


stethos®
Thomas Schmiat
CEO stethos
GmbH



Welcome!



Agenda

Agenda

- Who is stethos, APS
- What is Output Management
- What is ELP
- The ELP WEB and how to use
- A lot of solution samples
- Product positioning
- Pricing and first selling steps



Or please watch the product presentation video at

<http://welp.stethos.com/>

About **stethos**[®]

- ❖ Founded 1991 by 2 former HP employees (first company 1984)
- ❖ **Stefan** – Degree in IT technology University of Stuttgart
- ❖ **Thomas Schmidt** – Degree in electrical technology University of Stuttgart



Sales and Development of printing solutions with these properties

Plug & Play

Just working

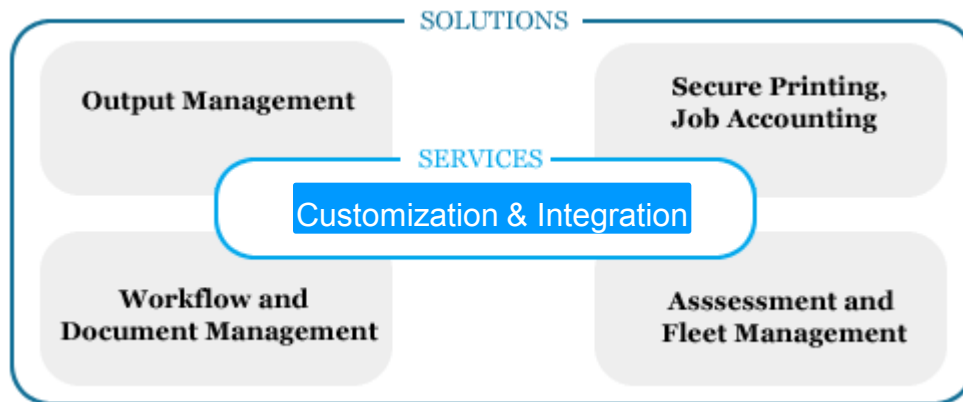
Easy selling with scalable functionality.

Covering S-M-L Business segments





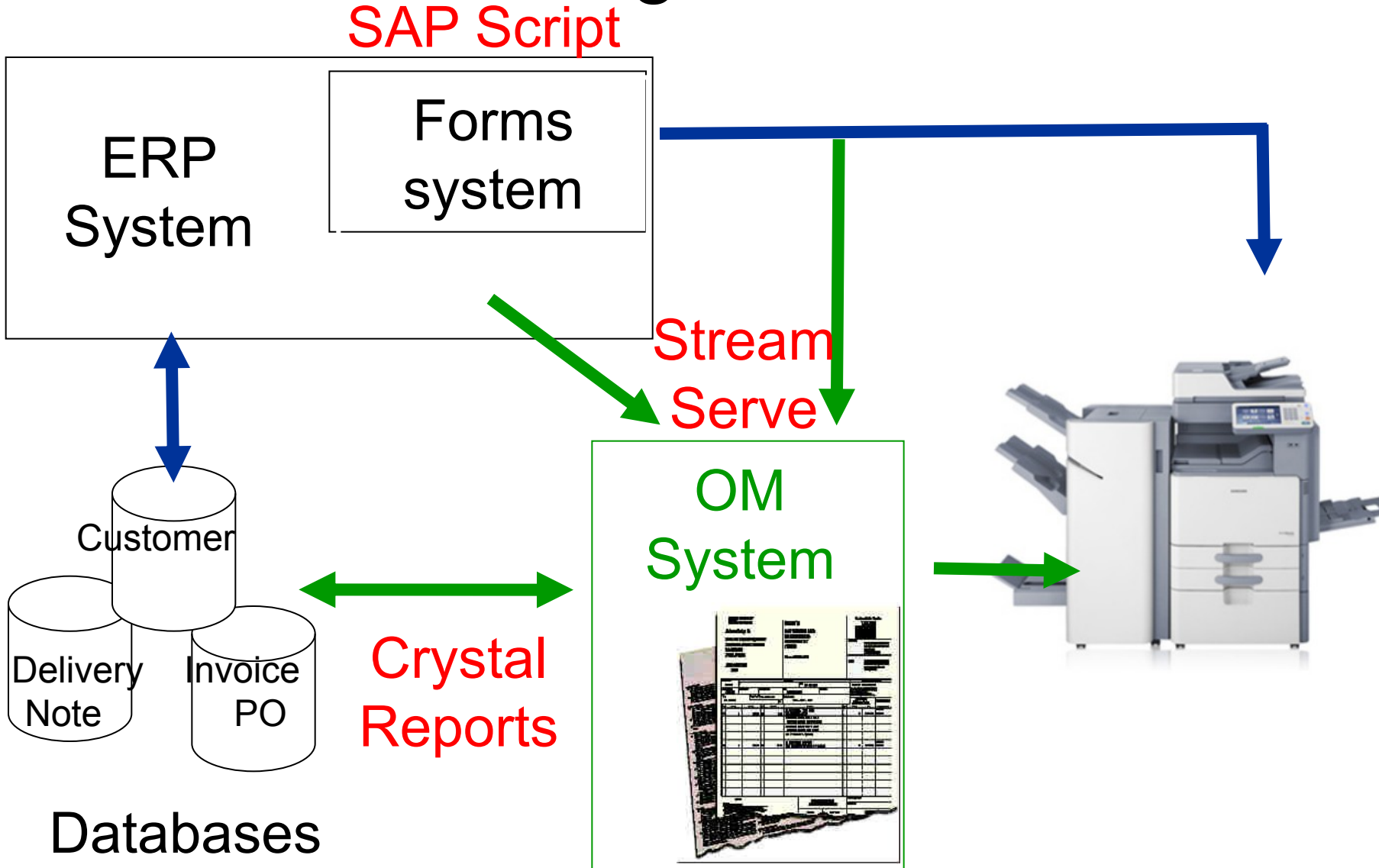
APS, 20 EMEA partners
with over 100 engineers



APS offers in each of the four corners one to maximum 3 solutions, including stethos **ELP**

Sell and support the same products.
Sign distribution contracts with companies like
Equitrac and Nuance

What is Output Management?





OM Marketing Example

Office Solutions



Optimieren Sie Ihre Verwaltung von Informationen - digital und im Papierformat. Steigende Anforderungen im Dokumentenmanagement machen zielorientierte Lösungen noch wichtiger, um Ihnen eine schnelle und effiziente Reaktion im Business zu ermöglichen.

[Mehr zu unseren Office-Solutions](#)

Managed Solutions



Durch Einblick in Ihr Unternehmen schaffen wir schnell und effizient langfristige Unternehmenswerte. Wir analysieren gemeinsam mit Ihnen Ihr Unternehmen und stellen Ihnen unser Wissen zu marktführenden Technologien zur Verfügung.

[Mehr zu Managed Print Services](#)

[Mehr zu Document Process Outsourcing](#)

Produktionsdruck



Für Ihren Erfolg sollten Sie kosteneffiziente, hochwertige Druck-Services anbieten, die den heutigen Anforderungen und der technischen Entwicklung entsprechen. Lesen Sie mehr über unsere innovativen Produktionsdruck-Lösungen.

