



# Free, easy VDP with Fiery® FreeForm® Create

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# Agenda

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- What is VDP and why should I offer it to my customers?
- Introduction to Fiery FreeForm Create
  - Workflow overview
- What do I do next?
  - Get FreeForm Create
  - PSPs/in-plants
  - Designers & creatives
- Resources



# What is VDP?

VDP = variable data printing, personalized printing



# Example

*Annual Fundraising*  
CAMPAIGN

*Vicky, you can help!*

**Specific group**

**Full name and address**

**First name**

**MERRIFIELD SCHOOL**  
SINCE 1928

DEAR VICKY,

This year the **Parents Association** is again involved in organizing the Annual Fundraising Gala held on March 2nd. From joining the Gala Reception Committee to becoming a volunteer fundraiser, there are many ways to get involved as a parent.

**Collect auction items:** give or get donations for the live and silent auctions. For example, collect items or services from businesses you visit often.

**Sell or purchase program ads:** consider placing an ad to congratulate your child, or ask relatives or businesses you know to place an ad.

**Volunteer:** we need several people to help out at the event.

If you'd like to get involved, contact Ellen at the **Merrifield Parents Association**, at 212-555-5675 ext. 205.

Facebook icon: Become a Fan of **Merrifield Parents Association** to receive information about upcoming meetings and events!

**M**

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84241

The examples depicted herein are fictitious. No association with any real company, organization, product, person, or event is intended or should be inferred. ©2013 Electronics For Imaging

# The VDP opportunity

- On average, 22% of total jobs produced at customer sites involved variable data content<sup>1</sup>
  - This is expected to grow to 30% within 2 years
- That means at least **70% of jobs produced** have the potential to include variable data content
- The VDP opportunity is a tremendous one!



# How can VDP benefit my customers?



Response rate for non-personalized mail piece = around 2%

Response rate for personalized mail piece = around 6%

# How does VDP benefit me?

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- Higher margins
- New customers
- Additional revenue potential



# Do any of these sound familiar?

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**It's too  
expensive to  
get started**

**I don't know  
how to work  
with the data**

**My clients  
won't be  
interested**

**We don't  
have the  
technical  
skills**

**It doesn't fit  
into our  
business  
model**



# What do you need for VDP?



# Get started today!

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- EFI has a way for you to start doing VDP for free, today!



# Introducing Fiery FreeForm Create



# What is Fiery FreeForm Create?

- A free, stand-alone variable data application, based on Fiery FreeForm technology, that runs on Mac or Windows clients
- Allows you to add personalization to existing files right in the application
  - Add variable text, images, or barcodes
- Send personalized files directly to a Fiery server for production

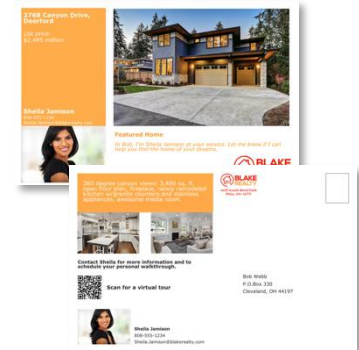


# Why FreeForm Create?



- Improved interface and enhanced functionality compared to Fiery FreeForm
  - Fiery FreeForm VDP technology has been around for many years and is standard on nearly every Fiery server
  - Central concept: Merge a single master document with each variable record
    - The Fiery server processes the master once, then applies that master to each variable record
    - This is a huge performance improvement over mail merge functions in programs such as Microsoft Word and Adobe InDesign

# What types of files can you create?

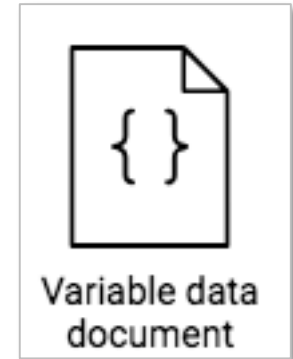


# Variable data workflow



# Variable data workflow

- What is it?
  - A visual interface to add personalization to any existing PDF file, with just a few clicks
- Benefits
  - Drag-and-drop personalization – even for images and barcodes
- Who should use it?
  - In-plants, commercial printers, franchisees, digital printers, designers, creatives, and more!

