M.53



Booth# 551



Booth# 1416



Booth# 1052



Booth# 1817



Booth# 138



Booth# 256



Booth# 325



Booth# 625



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[RSD](#)

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Booth#

[AIIM and ON DEMAND Press Releases >>>](#)

New Columnists: AFP Tech with Paul Kiel & Dave Webber

Why Migrate Legacy Impact Print to AFP Impact Print?

Hello and welcome to **AFP Tech**, a new column here at OutputLinks. This column will deal with the technical and implementation aspects of AFP. This column is for the person who, ultimately, needs to make this stuff work and so we heartily welcome your comments, questions, or suggestions for topics of interest for future articles. Your humble columnists are Paul Kiel & Dave Webber, each with decades of real world HVTO experience.

The problem

Today there is a situation that is so common you could almost call it an epidemic, yet it remains mostly ignored in HVTO discussions. It's hidden, almost covert, and yet so wide spread you could say that the only way to be sure you won't deal with it sometime in the future is because you've already dealt with it sometime in the past. This is the scenario: You're getting a new mainframe but it's discovered that new central processing units do not come standard with S/370 channel adapters. Sure, you can order them if you really want them – for several tens of thousands of dollars. Do you really need channel adapters? If you don't get them, how are you going to drive your S/370 attached impact printers? You've got AFP installed and running, but you're driving laser printers with it. The stuff that's printing on your channel attached impacts are multipart forms, odd sized forms, labels – output that would be difficult or impossible to move off impact printers which is why it's still there. You seem to be faced with one of three options: Do you spend lots of money (in the form of hardware) on S/370 channel adapters?; Do you spend lots of money (in the form of resources) to migrate all that output to laser, if it's even possible to migrate it in the first place?; Do you spend lots of money (in the form of hardware, software, training and resources) to bring up a software solution (with licensing fees, a new user interface and associated training for your operators) to drive LAN attached impact printers (new HW costs)?

Fortunately, there is another option for z/OS AFP shops that may be the best overall solution – migrating legacy impact print to AFP impact print. With appropriate planning (which is where this article comes in) the migration is relatively straightforward and the financials can be appealing.

Why even consider this?

Before we get into the migration aspect let's spend a little time on why migrating to AFP impact printing might be the right choice in the first place. Most channel attached impact printers were installed when they were the workhorses of the datacenter and they handled the vast majority of the production output. Since then, however, much of that output has migrated somewhere else so you've got far more printer than you need. Additionally, this class of printer typically carries hefty monthly maintenance charges. Now consider this – replace your channel attached impact with a LAN attached AFP impact of lower speed, or consolidate multiple channel attached impacts into a single AFP impact: You avoid the pricey S/370 channel adapters on your new processor; The maintenance charges on the old printers will likely offset the purchase of the new ones; There's no new software to purchase, install, and train your operators on.

Introducing Line-Mode Migration

What's this about no new software you ask? Amazing but true if you are running PSF for z/OS version 3.2 or later. Friends, let us introduce you to Line Mode Migration (LMM, yet another TLA (Three Letter Acronym) brought to you by – who else? – IBM). “The Line-Mode Migration function can be used to print line-mode jobs on PSF-driven 64xx and 65xx printers in the same manner as jobs previously printed on a JES-driven line-mode printer”[1]. LMM was announced July of 2000 (follow this link for details: http://www-01.ibm.com/common/ssi/index.wss?DocURL=http://www-01.ibm.com/common/ssi/rep_ca/8/897/ENUS200-228/index.html&InfoType=AN&InfoSubType=CA&InfoDesc=Announcement+Letters&panelurl=index.wss%3Fbuttonressed%3DNAV002PT090&paneltext=Announcement+letter+search) LMM is implemented in PSF exit 8. You'll find the details to enable LMM in the PSF Customization Guide (chapter 25 in the PSF version 3 documentation (<http://www.elink.ibm.com/public/applications/publications/cgibin/pbi.cgi?CTY=US&FNC=SRX&PBL=S544-5622-04>)) ; chapter 27 in the PSF version 4 documentation (<http://www.elink.ibm.com/public/applications/publications/cgibin/pbi.cgi?CTY=US&FNC=SRX&PBL=S550-0427-00>)).

The promise of LMM is to move your impact printing output to AFP with no changes whatsoever. Just stop sending your data to the old printer and send it to the new one. No application changes. Custom FCBs? No problem. LMM, performing the HVTO world's imitation of caterpillar to butterfly, eats the FCB attached to your job coughs up a functionally equivalent pagedef *on the fly*. Additionally, LMM determines the correct page length from the FCB and changes the setting on your AFP impact *automatically*.

