

Capabilities Profile

Citation Software Inc.



www.CitationSoftware.com

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Overview

Citation Software Inc. is a provider of products and services related to document-production technology and direct-marketing technology — particularly **on-demand**-printing/publishing technology, **variable-data**-printing/publishing technology, **data-hygiene** technology, **cross-media-marketing** technology, and **PDF-workflow** technology. The company has dedicated its efforts to these technologies since 1986.

As a value-added reseller (VAR) for well-known developers of software targeted for the printing/publishing and direct-marketing industries, Citation's product portfolio includes entry-level solutions, mid-range solutions, and enterprise-level solutions.

In addition to selling software products, Citation offers expertise in highly technical fields of discipline (e.g., software design & development, system integration, technical writing).



Products and services

Citation's product offerings and service offerings fall into the following categories:

- VAR (Value Added Reseller) services for variable-data-printing/publishing solutions, cross-media-marketing solutions, page-imposition solutions, preflight/prepress solutions, file-submission solutions, data-mining solutions, PDF-creation/manipulation solutions, file-format-conversion solutions, data-hygiene solutions, Web-to-print solutions, workflow-automation solutions, and related solutions.
- Software design & development geared toward on-demand printing/publishing systems.
- Licensing of developers' toolkits and libraries to software developers/OEMs.
- Technical writing & editing.

The information on the following pages details Citation's capabilities in each of these areas.



Products & services for printers, mailers, and direct marketers

Citation offers various products & services targeted for companies that provide printing services, mailing services, and direct-marketing services.

Variable-data-printing software

Citation offers variable-data-printing software that makes it easy to generate highly customized, data-driven documents. Desktop software, server-based software, and programmer's toolkits are offered.

Bulk-mailing software and data-hygiene software

Citation offers a broad selection of desktop software and programmer's toolkits for bulk mailing/postal automation (presort – CASS – NCOA – etc.), deduplication & merge/purge, data enhancement, and related tasks.

Cross-media-marketing software

Along with software for creating highly customized, data-driven, printed documents for distribution via postal mail, Citation offers desktop and server-based software for deploying and managing marketing campaigns based on PURL technology, SMS technology, e-mail-broadcast technology, fax-broadcast technology.

Page-imposition software

Citation offers desktop software, server-based software, and programmer's toolkits for page-imposition tasks and related tasks.

Web-to-print software

Citation offers state-of-the-art software solutions for deploying Web-based print-on-demand systems for static, versioned, and variable-data documents. Both ASP/SAAS systems and self-hosted systems are offered.

PDF-creation/manipulation software

Citation offers desktop software, server-based software, and programmer's toolkits for creating PDF files and manipulating them in various ways.

PDF-based document-assembly software

Citation offers server-based software and programmer's toolkits for using pages from existing PDF files to create new PDF files dynamically.

PDF-based stamping and form-filling software

Citation offers server-based software and programmer's toolkits for adding text and graphics to PDF files dynamically. Some of these products operate on PDF forms (PDF files that contain form fields) while others operate on PDF files that have no form fields.

PDF-document control and security; digital signatures

Citation offers server-based software and programmer's toolkits for encrypting PDF files



dynamically and adding digital signatures to PDF files dynamically.

PDF-based preflight/prepress software

Citation offers desktop and server-based solutions for indentifying and repairing problems in PDF files and for enhancing PDF files in various ways to prepare them for printing.

Software for viewing, editing, and printing PDF files

Citation offers desktop solutions and programmer's toolkits for viewing, editing, and printing PDF files.

Publishing-workflow-automation software

Citation offers easy-to-use software that enables automation of repetitive tasks such as retrieving files from an FTP site; retrieving files sent as e-mail attachments; sorting files based on file type, filenames, page dimensions, other criteria; doing preflight tasks; doing page imposition; sending e-mail notifications when particular events occur.

Software for PDF analysis and data mining

Citation offers programmer's toolkits for extracting text, graphics, and metadata from PDF files.

Software for data-driven charting & graphing

Some of the variable-data-printing/publishing solutions offered by Citation Software are capable of dynamic creation of pie charts, bar charts, line graphs, etc. that represent data in a database.

Software for file-format conversion

Citation offers server-based software and programmer's toolkits for converting document files and print streams from and to various formats – including but not limited to PDF formats and raster formats.

Web-based mailpiece-design service

Citation hosts the www.ReplyMailOnLine.com Web site, which is an on-line mailpiece-design service that automates the creation of PDF files containing customized, print-ready artwork for Business Reply/Courtesy Reply envelopes, postcards, and labels that conform to U.S. Postal Service specifications.



PROJECT DESCRIPTIONS: Software design & development geared toward on-demand printing/publishing systems

The following project descriptions illustrate some of Citation's technical capabilities in the software-design & development arena:

Software solution for creation of data-driven charts & graphs

Citation has designed and developed server-based solutions that generate data-driven charts & graphs (e.g., pie charts, bar charts, line graphs) that are incorporated into variable-data documents. Each chart or graph is created in the form of a dynamically named [Encapsulated PostScript \(EPS\)](#) file.