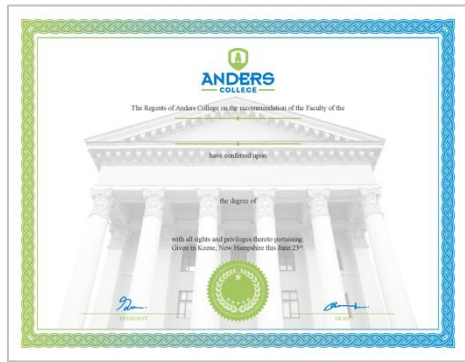




# What do you need to get started?

- A master PDF and a data source file
  - The master can be created in any design application that can output to PDF, such as Microsoft Word or Adobe InDesign
  - The data source file can be .csv, .xls, or .xlsx

Master PDF example



Data source example

Name	School	Degree
Dawn Morney	School of Psychology	BACHELOR OF COUNSELING PSYCHOLOGY
Brody Williams	School of Psychology	MASTERS OF COUNSELING PSYCHOLOGY
Indecent		
Chig Bi	School of Psychology	BACHELOR OF COUNSELING PSYCHOLOGY
Fred Nicholson M	School of Psychology	MASTERS OF COUNSELING PSYCHOLOGY
Chessa Weaver	School of Psychology	MASTERS OF SOCIAL WORK
Deegan Meyer	Wesley School of Psychology	MASTERS OF COUNSELING PSYCHOLOGY
Mark Weaver	Douglass School of Psychology	MASTERS OF SOCIAL WORK
Mark Metzger	School of Psychology	BACHELOR OF COUNSELING PSYCHOLOGY
Mark Smith	School of Psychology	BACHELOR OF COUNSELING PSYCHOLOGY
Shaw Marward N	School of Psychology	BACHELOR OF COUNSELING PSYCHOLOGY
Michelle Metzger	School of Psychology	MASTERS OF SOCIAL WORK
BethAnn Metzger	School of Psychology	MASTERS OF SOCIAL WORK
Mike Metzger	School of Psychology	MASTERS OF COUNSELING PSYCHOLOGY
Paula McKinney D	School of Psychology	MASTERS OF SOCIAL WORK
Rebecca Matthews	Francis School of Psychology	MASTERS OF COUNSELING PSYCHOLOGY
Philip Mitchell	Leah School of Psychology	BACHELOR OF COUNSELING PSYCHOLOGY
David Liu	Scott School of Psychology	BACHELOR OF COUNSELING PSYCHOLOGY
Eric Liu	Beaver School of Psychology	MASTERS OF COUNSELING PSYCHOLOGY
Patricia Lutz	School of Psychology	MASTERS OF SOCIAL WORK
Ren Lee	KI School of Psychology	MASTERS OF COUNSELING PSYCHOLOGY

# Demo



Watch a [demo video](#) of a personalized diploma

# Demo



Watch a [demo video](#) of a postcard with variable text, images, and barcodes

# Working with barcodes

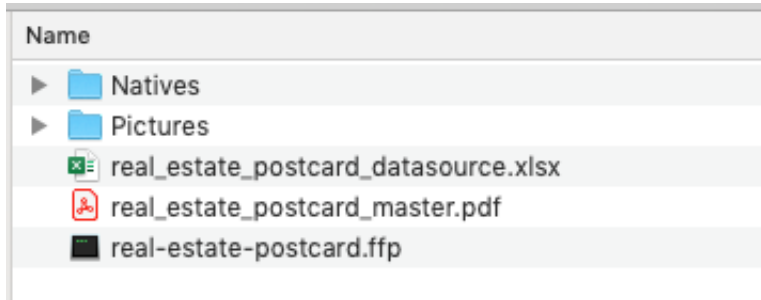
- We support over 150 barcodes natively in FreeForm Create
  - USPS Intelligent Mail (IMB)
    - Formatted and un-formatted
  - AccuZip
- Include barcode contents in data source
- Barcode contents must be formatted according to barcode specifications
- Can be resized

