HIFLEX

MIS · JDF · Web2Print
Business Automation Systems

Press Release HIFLEX GmbH

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MIS and Web2Print customers from 16 different countries visit HIFLEX user conference

ASHLAND, NY, November 10, 2009 – Attendee's of the latest HIFLEX User Conference on the 15th and 16th of October 2009 had an intensive discussion about their experiences, expressing their opinions about new workflow approaches, strategic solutions and future visions for the print industry. HIFLEX users from 16 different countries accepted the invitation and joined each other in Aachen, Germany.

The overall goal of this year's HIFLEX User Conference was the sharing of knowledge and new solutions for business processes in the print industry. HIFLEX users from 16 countries on four continents attended the two-day event to pick up the latest news on the products HIFLEX MIS, HIFLEX Webshop and HIFLEX Print Support. While in Aachen, they discussed their experiences and learned from each other. As we watch the industry rapidly change, such exchanges are a rare and unique opportunity to stay abreast of technology and branch developments.

Valuable inspiration

New and revolutionary applications are naturally an exciting topic, but it is the proven practical implementations which offer users the greatest benefits for their day-to-day work with the software. This fact was reflected in the HIFLEX conference program. On both days, the participants were able to choose the subjects most relevant to their own operations from a total of 32 workshops, each of which spotlighted different aspects of the solutions that were improved by HIFLEX over the past months.

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The workshop sessions also provided a chance for users to review the experience gained by other practical users and to seek valuable tips and inspiration for their next strategic steps. The seminar topics covered a whole spectrum of topics from product calculation and imposition, order processing and job data verification via scheduling, production data acquisition and materials management, all the way through to product shipping. Presentations were also given on the factors for the success of JDF networking, the benefits of the purchasing tool HIFLEX Print Support (www.printsupport.com), and the possibilities for complex, JDF-integrated automation. Additional highlights included the new functions in the HIFLEX MIS Release 2009, an outlook on the planned future development of the HIFLEX software up to 2011, concepts for the marketing of open and closed webshops, and solutions for customer relationship management and sales planning.

Far from just a sober presentation

The User Conference was far from being just another sober software presentation and demonstration. Instead it provided a platform for constructive exchanges and a fertile setting in which to establish and renew contacts to branch colleagues and the HIFLEX team. Even if many HIFLEX customers are already naturally progressive in their thoughts and actions, such discussions with industry colleagues who share similar goals is always useful. Getting a look at the complete picture of current trends and developments is extremely advantageous.

At the same time, HIFLEX was given a chance to soak up the comments, ideas and suggestions of its customers and users. Thomas Reichhart stated: "The conference was a great success for all concerned. Our customers gained first-hand experience of how we are developing our solutions further; and as for HIFLEX, the time for personal discussions with our customers is simply invaluable. Our shared discussions and the direct feedback we received will no doubt influence the solutions HIFLEX develops in the future."

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HIFLEX IN BRIEF

HIFLEX is an international software provider, developing sophisticated solutions for commercial and technical process automation in the print and media industry:

HIFLEX MIS (Management Information System), as a fully JDF-compliant solution, models and supports all business processes in printing houses and media companies and is subdivided into the business areas Office, Factory and eBusiness. HIFLEX Print Support is a high-performance Web-based procurement system providing print and media purchasers with a highly developed tool to organise their familiar procurement processes more efficiently. HIFLEX Webshop is a unique, open Web2Print solution with integrated product configuration and online quotation generation for custom formats.

HIFLEX is known worldwide as the technology leader in JDF integration. Close cooperation is maintained with all recognized press and system suppliers in the print and media industry. The company is a partner member of the CIP4 organization, has won 15 of the global CIP4 Innovation (CIPPI) Awards, and also received the PIA/GATF InterTech Technology Award in 2008. HIFLEX is the most successful software provider for the print and media industry internationally, and the HIFLEX MIS is JDF-certified by both the CIP4 Organization and PIA/GATF.

HIFLEX software is installed in 30 countries and is available in 28 languages. About 30% of revenue is re-invested annually in research and development.

www.HIFLEX.com, www.printsupport.com

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IMAGES

HIFLEX had invited all MIS and Web2Print customers to their latest user conference. HIFLEX users from 16 countries accepted the invitation and joined the gathering in Aachen

HIFLEX_AWK_02.jpg

The participants could learn new things about the products HIFLEX MIS, HIFLEX Webshop and HIFLEX Print Support.

HIFLEX_AWK_03.jpg

During the two days the participants could choose the most interesting from a total of 32 workshops. The speakers presented several solutions that HIFLEX developed over the past few months.