[Mehr zu Corporate Print](#)

[Mehr zu Commercial Print](#)

However, this is just a sales oriented product positioning



OM by stethos

Output

E-mail

Fax

Archiving

Printing

Emulations

Reports

Management

Data streams

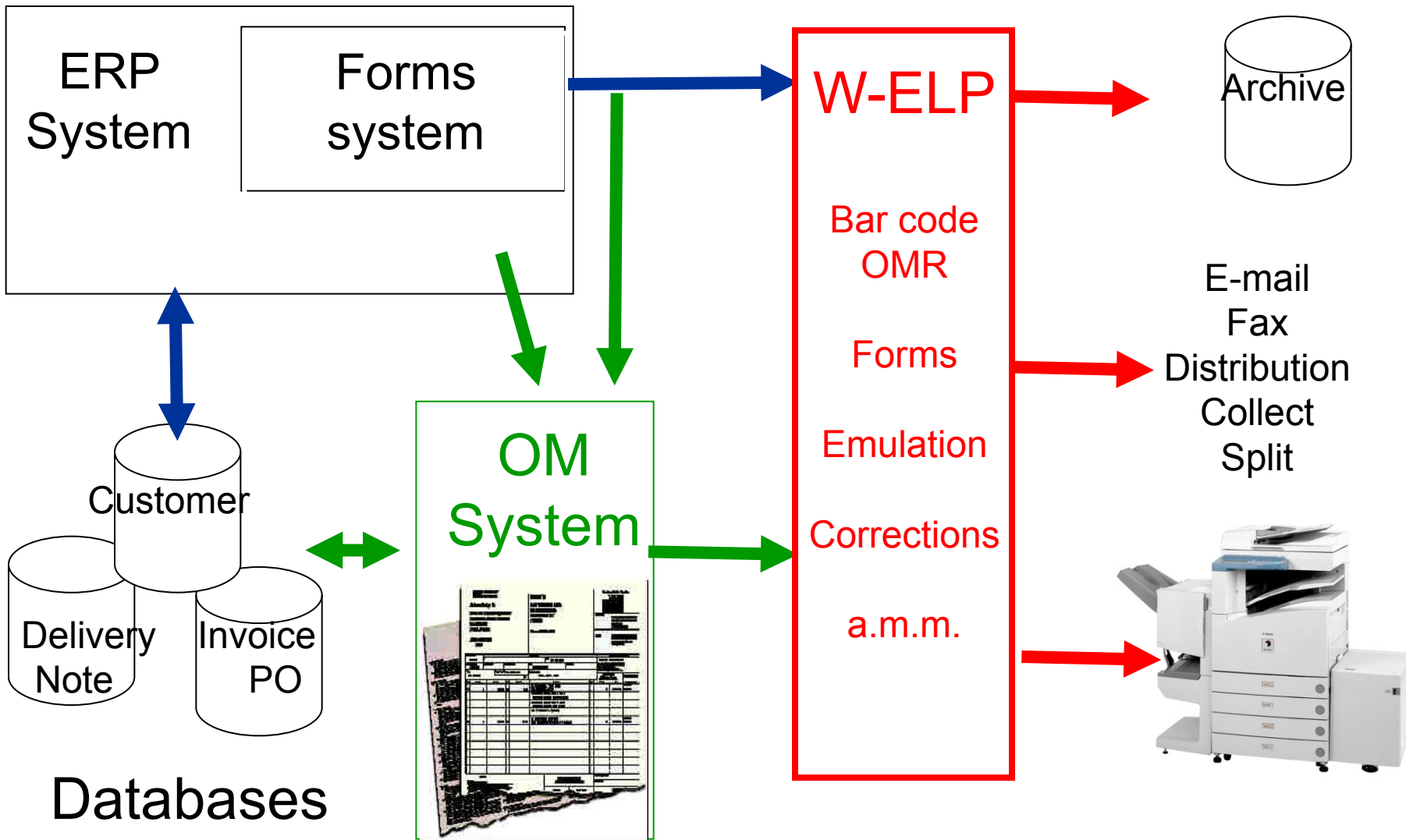
- analyze, get information
- collect / split / re-route
- distribute / duplicate
- decrypt / compress

Page accurate usage of all printing functions, forms and copy management

System independent & Rule based



What is OM?

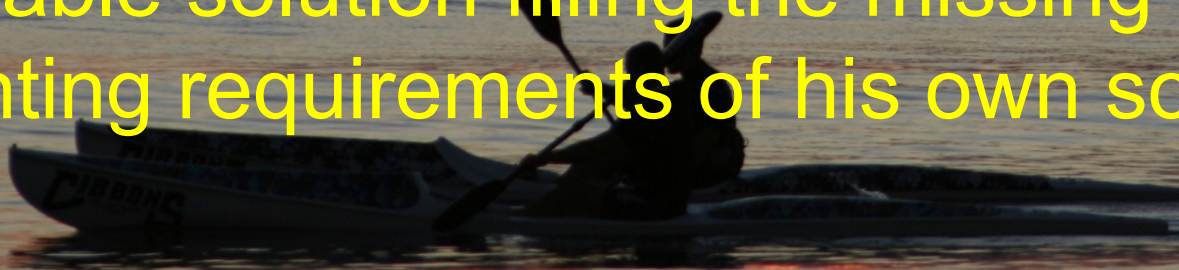


ELP selling slogan

[W-]ELP = [Windows] Enhanced Laser Printing

80% of a big Output Management Software @
30% of ist costs

A scalable solution filling the missing customer
printing requirements of his own software





80%, What is missing

80% functionality - What is missing?

- ❖ A powerful merge engine with a forms editor

ELP supplies a low level merge engine

for printing Watermarks, Stamps and Bar codes

- ❖ ELP usually takes the client data streams, applies rules, corrects problems and drives the printer and archive.



W-ELP sales cycles

W-ELP sales cycles by stethos

- ❖ Quick selling (10 to 20 Min. on the phone) **65%**
- ❖ selling costs mainly payed by client **20%**
 - 300 € if ELP does NOT solve his printing problems
 - 1300 € if it is solved at the end of the first day
 - or remote @ 30 € per 15 minutes
 - + software costs, if the solution is liked
- ❖ No follow up support costs -> maintenance contracts pay off!
- ❖ The ELP pricing is modular **Remains 15%**



Pricing General

Pricing of the products

ELP per Queue/Printer
You pay only for required functions

Shareware: <http://welp.stethos.com/> -> Download



Beneficial summary

- ❖ Rule based printing
related to user, printer, driver, data stream content
and/or simply do something always.
- ❖ A tool box of over 350 functions can be extensively combined
to generate huge functionality
- ❖ Windows based rule assistant helps to configure the most common solutions.
- ❖ 70% of ELP implementations are described in the self training, which takes
30 min to 1 hour to go through

At an average target end customer price of around 400 € for the first license,
it must be easy to use!

A sunset over the ocean with two kayakers in the foreground. The sky is filled with dark, dramatic clouds, and the sun is setting behind a layer of lighter clouds, creating a bright orange and yellow glow. The water is dark blue with gentle ripples. In the foreground, two kayakers are silhouetted against the water, paddling a small boat. The text "Supported Platforms" is overlaid in the center of the image in a bright yellow font.

Supported Platforms



Supported Platforms

Name	Supported platforms	Remarks
W-ELP	Windows NT/2000 (discontinued) , XP/2003/2008[R2], Vista, Win 7, Cluster server, Terminal server, Win 8 and 2012 in beta test	Enhanced features available (like E-Mail support, PDF Conversion, etc.)
X-ELP	Linux, Solaris, HP-UX, AIX, True64, VMS	Other Unix platforms can be supported upon request
B-ELP	IBM iSeries and AS/400	Not all W-ELP functions are supported
AP-ELP	Networked Ethernet appliance which works in a TCP/IP printing environment	Optional output methods like USB or Parallel port possible
I-ELP*	Internal printer/MFP based (product is shipped on a memory flash card, existing hard disk of MFP's can be used as well)	Sold as IBS in the "Ricoh world" Sold as HP-ELP in HP world
OEM-ELP*	Depends on the 3rd party vendor	Always bundled with a 3rd party vendor application
S-ELP*	ANSI-C Compiler needed	Source code is supplied to the customer, various Terms and Conditions of usage are possible

* These names are internal code names used by stethos only

Relations of functionality of different ELP versions



Complete Windows W-ELP Functions

Unix based Version

AP-ELP external boxes

Bar code*

The program code is for all versions identical

* Only a small part of the whole product

[W-]ELP: Output Management & Toolbox

Enhanced Laser Printing
Forms + printer handling
SoftFlash

Reporting
Tracking, Reporting,
Monitored Printing

Bar code / OMR, OME
According to industry standard
OMR for envelope inserters

Distributed printing
To printer
To applications

Archiving
Directories / Indexing
MyPrintArchive / Collect4print

Rule based printing
Search and change
Search and perform

Emulations
Prescribe, Proprinter, Epson
Printronix, Cobra box, etc.

And much more!