QR code
<a href="http://www.blakerealty.com/2768-Canyon-Drive">http://www.blakerealty.com/2768-Canyon-Drive</a>
<a href="http://www.blakerealty.com/23B-Oak-Haven">http://www.blakerealty.com/23B-Oak-Haven</a>
<a href="http://www.blakerealty.com/2768-Canyon-Drive">http://www.blakerealty.com/2768-Canyon-Drive</a>

C
Barcode contents
98874101360
33594428373
74809520091
20626899518
53803155934
77926252142

# Working with images

- Include image paths in your data source
  - Best practice: separate folder at the same level as your data source



R	S	T	U
[~/pictures] Prop_Interior	[~/pictures] REP_photo	[~/pictures] PropEx front	[~/pictures] Kitchen
./homeIn.jpg	./REP_home.jpg	./homeEx_front.jpg	./homekitchen.jpg
./condoIn.jpg	./REP_condominium.jpg	./condominiumEx_front.jpg	./condokitchen.jpg
./homeIn.jpg	./REP_home.jpg	./homeEx_front.jpg	./homekitchen.jpg
./homeIn.jpg	./REP_home.jpg	./homeEx_front.jpg	./homekitchen.jpg
./homeIn.jpg	./REP_home.jpg	./homeEx_front.jpg	./homekitchen.jpg
./homeIn.jpg	./REP_home.jpg	./homeEx_front.jpg	./homekitchen.jpg
./homeIn.jpg	./REP_home.jpg	./homeEx_front.jpg	./homekitchen.jpg
./condoIn.jpg	./REP_condominium.jpg	./condominiumEx_front.jpg	./condokitchen.jpg
./homeIn.jpg	./REP_home.jpg	./homeEx_front.jpg	./homekitchen.jpg
./homeIn.jpg	./REP_home.jpg	./homeEx_front.jpg	./homekitchen.jpg
./condoIn.jpg	./REP_condominium.jpg	./condominiumEx_front.jpg	./condokitchen.jpg
./condoIn.jpg	./REP_condominium.jpg	./condominiumEx_front.jpg	./condokitchen.jpg
./condoIn.jpg	./REP_condominium.jpg	./condominiumEx_front.jpg	./condokitchen.jpg
./homeIn.jpg	./REP_home.jpg	./homeEx_front.jpg	./homekitchen.jpg
./condoIn.jpg	./REP_condominium.jpg	./condominiumEx_front.jpg	./condokitchen.jpg
./homeIn.jpg	./REP_home.jpg	./homeEx_front.jpg	./homekitchen.jpg
./condoIn.jpg	./REP_condominium.jpg	./condominiumEx_front.jpg	./condokitchen.jpg
./homeIn.jpg	./REP_home.jpg	./homeEx_front.jpg	./homekitchen.jpg

# File merge workflow



# File merge workflow

- What is it?
  - A visual interface for merging existing master and variable PDF documents.



