HP SmartStream Director

Overview

HP SmartStream Director provides small to large print service providers (PSPs) with an integrated and open, end-to-end workflow solution based on industry standards such as the Job Definition Format (JDF) using a framework based on newly introduced Press-sense iWay™ version 5.0 platform. The product comes with a suite of tools that enable jobs to be efficiently managed at virtually every step from creation through fulfillment, including online job submission, placement of variable data, integration with partner solutions and more.

HP SmartStream Director's support for open standards enables various degrees of customization in B2B and B2C environments, including compelling online storefront adaptations for print buyers. The product streamlines and automates PSPs' operations, connecting to analog and digital systems from a range of vendors. PSPs can decrease time for equipment setup, using HP SmartStream Director to establish defined production paths based on a specific application, automatic impositioning, output device, selected media or many other factors.

HP SmartStream Director is a key component for HP Indigo workflows, providing capabilities from design to shipment and nearly everything in between with adaptors that enable extended production capabilities and business automation. HP SmartStream Director connects to a broad range of solutions, including other HP SmartStream products (for example, HP SmartStream print servers), as well as partner solutions from prepress technology to finishing partners.

HP SmartStream Director offers additional, optional connectivity to an even broader range of third-party solutions, enabling PSPs or print buyers to leverage their existing management information and enterprise resource planning systems; prepress or variable-data imaging software platforms; or list management and acquisition tools.[1]

Key features and benefits

- Integrated production framework for managing jobs from online submission through print to fulfillment, based on Press-sense's iWay version 5.0

- Enhanced efficiency of production environments through tight integrations with HP SmartStream portfolio components

- A built-in, high-performance HP SmartStream Designer Server variable-data printing package

- A broad range of production applications based on embedded integrations into optional HP SmartStream and partner components, including TEC-IT for barcode

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generation, the USADATA leads engine, the PrintShop Mail VI engine, DirectSmile image generator, the Duplo 645, finisher, and integrations to the Horizon APC 61 Guillotine, HT-30 Trimmer, BQ-270 Perfect Binder and BQ-470 Perfect Binder

- Customization tools for storefront branding, eCommerce, enhanced production queue management with barcode support, and batch and stacking capabilities

- Integration with application-specific tools for full support and enhancement of general commercial printing, direct marketing and print publications

- Tools that enable PSPs to offer streamlined ordering for a full range of print products, including collateral-on-demand, books-on-demand, versioned publications, personalized direct mailers

Availability
HP SmartStream Director is expected to be available worldwide in early 2009.

[1] Requires purchase of an additional adaptor for the specific solution, or integration with Lightweight Directory Access Protocol.