Most features operating system independent



ELP is rule based printing



Before reading the 1. Byte
Fixed rule names

While reading the
Data stream

Final analysis before
starting to write out

GLOBAL

Printer-name

User-name

Driver-name

Portname

External Software

Search

Binary +
Windows
Row/Col

Erase
Replace
Insert
Add
StoreNextWord

OR combined

Automated replacement
of variables

Trigger rules

Primary rules:
Binary
Windows

Secondary rules:
Page size
Orientation
Resolution
Simplex/Duplex
User names
Printer names
Variables

AND combined per rule
If ... then ... else

OutSearch

Rules are activated by default

Job ticketing
Project accounting
own rules

Activating all keys and processes



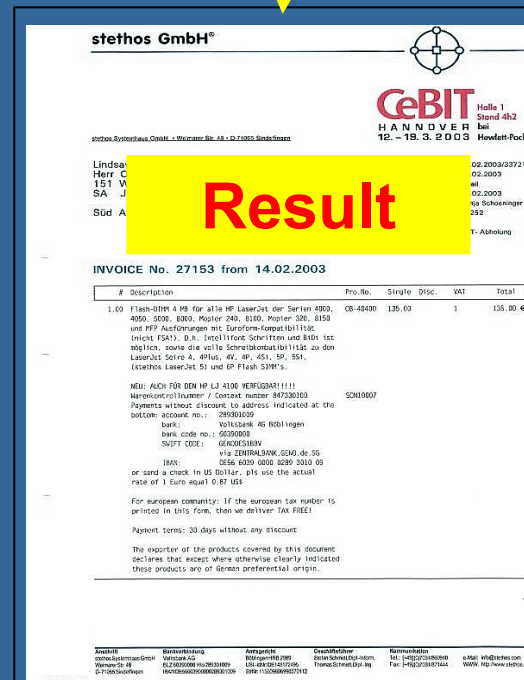
[W-]ELP is Rule based printing!

Your Application

Data stream check

One Rule / Rule combinations

Result



stethos GmbH®

CeBIT Halle 1
HANNOVER Stand 462
12. - 19. 3. 2003

INVOICE No. 27153 from 14.02.2003

#	Description	Pro. No.	Single	Disc.	VAT	Total
1.00	Fisch-ITW 4 KB für alle HP LaserJet der Serien 400, 4050, 5000, 6000, Kopier 240, 8100, Kopier 280, 8150 und HP Ausföhrungen mit Euroform-Kopier 1011104, (auch FAX). D.h. Inoffizielle Schriften und Bild ist möglich, sowie die volle Schreibzeit 1011104 zu den LaserJet 3000 4, 4910, 42, 40, 451, 50, 551, (stethos LaserJet 5) und 6P Flash 5100's.	08-40400	125.00	1		125.00 €

NEU: AUCH FÜR DEN HP LJ 4100 WEIßGÜBRI!!!
HaronControlLaser / Context number 847350109
Payments without discount. To address indicated at the bottom, account no.: 29530109
bank: Volksbank AG 8001 Ingen
bank code no.: 62300000
SWIFT CODE: GENODE33HAN
via ZENTRALBANK 0240 de 50
0556 6000 0000 0299 3010 09
or send a check in US Dollar, pls use the actual rate of 1 Euro equal 0.87 US\$

For european community: If the european tax number is printed in this form, then we deliver TAX FREE!

Payment terms: 30 days without any discount

The supplier of the products covered by this document declares that except where otherwise clearly indicated these products are of German preferential origin.

Sales Tools

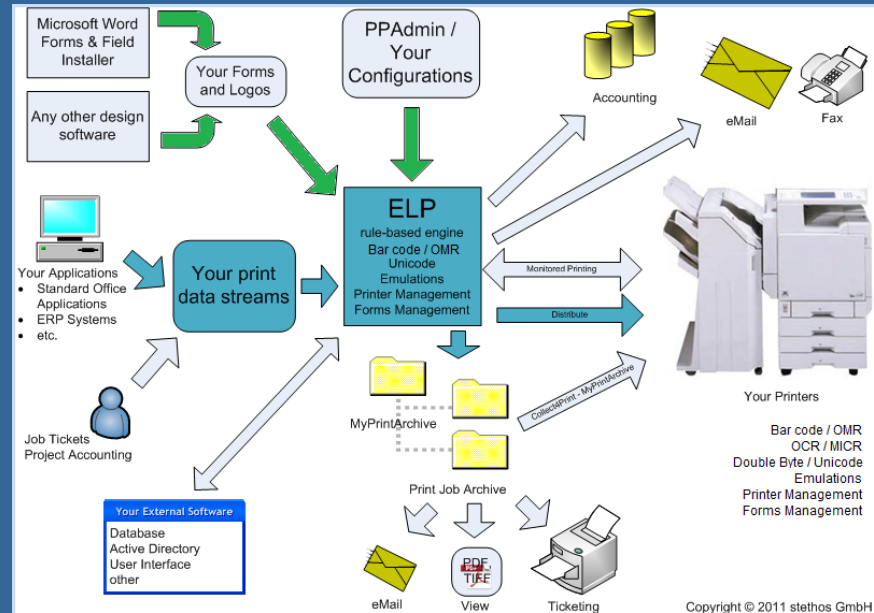




Web Site I

<http://welp.stethos.com>

10 minutes
product video



Click on any item
to get more information



Web Site II

<http://welp.stethos.com>

- PreSales information
- Rule-based Engine Micr
- Collect4Print Mailbox / PIN
- Secure Printing Job Forwarding
- FleetMeter Online Help OCR
- Monitored Printing MyPrintArchive
- Job Ticketing Workload job rotation
- Barcodes FileSender
- Job Distribution Accounting
- Forms&Field Installer Job splitting
- Stapling Folding Hole punching Watermarks
- Overview Fax or eMail
- Active Directory Color management
- Project Accounting OMR
- Get TCP/IP Job Booklets
- Unicode & Double Byte
- Emulations (in/out) Encryption
- Queue Management Workload balancing
- Compression Archiving
- PPAdmin Control Center
- Control Simplex / duplexing Tray management
- Forms- Copy-Management
- Direct Document Management







Click into the picture or on any cloud keyword e.g. Job Distribution

Technical solution description

> 200 detailed samples

Functions for distributed printing

Distributed printing allows to realize a lot of different scenarios. Hereafter we'll present you the most common cases:

	Print job Distribution	You can print a job multiple times on different printers. Example: when you print an invoice, the bookkeeping department retrieves automatically a print job on their printer. Read more...
	Forwarding / Rerouting	You can forward print jobs based on rules. Commonly used like this: Every print job with more than x pages will be forwarded to the big monochrome printer which has a cheap page price, or if special words do appear in the job, print on another printer. Read more...
	Workload Balancing	for optimizing and utilizing your printer monthly payroll accounting print jobs, Cut a long story short: Workload balancing printers. Read more...
	Workload Job Rotation	ELP distributes jobs between printers receiving print jobs from several printers. Each document is printed on a different printer. Read more...
	Job splitting for forms / archiving	If you have an invoice print job including attachment to archive/e-mail each single invoice, this will enable you to add forms or attachments. Read more...
	E-mail and fax Connectivity	Output print jobs not only to a printer, attachment to static recipients (like a Your subject and body text can be pre stream. Read more...

Workload Job Rotation (Job Counter)

[Examples](#) [Content](#) [Home](#) [F.A.Q.](#) [Help Me](#) [Index](#) [Online Help](#) [Rules theory](#) [Forms & Paper handling](#)

Quite a big amount of jobs arrive in an ELP activated queue (from fax line). The jobs shall be distributed to X printers, one after the other, to get them an equal workload.