# File merge workflow

- Benefits
  - Make the Fiery server do the heavy lifting!
    - Only process the master once, then apply the master to each variable record
    - Much more efficient way of processing separate master and variable content
    - Visual, simple interface
- Who should use it?
  - Anyone already using Enhanced FreeForm or has content created in this way





# What do you need to get started?

- Two separate PDFs: a master document and a variable document
  - The variable document should be a PDF of the variable information output via a mail merge application

Master document example



Variable document example



# How it works

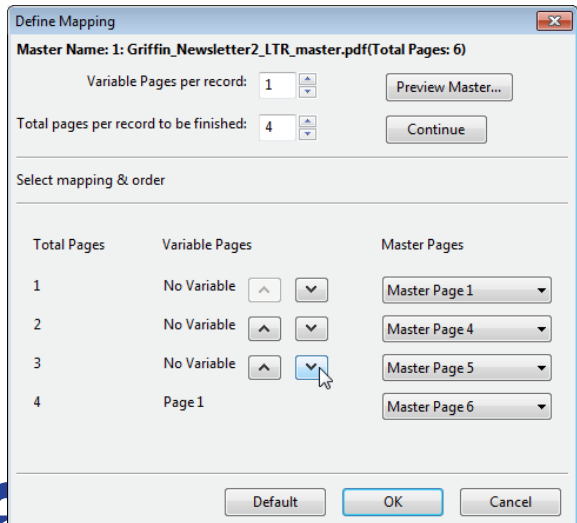


Watch a [demo video](#) of a file merge newsletter with separate master and variable files

# FreeForm vs FreeForm Create

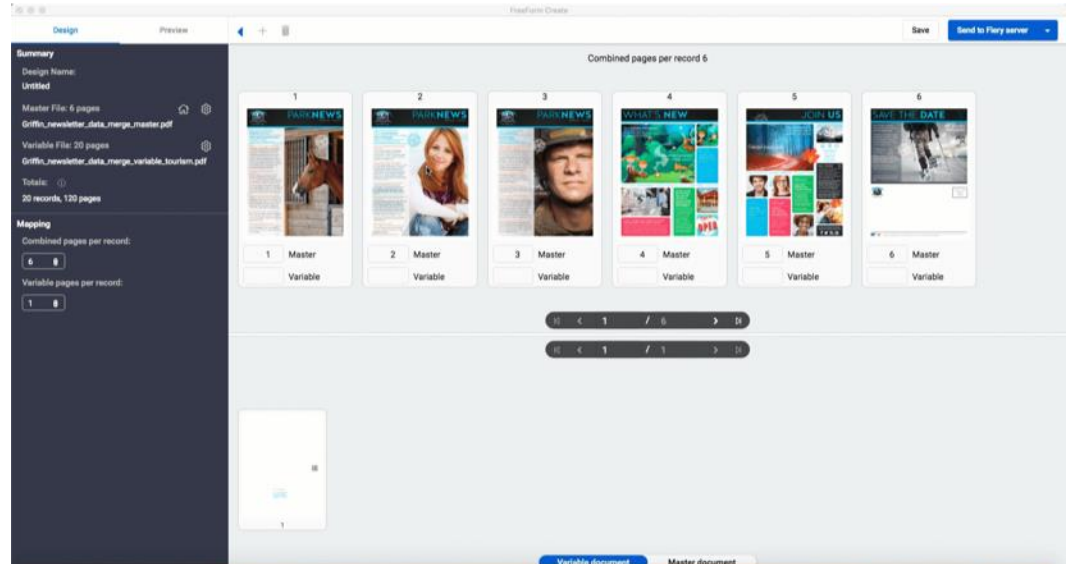
## Enhanced FreeForm mapping workflow today

First, assign your master. Then manually map the master pages to the variable pages.



## New FreeForm Create file merge workflow

Choose your master & variable files. Then delete pages as needed, and drag variable content to desired location.



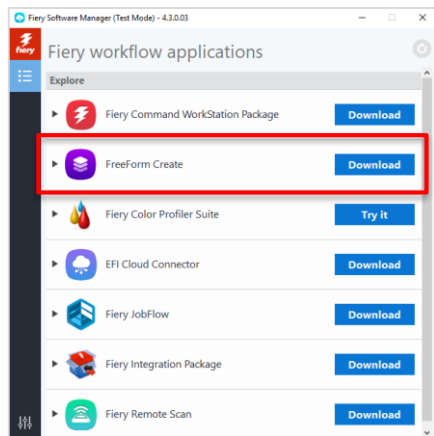
Easy, visual process!