Heads up

It may sound like you can turn on LMM and take the rest of the day off, but there are a few gotchas you need to lookout for:

LMM only works with FCBs: If your job calls a pagedef LMM is disabled. Unfortunately, you need not have a pagedef coded in your job's JCL to have a pagedef invoked. Here's why:

Let's say you've got several forms that require 8 LPI. Long ago, somebody created an FCB and for these forms and called it STD8. Later, you installed AFP laser printers and some, but not all, of these jobs migrated to the new lasers. You needed an equivalent pagedef and you discovered that, happily, if you named your new pagedef STD8 also you didn't need to change any of your JCL. If your JCL has an FCB=STD8 coded and you send it to your JES impact, JES dutifully grabs STD8 from the FCB library but if you send a job with FCB=STD8 to a PSF printer, PSF will use the pagedef (not the FCB) named STD8 from the pagedef library. You get ease of migration and the possibility of one printer backing up the other all at once.

Now you're trying to send a job with FCB=STD8 to an AFP impact printer. PSF, still being PSF, sees the FCB=STD8 and instead of grabbing the FCB grabs the pagedef (pagedefs are supported on AFP impact printers), which disables LMM. The most likely symptom that you will see in this scenario is that the page length will not be set correctly on the impact printer (LMM sets the page length if it's running; a pagedef doesn't set the page length).

How do you resolve this? Probably the most straightforward way is to code a formdef to set the page length and add them to the JCL for the jobs that have FCBs with identically named pagedefs. Another way would be to place all pagedefs with the same name as an FCB into a separate library, then edit the PSF startup proc for your impact printer and leave this library out of the pagedef library concatenation list.

Newly Live Parameters: The facts, friends, are these: Your current print driver (JES) is fairly dumb, but that's fine since it hangs out with printers that are even dumber. Many parameters on the OUTPUT JCL cards are simply ignored by this pair because they don't have a clue what to do with them. But now you've installed a print driver (PSF) and a printer that are members of Mensa wing of HVTO. Every parameter that was ignored before is suddenly acted upon and you can end up with output is anything from slightly wrong to completely absurd. Additionally, PSF has a prioritized search order for parameters, so even though the parameter may not exist in your job's JCL it might exist somewhere else and be acted on just the same.

Let's take an example. You've got your new AFP impact printer installed. You create a PSF startup proc for it by copying the one you use for your IP4000 and making a few changes. You've turned on LMM and sent some data but your output prints at 12 CPI instead of 10 CPI. You check the JCL for the job and you can't find anything that could cause this situation. What's going on?

Most likely, the IP4000 startup proc has a default font specified that is causing the problem. The easiest way to fix this is to set a UCS=0 or UCS=GT10 in the JES printer definition. You may need to make other adjustments to the JES printer definition, the startup proc, and occasionally a job's JCL, depending on your installation. Remember, if you decide to add a pagedef and formdef to your job to resolve your problem you disable LMM and are responsible for setting the correct forms length.

Enormously Misaligned Forms: A hundred years ago when that legacy application came on-line it was discovered that, for whatever reason, the data wasn't even close to landing on the right spots on the preprinted forms. Somebody then made the decision to fix the output with the print operators instead of with the application programmers. Ever since that day the print operators have been dutifully putting this form in and sliding it too far to one side or too far up or down by several inches. Now you're smart AFP printer wants to put the data on the page where the application says it should go, not where it really should go.

You've got two ways to fix this: Either track down the clay tablets upon which the original source code was carved and make the appropriate updates (the hard way) or, code up a formdef and pagedef for your output (the easy way) but, again, you must be careful to set the forms length since LMM won't be running.

The plan

Armed with the above information, do the following:

- **To avoid accidentally invoking pagedefs:** Take a look at your FCB libraries and pagedef libraries and look for identically named objects (remember, the P1 pagedef prefix is ignored) then either code up formdefs as necessary and add them to appropriate jobs or shuffle the offending pagedefs into their own library and *do not* concatenate that library in the impact printer's PSF startup proc.

- **To avoid strange output from newly live parameters:** *Carefully* scan the PSF startup proc for the impact printer looking for anything that meddles with LPI, CPI, chars, etc... The most common offenders are the JES parameters of CHARS, UCS, and FCB.
- **To avoid being surprised by enormously misaligned forms:** Take a walk down to the datacenter and spend some time with the channel attached printers and the printer operators. Check these printers for homemade alignment marks labeled with form names (for example, you see a piece of tape on the printer with a form name and a line drawn several inches away from the printer's top of form mark). Ask operations to explain anything you find and flag these forms as problems. You'll probably need to create a pagedef and formdef for each.

Start your testing

Once you've taken the above steps then turned on LMM and start sending your output to your new AFP impact printers. You'll find that you've already taken care of most of your issues before they happened.

Summary

There are plenty of mainframes that have S/370 channel attachments for only one reason – legacy print. To avoid the expense of these channel adapters, datacenters entertain several different alternatives, one of the most viable but least talked about is migrating legacy impact print to AFP impact print. Implementing AFP impact print can help your company avoid S/370 channel features on the new processors; replace older impact printers with newer AFP impact printers; and avoid new software, a new user interface and training for the operators.

The cornerstone of any migration to AFP impact print in z/OS shops should be LMM. Although LMM may not handle the entire migration, with proper planning a significant percentage of the workload can be moved easily and quickly. Additionally, any jobs that aren't candidates for LMM can be identified early in the project and custom pagedefs and formdefs can be created well in advance of any deadline, helping to bring your migration effort to completion on time and within budget.