1. Setup the ELP activated queue
2. Setup # more queues, which in first phase are NOT ELP activated. Share name with the Name ELPOUT1, ELPOUT2, ... etc to ELPOUT#
3. Then simply use this configuration:

```
[GLOBAL]
; Instead of having this in rule Global you may also put it into a rule with the queue name
; Read the job counter for this printer
JobCounter=#ELP_FORMS_PATH#job_counter_#PRINTERNAME#.var
; Divide the JOB COUNTER by # and add to the rest 1.
; Here we have 4 printers to Counter #4 + 1 -> rotates 1, 2 ,3 ,4 and again 1 ... X, 1..X, 1..X etc.
Counter=#JOB_COUNTER#;%4+1
; Now send the job to the corresponding queue ELPOUT1 ... ELPOUTX and X=4 printers
OutPort=\\#HOSTNAME#\ELPOUT#JOB_COUNTER#
; This queue never prints something. Maybe set even the port in the queue to nul (or NULL)
NoPrinting=ON

[Prevent JobCounter overflow]
; Primary trigger is true as usually there is always a 1 in the print job
Trigger_Binary=1
; if more then 50000 jobs had been counted then
Trigger_Variable=#JOB_COUNTER#>50000
; simply delete the job counter file
call=cmd /c del /Q "#ELP_FORMS_PATH#job_counter_#PRINTERNAME#.var";OFF
```

TIP: Use [Safe Monitored Printing](#) in the the final printing queues to ensure that the job is 100% printed. If not do similar configuration to switch automatically the job to

Marketing view




Data sheets

http://welp.stethos.com/e_Download.html

Common links and downloads

-  [Questionnaire](#)

- How to capture data streams
-  [Technical datasheet](#)
-  [2 Page Product Overview](#)
-  [Marketing datasheet](#)
-  [Marketing presentation](#)
-  [Technical presentation](#)

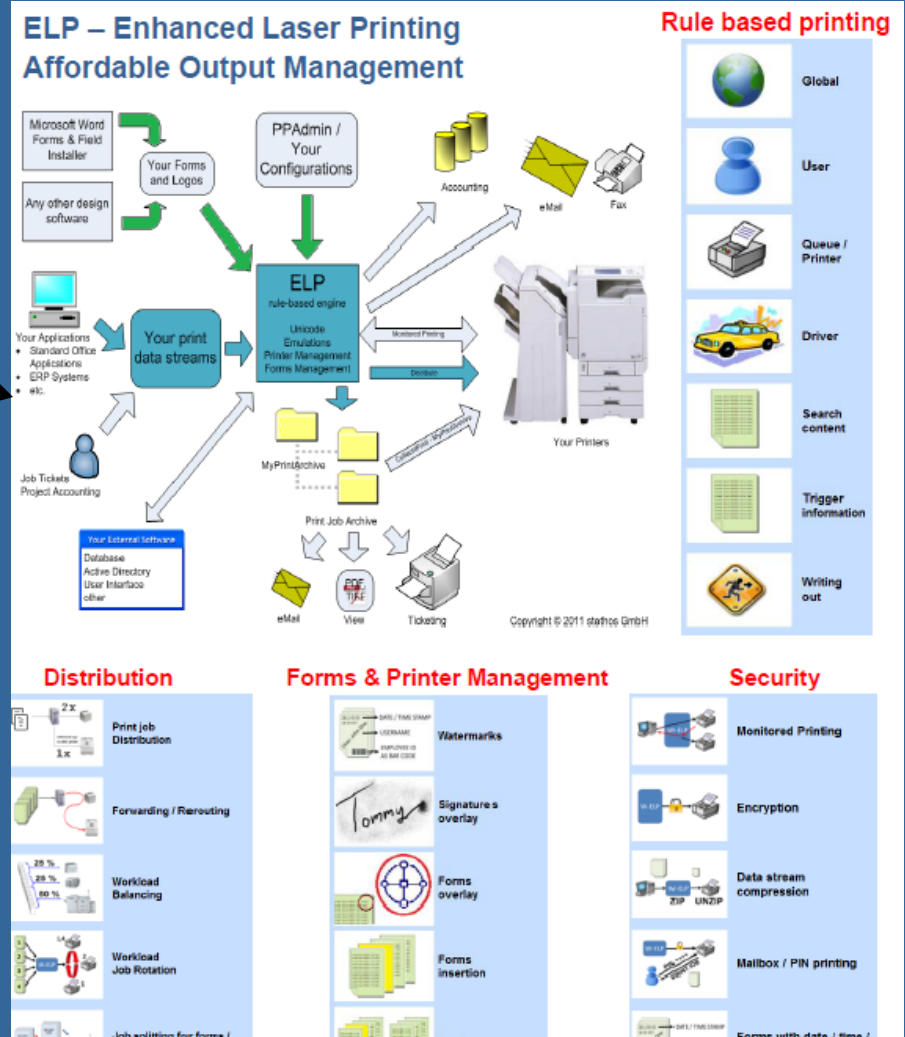
- Installation Manuals
- User Manuals
- Administrator manual

-  [ELP Appliance ELPAP01](#)
-  [ELP Appliance ELPAP011](#)
- Self-training

-  [Supported software platforms](#)
-  [Double-byte & Unicode printing](#)



Pictograms are easy to understand





Support

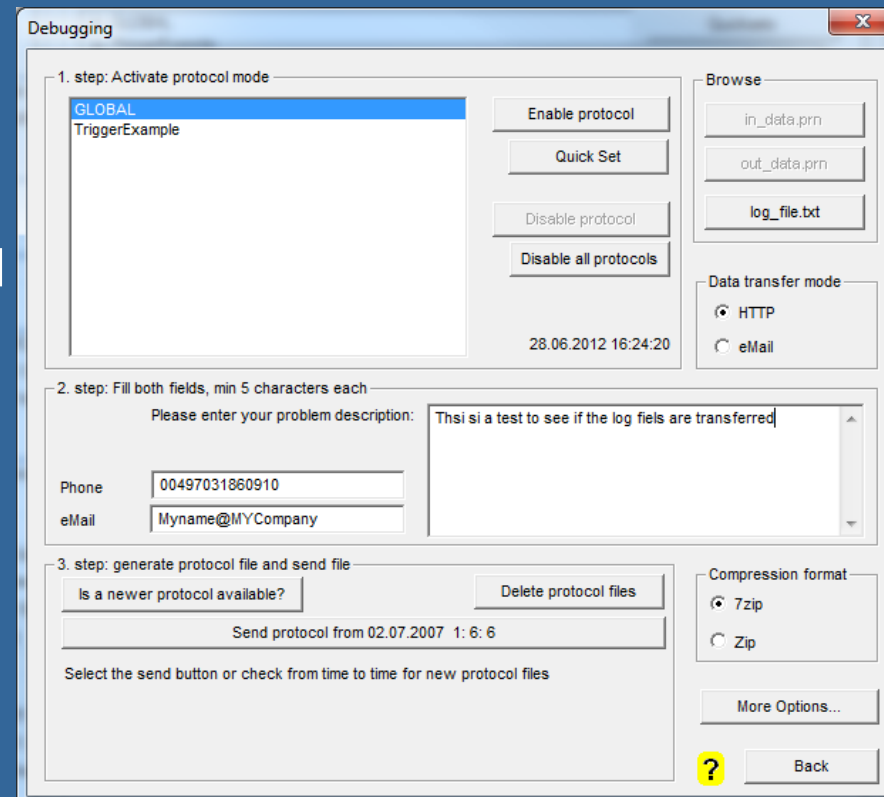
The ELP Software is developed by stethos

Presales: stethos knows the software the best

Bug fixes, if there is one, it is usually corrected pretty fast

New required features are implemented at pretty low cost and fast

Over 250 functions with partly more than 70 powerful options make sure, that almost all customer requirements can be solved.



Implementation samples





Search and Replace/Insert/Add/Store

Problem: 4inch Printing – Compatibility to older LaserJet Products



[Add Stapling]

Search_Binary=@PJL ENTER LANGUAGE=PCL

Insert_Binary=@PJL STAPLING=ON\x0A

Tray mapping – intelligent Search and Replace



[Printer Driver Name]

Tray1=5

Tray4=\x1B&n6WdColor



Common used forms solutions



Dynamic insertion of T&Cs, Data sheets, Cover pages, Documents etc.

Color control (Gray printing after x pages/month, per document etc.)