# What do I do next?



# Get FreeForm Create

There are two ways to get FreeForm Create:

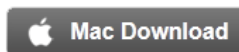


## Option 1: Install via Fiery Software Manager

Fiery FreeForm Create is available as part of **Fiery Software Manager**, a small application that enables the download, installation, update, and removal of many Fiery applications and software solutions. If you already have Fiery Command WorkStation installed, you also have Fiery Software Manager installed.

**If you currently have Fiery Software Manager installed, please update or refresh the application if you do not see FreeForm Create listed (like in the below example).**

If you do not currently have Fiery Software Manager installed, you can download it here:



## Option 2: Download the stand-alone installer

If you choose not to use Fiery Software Manager, or if you do not have access to a Fiery server, then you can download a stand-alone installer.

You should download the stand-alone installer if you are a client of a print service provider, and you wish to send them packaged FreeForm Create files (.ffp).



[www.efi.com/freeformcreate](http://www.efi.com/freeformcreate)

# Next steps – PSPs/In-plants

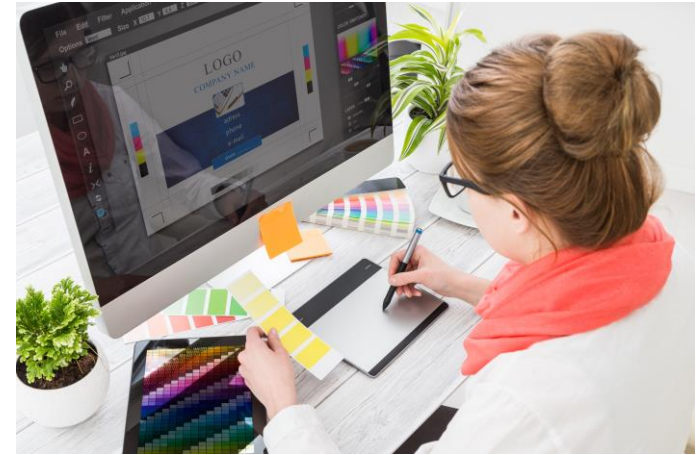


- Submit your personalized file directly to your Fiery Driven printer

Watch a [demo video](#) of imposing a personalized business card

# Next steps - designers/creatives

- Anyone can use FreeForm Create – no Fiery server connection required!
- Empower graphic designers or creatives to create their own personalized files
  - Design on their own computer, then save in the proprietary FreeForm Create file format (.ffp)
    - This packages the data source, master, and any associated images
    - This .ffp can then be provided to the PSP or in-plant for production



# Learn more





# Resources

[www.efi.com/freeformcreate](http://www.efi.com/freeformcreate)

## Fiery FreeForm Create



### Free, easy VDP.

Fiery® FreeForm™ Create is a free, stand-alone application that allows you to create personalized jobs using Fiery FreeForm variable data printing (VDP) technology. Easily add variable elements such as text, images, and barcodes to existing files.

[Get Fiery FreeForm Create](#)

[Overview](#) [Features](#) [Applications](#) [FreeForm Kit](#) [Resources](#)

### Fiery FreeForm Create makes personalization fast, free, and easy.

Fiery FreeForm Create is a brand new, free, stand-alone variable data creation application, available as a standard feature for all external and embedded Fiery servers running System 10 and newer software.

It's an easy way to leverage Fiery FreeForm technology to make customer communications more relevant. Quickly and simply personalize existing files for free in an intuitive interface – with no additional VDP software needed – and add variable elements such as text, images, and barcodes with just a few clicks. It's ideal for applications such as business cards, diplomas, calendars, postcards, booklets, direct mail, labels, parking passes, and so much more.