Document-composition software for personalized employee-benefit booklets

for a health-care-consulting firm, Citation has designed and developed a document-composition system that generates personalized health-status reports for employees of client companies. Each report contains customized text and several data-driven charts & graphs.

Software filter for normalization of viewing orientation

For a manufacturer of injection-molding machinery, Citation has designed and developed a software filter that normalizes the viewing orientation of CAD drawings that are converted from [PostScript](#) format to PDF format.

On-line order-entry system for customized marketing materials

For a corporation that provides Internet security solutions, Citation has created a Web portal that allows the corporation's partners and dealers to place orders for customized versions of direct-marketing documents and other collateral materials. The system generates electronic proofs and print-ready files in real time.



PROJECT DESCRIPTIONS: Workflow/preflight system design & integration

The following project descriptions illustrate some of Citation's technical capabilities with respect to workflow/preflight system design & integration:

Automated, Postscript-based imposition system

For a software manufacturer's print-on-demand facility, Citation has designed and implemented a software solution that automatically imposes PostScript document files without relying on Adobe Document Structuring Conventions (DSC).

PDF-based print-on-demand system

For a software manufacturer's print-on-demand facility, Citation has created functional and architectural specifications for a PDF-based print-on-demand system that is slated to replace the company's proprietary legacy system.

Automated preflight system

For a software manufacturer's print-on-demand facility, Citation has developed a functional specification, architectural specification, and implementation plan for an automated pre-flight system to examine electronic document files submitted by customers.



PROJECT DESCRIPTIONS: Technical writing/editing

The following project descriptions illustrate some of Citation's technical-writing/editing capabilities:

User's Guide for data-management system

For a User's guide social-services organization, Citation has created a printed "User's Guide & Reference Manual" for a data-management system.

On-line documentation for print-on-demand system

For a software manufacturing/distribution facility, Citation has created Web-based documentation that can be used by the facility's engineering and non-engineering personnel as an aid to understanding how to use and maintain its in-house print-on-demand system.

On-line software manual

For a software-development/consulting firm, Citation has converted printed documentation for a software product to Adobe Acrobat PDF format.



Supplier network

Citation serves as a reseller/VAR and OEM licensor for leading suppliers of electronic-publishing solutions and data-hygiene solutions. Currently, our list of solution providers includes:

AddressDoctor
Adlib Software
Apago
Appligent Document Solutions
Datalogics
DirectSmile
Enfocus Software
Elixir Technologies
Glyph & Cog

helpIT Systems
Meadows Publishing Systems
Melissa Data
Objectif Lune
PrintSoft
Quite Software
Rennie Glen Software
Satori Software



Fulfillment operation

Citation's efficient fulfillment operation is flexible enough to meet the needs of numerous U.S., Australian, and European suppliers; and it satisfies the requirements and demands of a technically diverse, international customer base



Customer relations

Citation takes a proactive approach to its relationships with customers and potential customers. The following examples illustrate how this plays out in Citation's day-to-day business operations:

- Citation offers free technical advice to potential customers to assist them with the task of identifying products and services that meet their technical requirements and budget requirements.
- Citation makes it easy for potential customers to obtain free demo versions of off-the-shelf applications, so that they can "try before they buy."
- Citation works closely with its suppliers to encourage software-licensing schemes and distribution methods that facilitate the process of providing demo software to potential customers.
- Citation provides free Web-based and telephone-based "mini-training sessions" to assist potential customers with the task of learning how to use demo software.
- Once a customer decides to make a purchase, Citation endeavors to fulfill the customer's order as quickly as possible.
- Customer satisfaction is a very high priority at Citation Software Inc., and the company strives to go "above and beyond" in its day-to-day interactions with customers and would-be customers. Citation's emphasis on personal, first-class customer service is valued and appreciated by its growing customer base and by the suppliers that Citation represents.

We have lots of happy customers! To read what some of them have said about the quality of our customer service and technical support, visit the "Customer Testimonials" page on our Web site at

<http://www.CitationSoftware.com/Testimonials.htm>.



Support for technical standards

Citation acknowledges the importance of vendor-neutral standards that benefit the printing, publishing, and direct-marketing industries. Historically, the company has maintained a focus on standards-based solutions as opposed to proprietary ones. Such solutions include [JDF](#), [PDF](#), [PDF/X](#), [PPML](#), and [PPML/VDX](#). Citation supports the development of such standards, and — upon joining [ANSI CGATS Subcommittee 6](#) in mid-2001 — the company was an active participant for several years in the development of one of them: PPML/VDX.



How to get more information

To obtain additional information about Citation Software Inc., please use the following contact information, or visit the Web sites listed below.

For general information, technical information, and sales inquiries:

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Citation Software's corporate Web sites:

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