Scaling 2 A5 pages -> A4, or 2 A4 pages on one A4 page

Page number precise Tray-, Forms- and Watermark handling

Punching & Stapling (Make 2 copies but both are stapled together)

Simplex / Duplex

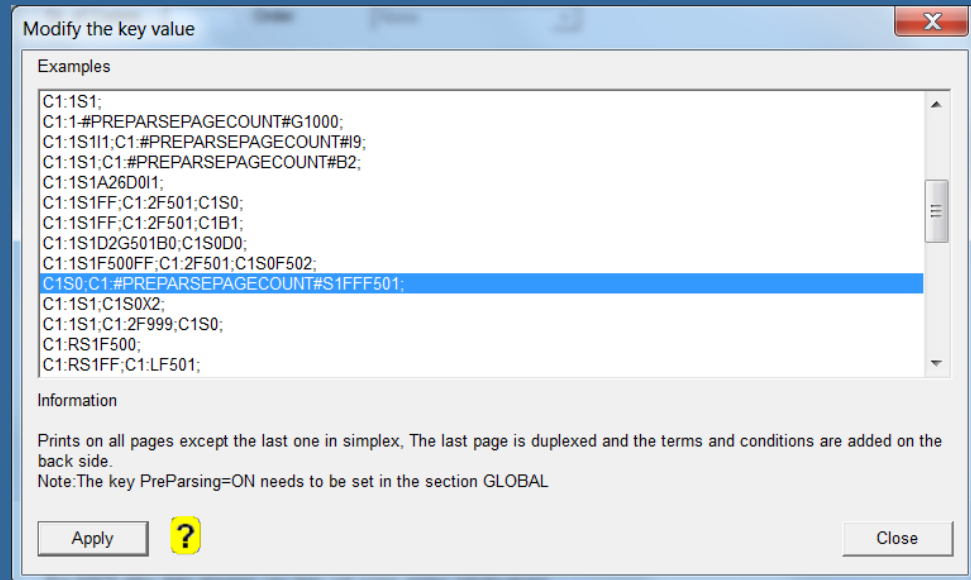
Copy generation

Do not print some pages (cover)

Read information from streams

(Invoice numbers)

and much more



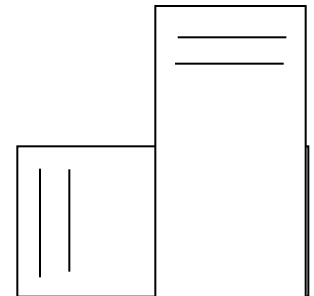
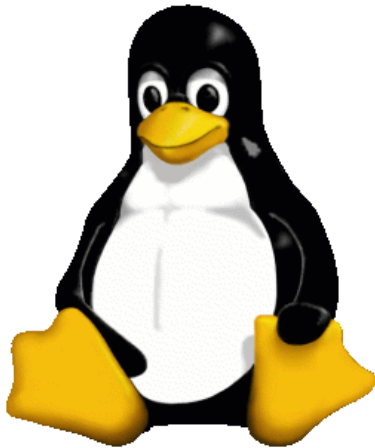


Rotation input tray selection



Brangs + Heinrich
VERPACKEN, SCHÜTZEN, SICHERN

Rotation sorting using a JobCounter Variable (queue based)





Replace dot matrix devices

ELP is pretty easy to sell!



Fanfold paper is expensive, maybe use special paper instead

Tray & forms printing

Watermarks

Very fast ROI



Bar codes & much more



X-ELP Install it, integrate it, apply rules and leave...

BASF 10000 Printer served by SAP, world wide.

- Bar codes
- Forms and Font Management,
- Reporting / Accounting
- Unicode & other languages

Technik fürs Leben



BOSCH

[BASF Global](#) | [E-Commerce](#) | [Sitemap](#) | [English](#) | [Kontakt](#)

 [» suchen](#)

[Über uns](#) | [Produkte & Märkte](#) | [Innovationen](#) | [Sustainability](#) | [News & Media Relations](#) | [Investor Relations](#) | [Karriere](#)

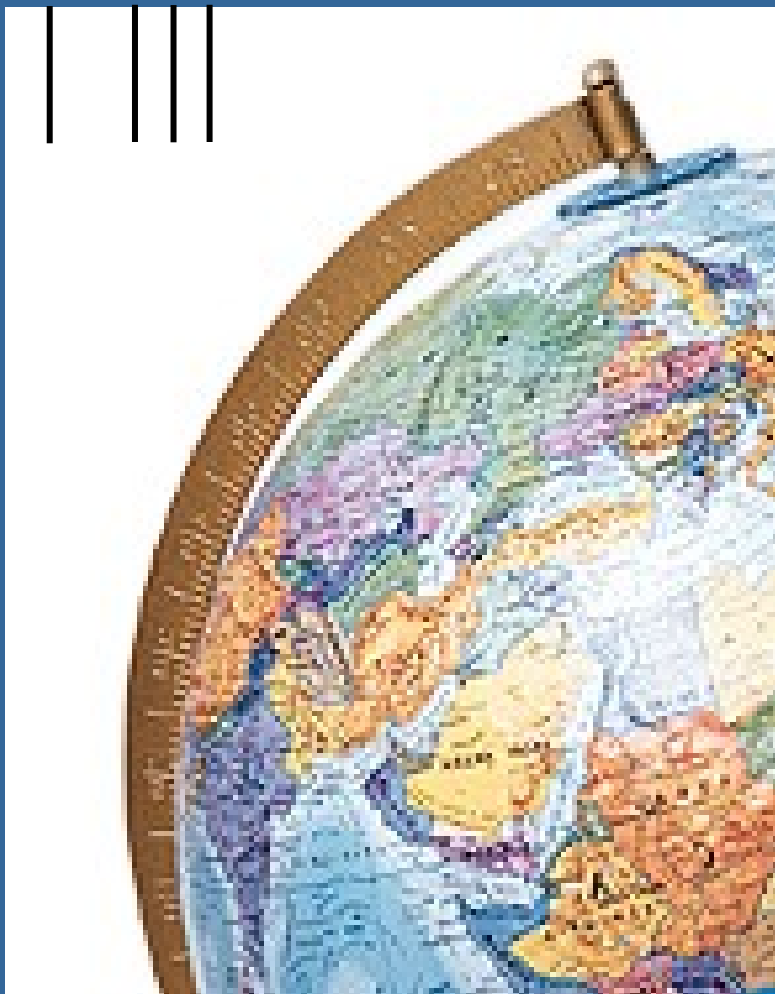


Über uns

Aktuell



OMR marks for envelope inserters



- Stielow / Neopost / Hefter / PFE Pitney Bowes / Kern
- Automatic insertion
- Sequence control
- Parity control
- Postal Optimization
- Position, lines free configurable
- Reverse [duplex] printing

A sunset over the ocean with two people kayaking in the foreground. The sky is filled with dark, dramatic clouds, and the sun is setting behind a layer of lighter clouds, creating a bright orange and yellow glow. The water is dark blue with gentle ripples. In the foreground, two people are silhouetted against the water, paddling a kayak. The kayak has the word "PIONEER" written on its side.

User samples

MyPrintArchive



Archiving & Collect4Printing

200 servers with over 4000 users

Private printing

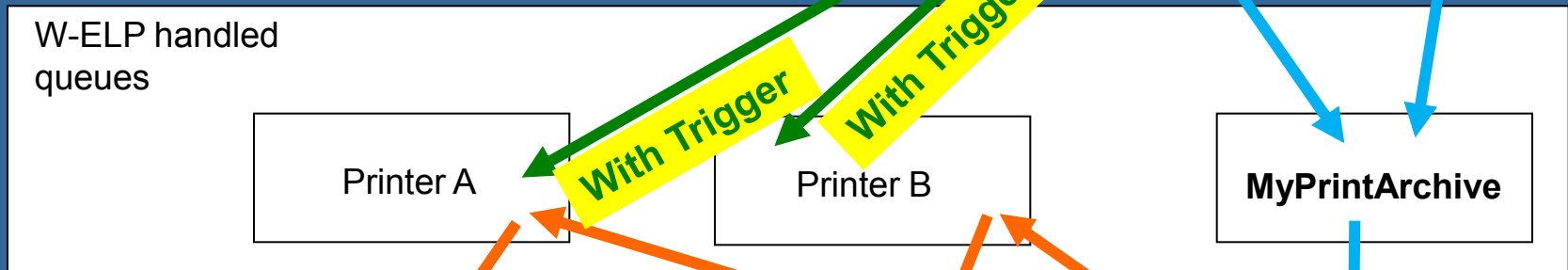
History: Large XXXX and small YYYY printers with mailboxes,
realizing one outtray per user:

Supporting of printers was really expensive!