While access to a Fiery server is required to print FreeForm Create files, anyone can download the application. Files are generated in a proprietary format that can only be read by [Fiery servers](#). If you get print-ready files from customers, just ask them to download FreeForm Create so they can create their own personalized files; then send the final, packaged file to you for production.

### Fiery Workflow Suite

- Fiery JobFlow
- Fiery Graphic Arts Package, Premium Edition
- Fiery Productivity Package
- Fiery Impose
- Fiery Compose
- Fiery JobMaster
- Fiery FreeForm Create**
- Fiery Variable Data Printing Solutions
- Fiery Color and Imaging
- Fiery Color Profiler Suite
- Fiery Central
- Fiery Navigator

### VDP e-Learning

- FIERY-500 Understanding variable data printing
- FIERY-510 VDP with Fiery FreeForm
- FIERY-700 Advanced imposition and VDP





### Fiery online learning



Gain access to online training anywhere, anytime.

### Fiery FreeForm Create application examples

FreeForm Create is a great way to get started with personalization, for free. These are just a few of the potential applications that you can add personalization to with FreeForm Create. Pre-programmed samples are embedded within the FreeForm Create application for many of the examples below. You can find the native files and other source information for all of these by downloading the Fiery FreeForm Kit.

Application	Description	Additional resources
	<b>File merge newsletter</b> Newsletter with personalized content for 3 different audiences. Use the file merge workflow to select the appropriate cover from the master, and merge the variable content into the final file.	Watch the <a href="#">how-to video</a> (English only)
	<b>Business card</b> Create business cards using variable text fields.	Watch the programming <a href="#">how-to video</a> (English only)  Watch the <a href="#">imposition how-to video</a> (English only)
	<b>Product labels with barcodes</b> Create product labels that include barcodes.	Watch the <a href="#">how-to video</a> (English only)
	<b>Diploma</b> Easily create personalized diplomas using variable text fields	Watch the <a href="#">how-to video</a> (English only)

# Resources

- Embedded application examples
  - Pre-programmed sample applications available within FreeForm Create
  - Not intended for printing, but rather to illustrate how to set up various types of files
  - Examples provided for both file merge and variable data workflows
    - For the variable data workflow, examples show variable text, images, and barcodes

## Application Examples



# Resources

- Fiery FreeForm Kit
  - A [free download package](#) that contains the following:
    - Overview guide
    - Source files for all embedded application examples (and a few bonus apps), including
      - Native design files
      - Master PDFs
      - Variable PDFs
      - Data source files
      - Pre-programmed .ffp files
      - Demo videos



# Resources



- Free eLearning course
  - [Fiery 520](#): Fiery FreeForm Create



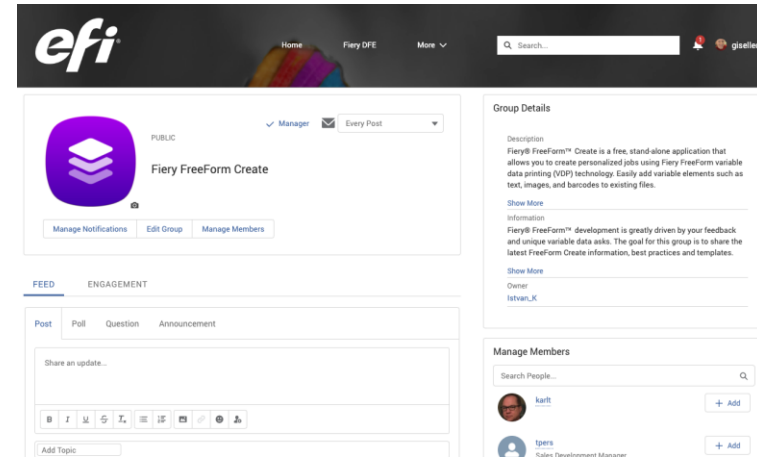
# Resources

- PRINTelligence [Product Briefing](#)
  - Independent product evaluation
  - Overview videos
  - “FreeForm Create for Dummies”



