

Capabilities Profile

Citation Software Inc.



www.CitationSoftware.com

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Overview

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

Operating from Westborough, MA and Nashua, NH, Citation is a value-added reseller (VAR) for well-known developers of software that is targeted for the printing/publishing and direct-mail industries. Citation also 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:

- Software resales/VAR (Value Added Reseller) services for variable-data-printing/publishing solutions, imposition solutions, preflight/prepress solutions, file-submission solutions, data-mining solutions, PDF-creation/manipulation solutions, print-stream-transformation solutions, data-hygiene solutions, and related solutions.
- Software design & development geared toward on-demand printing/publishing systems, particularly variable-data printing/publishing systems.
- Licensing of developers' libraries to OEMs.
- Technical writing & editing.

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

Note that **Web development** is an integral part of many of the projects in which Citation participates. Citation's technical personnel are responsible for the hands-on development tasks and maintenance tasks that are required for management of the company's two corporate Web sites, www.CitationSoftware.com, and www.ReplyMailOnLine.com). Citation offers its Web-development expertise to customers that need to develop or enhance their own Web sites.

The company utilizes a mix of languages and technologies for Web development, including:

- Active Server Pages (ASP)
- ActiveX
- C
- Common Gateway Interface (CGI)
- HTML
- Java
- JavaScript
- PDF Forms
- Perl
- VBScript



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

for professional-services firms, for software-development organizations, and for the printing industry, 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. Citation is further developing this technology with enhancements that include a Graphical User Interface (GUI), extensive color support, and support for generating charts & graphs in [PDF](#) format as well as EPS format.

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.

Copyfitting software

for a printing company, Citation has designed and developed a software solution that extends the functionality of an "off-the-shelf" variable-data-printing application such that variable text can be re-sized dynamically to fit the space allocated for it.

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.



Products & services for the mailing industry

Citation provides various products & services that are targeted for the mailing industry:

Variable-data-printing software

Citation offers variable-data-printing software that makes it easy for mailers to generate data-driven documents.

PC-based mailpiece-design software

Citation has designed and developed a PC-based mailpiece-design solution that facilitates the creation of Business Reply envelopes & postcards and Courtesy Reply envelopes & postcards that conform to U.S. Postal Service specifications.

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 Adobe Acrobat PDF files containing customized, camera-ready artwork for Business Reply envelopes & postcards and Courtesy Reply envelopes & postcards that conform to U.S. Postal Service specifications.

Software resales

Citation serves as a value-added reseller for three leading suppliers of postal-automation software and data-hygiene software: Harte-Hanks Global Address, helpIT Systems, and Melissa Data.



Solutions for Web-based procurement of customized documents

Citation offers on-line services and solutions that allow for procurement of customized documents.

- **Web-to-print systems for versioned documents and variable-data documents.** Citation offers state-of-the-art Web-to-print systems made by leading suppliers.
- **www.ReplyMailOnLine.com**. As explained earlier, this is an on-line mailpiece-design solution that automatically generates PDF files containing complete, ready-to-print, customized U.S. Postal Service-compliant artwork for Business Reply envelopes, postcards, and labels and Courtesy Reply envelopes and postcards.



Solutions for creation and submission of print-ready files

Citation offers services and products that facilitate creation of print-ready PDF files and uploading of the PDF files to printing companies. A hosted (ASP) service is available, and Citation also offers a software-development kit to developers that want to implement their own PDF-creation/submission solution.



Software resales, VAR services, OEM licensing

Citation serves as a reseller/VAR and OEM licensor for leading suppliers of electronic-publishing solutions and data-hygiene solutions, including:

American Printware
Appligent
Atlas Software
Benchmark Partners
Crawford Technologies
D2P
Elixir Technologies
Global Graphics
Glyph & Cog
Harte-Hanks Global Address
helpIT Systems

IDRsolutions
Indros Group
JBM Systems
Meadows Publishing
Melissa Data
Objectif Lune
One2One Programming & Design
Prism Software
Quite Software
Rennie Glen Software
Responsive Solutions

The company'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.

Upon request, Citation provides its customers with value-added services in conjunction with the sale of "off-the-shelf" software and in conjunction with the licensing of developers' libraries. Here are some examples:

Pre-sales consulting

Citation takes pride in its ability to match customers' requirements with cost-effective solutions that are appropriate for their technical needs and budgets.

Pre-sales & post-sales support

Citation provides pre-sales and post-sales support for many of the products offered by the suppliers that it represents.

Software enhancements and extensions

Citation has developed several software solutions that extend the functionality of "off-the-shelf" solutions. Three examples are: 1) software that converts HTML-style text-formatting information to a format that can be utilized by an off-the-shelf variable-data-printing application, 2) software that allows an off-the-shelf variable-data-printing application to re-size text dynamically, 3) software that allows an off-the-shelf variable-data-printing application to incorporate Datamatrix symbols into the documents that it generates.



Customer relations

Citation takes a proactive approach to its relationships with customers and potential customers. The following examples show 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 and publishing industry. Historically, the company has maintained a focus on standards-based solutions as opposed to proprietary ones. Current and planned solutions are dependent on and compliant with [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.

Industry Affiliations

Citation maintains memberships in the following organizations:

Adobe Solutions Network

ANSI CGATS Subcommittee 6, Task Force 2 (working group for the PPML/VDX standard for variable-data exchange)



IBM Business Partner Program



Microsoft Empower Program for Independent Software Vendors



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:

Cynthia Leslie
Cynthia.Leslie@CitationSoftware.com
508-436-2543, extension 801

Citation Software's corporate Web sites:

www.CitationSoftware.com
www.ReplyMailOnLine.com