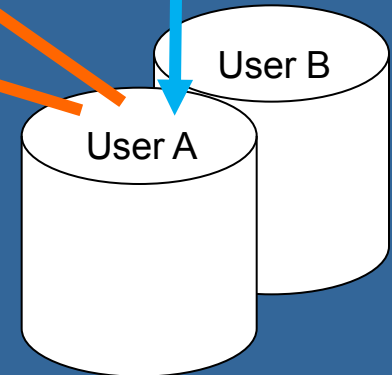
MyPrintArchive & Collect4Print



-  Standard print job
-  Trigger Job from PC or time stamped
-  Printing of archived jobs



Distribution of all stored jobs to any printer in one(!) job.



Collect and if required sort the jobs

With Trigger

With Trigger

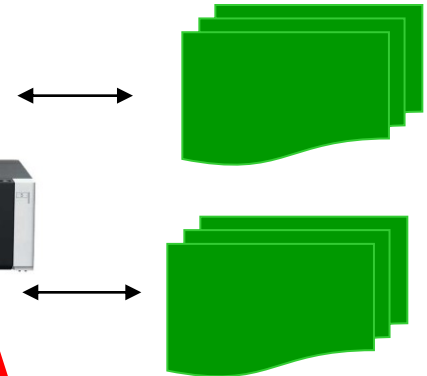
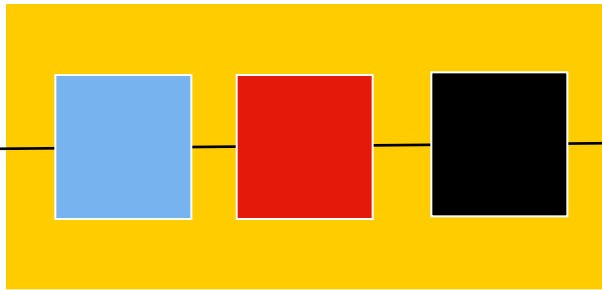


Sorting against data stream content

Delivery note printing



W-ELP



1. Search for the „user“, here a tour number
2. Get Tour PIN from W-ELP data base
3. Insert PIN in data stream, add additional advertisement forms

User enters pin
or uses FollowMe /
SafeCom etc



stethos[®] An accounting solution



Financial statements have A4 and A3 papers, cover and closing sheets, personal letter parts, attachments etc.



Archive each document part,
Ring binder punch,
A3 fold to A4
Sort it in correct order
Insert the cover and closing
pages and documents,
Preprinted T&Cs etc.

Print all in ONE job!

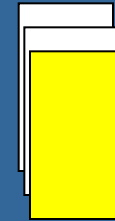
stethos® Collect, Sort, Punch and Staple



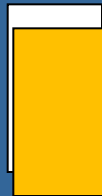
A crane hook manufacturer



Delivery note



Customs documents



Up to 10 different test reports



With X copies.
Each copy is
watermarked,
sorted and
stapled

A photograph of a sunset over the ocean. The sky is filled with dark, dramatic clouds, with a bright orange and yellow glow from the setting sun breaking through near the horizon. In the foreground, a person is kayaking on the water, their silhouette dark against the lighter water. The kayaker is holding a paddle. The water is calm with gentle ripples.

**Dynamic printing by usage of any
external software**



Use external software

Monthly invoice print job from SAP for all placed ads

ELP's job: **Generate On-the-fly the invoice attachment:**

- All ads printed in attachments with additional information

Extracts each single invoice from batch run

Collects the JPG ad names from document to variables

Export the collected variables for each single job to file

Call MS Word for each single invoice

Read the graphic files and additional information

Print the document to file

Append the new document to the invoice

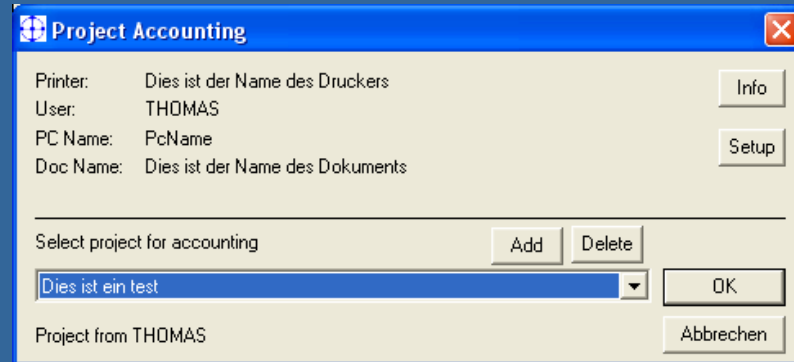
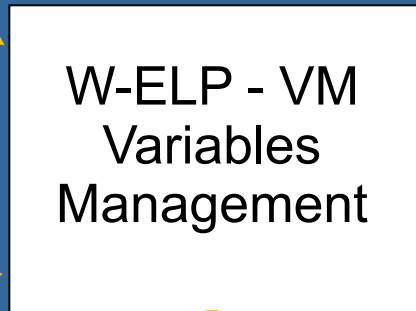


Reporting & Accounting

Project Accounting

Windows
Spooler
Active Directory
UNIX
Command line

Data stream
Analysis



From external sources
Files containing variables
and Software

Data bases

File format:

DBase or CSV

Microsoft Excel - ACC_FILE

Frage hier eingeben

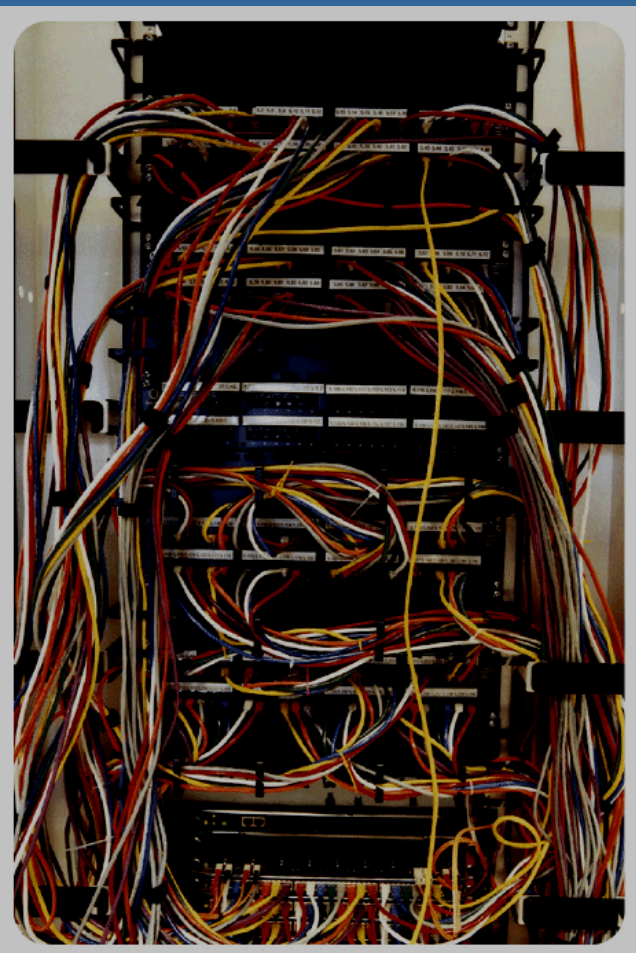
	A	B	C	D	E	F	G	H	I	J	K	L
1	UserName	DocumentName	NumPages	Language	PageSize	Orientation	Resolution	Duplex	PrinterName	MachineName	Date	Time
2	Thomas	MS Word, Invoice	8	PCL	26	0	600	0	OBTHOMASXP	MachineNAME	10.09.2002	12:34:54
3	Thomas	MS Word, Delivery	2	PCL	25	0	600	0	OBTHOMASXP	MachineNAME	10.09.2002	12:35:04