# Resources

- Join the EFI Community
  - Interact with your peers and EFI subject matter experts in the dedicated [FreeForm Create group](#)
  - Share experiences, ask questions, get exclusive content and tips
  - [EFI Communities](#) are free to join – registration is required to comment



# Resources

- Archived World of Fiery webinars - recordings & presentations available
  - [Recipe for VDP](#)
    - More detail on how to plan VDP campaigns
  - [Ten awesome ways to use VDP on the Fiery server](#)
  - [The Business of VDP](#)



## Recipe for VDP - A Primer for Creating Successful Campaigns

The thumbnail features a dark grey header with the text 'World of Fiery: Recipe for VDP' repeated three times in a smaller font. Below this is a red and yellow circular graphic with the word 'WEBINARS' underneath. The main title 'Recipe for VDP: A primer for successful campaigns' is centered in white, with the efi logo to its right. A large grey play button icon is overlaid on the center. At the bottom, the names 'Hans Sep' (Product Line Manager) and 'Giselle de la Moriniere' (Product Marketing Manager) are listed, along with the efi logo.

Take stress out of variable data printing with a step-by-step guide to creating powerful VDP campaigns that drive more business for your customers.

- Understand how to set goals, choose communication channels and implement campaign elements
- Learn how to select the right VDP language for your workflow
- See both simple and complex variable data campaigns built during the webinar

# Resources

- VDP [checklist](#)
  - Updated step-by-step view of VDP campaign planning best practices



## VDP campaign checklist



Here's a list of items we recommend to ensure a successful VDP campaign.

To learn more about Fiery FreeForm Create, visit the [webpage](#).

### 1. Determine the overall campaign goal. What is the purpose of the campaign?

- What information is being communicated?
- What is the call to action?
- Who is the audience (or audiences)?
- Are there different messages for different audiences? If so, how many?
- How many total variations need to be produced?

### 2. Get the customer list (also known as the database).

- Do you have a list or do you need to purchase one?
  - o Typically, the best response rates come from lists of active customers or those who have already opted-in to receiving communications. However, sometimes your customers may want to reach out to new audiences. In these cases, purchasing a list is an option.
  - o Ideas for purchasing a list (specific companies are US-based – if outside the US, check options in your country):
    - Publications/trade associations
    - List brokers/providers, such as [Dun & Bradstreet](#), [MelissaDATA](#), etc.
    - [Direct Marketing Association \(DMA\) member search](#)
    - [USPS Every Door Direct Mail](#)
- Make sure it's cleaned/validated. Bad data = unsuccessful campaign.
  - o Here are some helpful links to learn more about cleaning data sources:
    - [Top ten ways to clean your data \(Microsoft\)](#)
    - [Cleaning up your Excel data \(Lynda.com\)](#)
- Ensure your list contains all the right data fields to support your campaign goals.
- If desired, sort your list properly to take advantage of United States postage discounts. If outside the U.S., check postal discounts in your country.
  - o United States Postal Service (USPS) direct mail standards:
    - [NCOA](#) (national change of address) – ensures addresses are consistent with any change of address forms submitted to USPS
    - [CASS](#) (coding accuracy support system) – adds the last four digits to the zip code making it a zip + 4, creating a common format for address matching.
    - [PAVE](#) (Presort Accuracy, Validation, and Evaluation) – validates programs that presort mailings for both automation and non-automation rate discounts for First-Class™, Standard, nonprofit, and Periodicals mail, including destination discounts.
    - [Every Door Direct Mail](#)





# Final thoughts

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- We've shown you that VDP doesn't have to be complicated or expensive
- FreeForm Create offers powerful VDP capabilities for advanced features like images and barcodes
- Take advantage of all our resources
- Go forth and create! Market yourselves!