Need additional information on what you've just read? Got a question in some other area of AFP technical support? Do you have some AFP trick you'd like to share with the world? Is there a topic you'd like to see us cover? Just drop us a line at AFPTech@OutputLinks.com.

[1] IBM, *Print Services Facility for z/OS Customization Version 4, Release 1.0*, page 331.

Conference Spotlight: TC3, RISO

ON DEMAND Session

TC3 *Cut-Sheet Inkjet Digital Printing Challenges the Color Toner*

Session March 4, 2008 1:40 pm – 2:30 pm

Want to learn about inkjet technology and how it will impact the toner market? Attend the ON DEMAND session *Cut-Sheet Inkjet Digital Printing Challenges the Color Toner* co-presented by David Murphy, Vice President Marketing, RISO, Inc. and Mark Hickman, Distinguished Technologist, Imaging and Printing Group, HP.

In the presentation, David Murphy will cover the primary differences between toner and inkjet technologies and the benefits of inkjet, specifically the **HC5500**, including rapid ROI, versatility, scalability, and cost efficiency of low capital investment with a long machine life.

Below is a glance of what you can expect to hear about the HC:

- Speed equals productivity
 - at 120 ppm, the **RISO HC5500** is the fastest cut-sheet color inkjet product on the market
 - When compared to a 60-ppm MFP running a monthly volume of 40,000, the RISO would save the user 133 man-hours per year in printing time
 - There is no warm-up time on the HC and 4-8 minutes on comparable toner-based competitors
 - Faster print speed means more up-to-date content and quicker delivery to readers
- Low power consumption means lower operating cost
 - At a maximum power consumption of less than 800W, the **HC5500** requires less than one-tenth the electricity of most comparable toner-based MFPs
 - Requiring only 110V, no special wiring is needed for 220V outlets, as is required by some market-leading color production printers
 - With no heat emissions, air conditioning requirements are reduced. One data center customer replaced his monochrome production printers with **RISO HC** printers and reduced air conditioning usage by 12 tons
 - Less heat emissions mean lower service costs
- Lighter weight, smaller footprint reduced ownership costs
 - Small footprint is important in downtown office environments in high-value real estate markets
 - Lighter weight means lower transportation costs for initial installation and subsequent relocations
 - Lighter weight means lower materials costs, lower purchase price
- Inkjet operating cost is lower than toner/laser systems
 - Consumables yield is higher CPC is lower
 - Consumption-based light-coverage color cost on HC can be less than 1.5 cents, compared 4.5+ cents on a fixed CPC plan for closest competitor
- Inkjet imaging technology is more reliable and durable than toner-based imaging
 - Monthly duty cycle on **HC** is 500,000, compared to 250,000 for most comparable toner-based competitors
 - In BLI lab tests, toner-based competitors had 6-8 times more failures than **HC**
 - HC printers have longer machine life, with expectations surpassing six million copies
- Versatility - **HC** can print 120 variable data envelopes per minute; MFPs can't
- Inkjet quality is acceptable to users for an increasing number of applications
- The majority of applications produced in workgroup environments are short-life documents that do not justify higher production costs
- Easier psychological transition for most user to convert B2C applications from one to three cents instead of one to five cents
- The "Rule of Two" applies to the **HC** when compared to production printers
 - Two **HCS** can be purchased for less than the cost of one device with a comparable speed

Industry Forum: Financial Communication



Shareholder Notice & Access a Featured Session at the 2008 Financial Communications Forum

Panel Will Explore Technology Responses to New SEC Initiatives

Are you affected by the SEC's recent initiatives to increase the use of the Internet to deliver investment information? Are you planning to leverage them to save millions in printing and mailing costs, to communicate more flexibly with your clients, and to enhance your environmental standing by reducing the amount of paper you generate and deliver?

Then attend a special panel on notice and access at the Financial Communications Forum, April 15 in New York!

Join panelists from Broadridge, EDGAR Online, and Fiserv Output Solutions as they discuss and describe technology responses to the SEC's latest activities! This exceptional session is being led by Attorney Mara Shreck of the Investment Company Institute, the national association of U.S. investment companies whose mission includes promoting public understanding of mutual funds and other investment companies.

Following an update about the SEC's mutual fund initiative and its possible impact on technology implementation, the panelists will discuss the compliance and economic overtones of the agency's moves and consider the operational and technical implications of its proposal, including both the requirements to comply with the rules and the potential efficiencies that may result.

If notice and access issues are on your radar screen – and the SEC is a key influencer of your decisions – you won't want to miss a single minute of this exclusive session. Sign up today!

Register Now and Save!

This exclusive roundtable is a centerpiece of the Financial Communications Forum, an elite two-day event packed with expert sessions that cover everything from design to delivery and from best-practices to technology. It will be held April 15-16 at The Princeton Club of New York – and if you register before March 17, you'll save \$300 off the regular attendance fee!* This represents a 25% discount and is the lowest non-group rate that ever will be offered. So don't miss out – visit www.insightforums.com/fcf2008.php and register *today!*

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