Extraction of additional functions





Available emulations



- CALS
- PDF Direct
- Tiff/Gif etc

- EPSON FX 100 and 24 needles
- Printronix PGL
- Printronix VGL
- PCL scaling
- PPDS
- Philips Emulation
- ASCII Output (No PCL)
- Hex-Dump
- Kyocera PreScribe



Other success stories with emulation



ELP-DIMM PPDS Emulation (LJ 2300 600 units)

- Old Lexmark customer, first time HP came in 400 units



Kyocera Emulation + BarDIMM

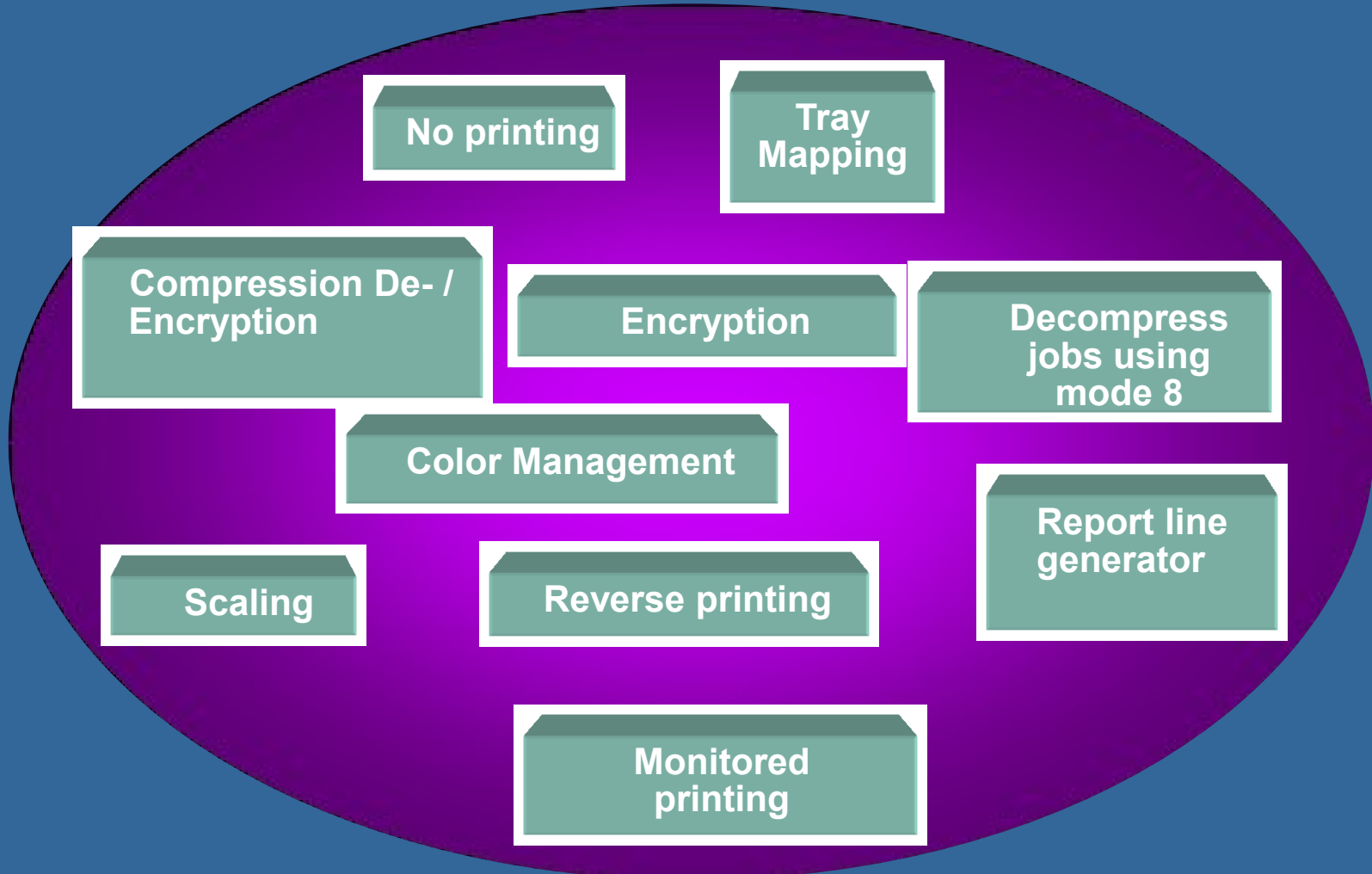
- Prox. 600 units



PGL (printronix) in production

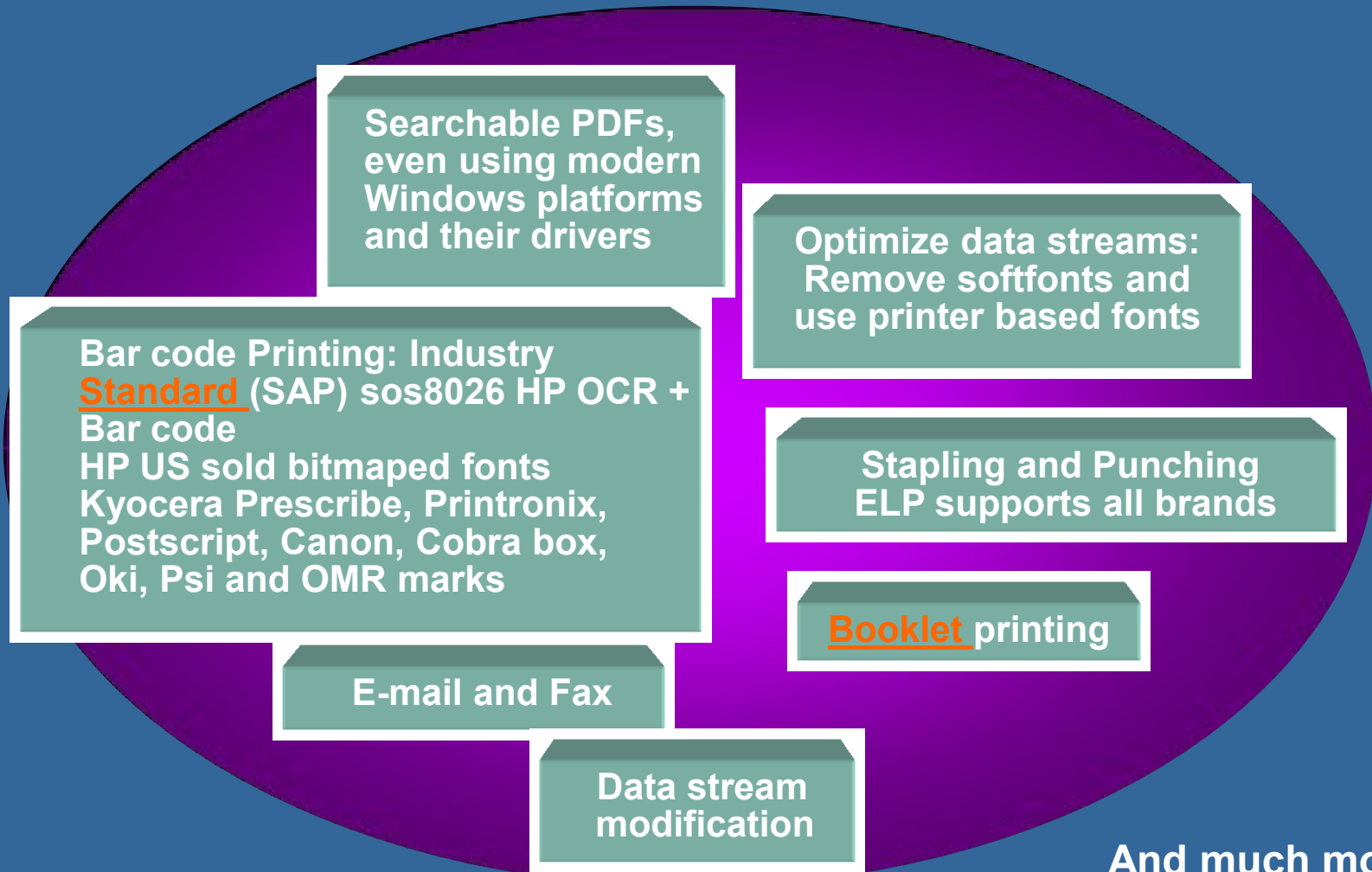


More functions...





More...



And much more

A dramatic sunset over the ocean. The sky is filled with dark, heavy clouds, with a bright orange and yellow glow from the setting sun breaking through near the horizon. The water is dark blue with gentle ripples. In the lower foreground, two kayakers are silhouetted against the water, paddling a tandem kayak. The kayak has some text on its side, including the word "PIONEER".

SAP



SAP Overview

SAP Overview

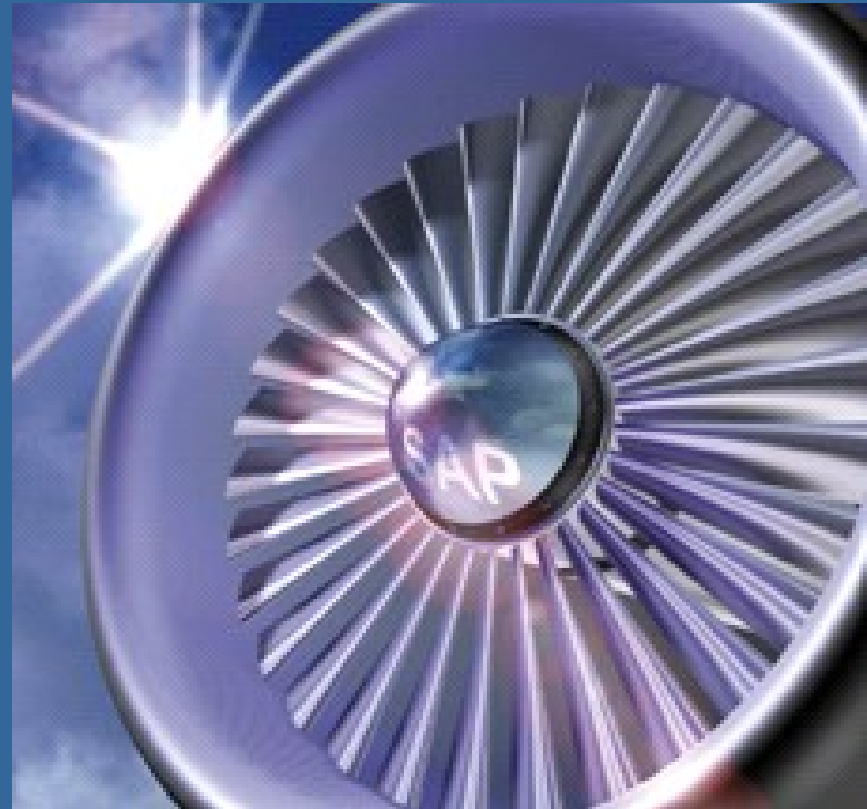
Bar codes

Forms / Output

Management

Micr

OCR A1 and B





Unicode / Asian Printing

24.09.2003

Print List/SAPscript in many languages (Unicode te



Language ZH = Chinese	#	In native language this is Chinese	
这是中国文本与特别汉字。			
10 20 30 40 50 60 70 80 90 100			
Language TH = Thai	#	In native language this is Thai	#
นี่คือข้อความไทยมีอักษรไทยพิเศษ.			
10 20 30 40 50 60 70 80 90 100			
Language KO = Korean	#	In native language this is Korean	
이것은 Hangul 특성에 한국 원본 이다.			
10 20 30 40 50 60 70 80 90 100			
Language CS = Czech	#	In native language this is Czech	
Tato js jeden Čech citát s nějaký zvláštní Čech osoby: ůúéíáýžřčšě			
10 20 30 40 50 60 70 80 90 100			
Language DE = German	#	In native language this is Deutsch	
Dies ist ein deutscher Text mit gängigen Umlauten: äöüß.			
10 20 30 40 50 60 70 80 90 100			
Language EN = English	#	In native language this is English	
This is an English text without special characters.			
10 20 30 40 50 60 70 80 90 100			

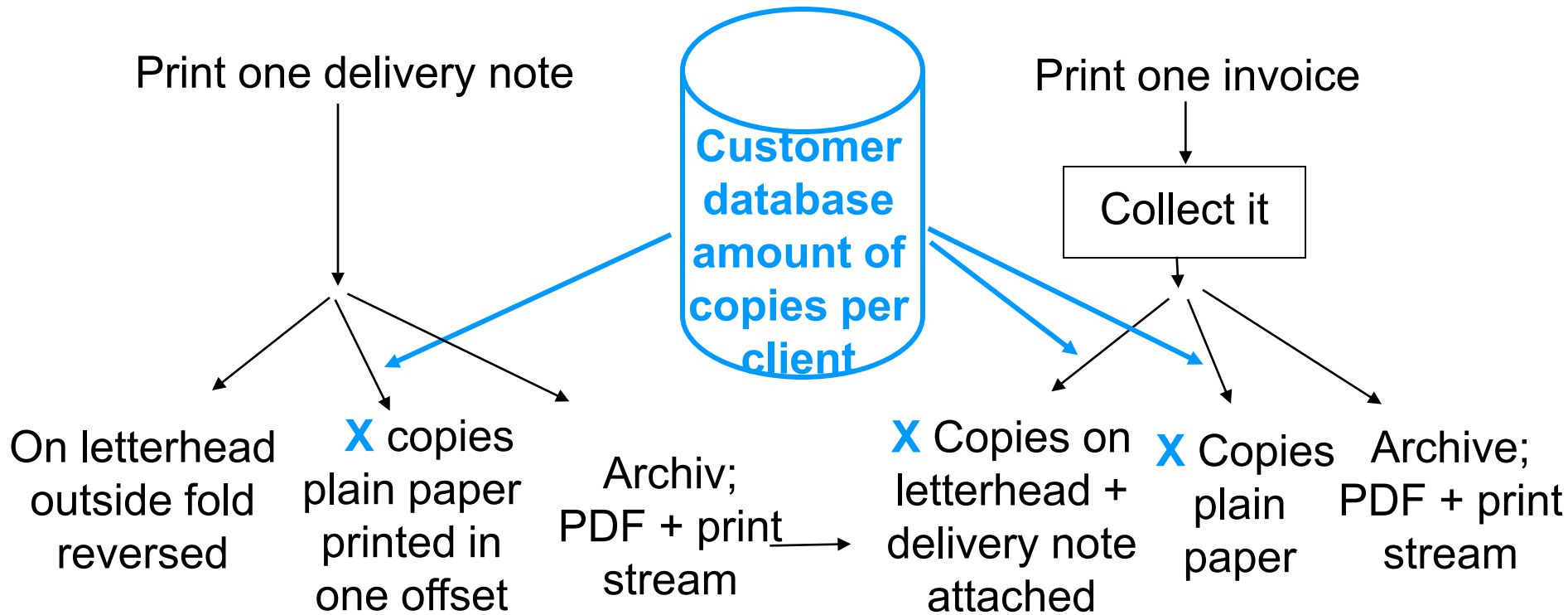
A sunset over the ocean with a kayaker in the foreground. The sky is filled with dark, dramatic clouds, and the sun is setting behind a layer of lighter clouds, creating a bright orange and yellow glow. The water is dark blue with some ripples. In the foreground, a person is kayaking, silhouetted against the water. The kayak has some text on it, including "PIONEER" and "CROSS".

Recent nice installation

3 hours up front: specification meeting
order came within one week, as fanfold paper run out 😊
3 days implementation and dealer training



A nice installation



Product Positioning





Product Positioning I



ELP is a cost effective affordable scalable Output Management solution, customer investment is small to get started. Extended capability can be added at any time with the modules.

Benefits of Planet Press:

Forms Editor (Not ELP's market, too much competition, high field selling costs)

Benefits of ELP <-> Planet Press:

- **ELP is platform independent (Linux, AIX, Solaris, ...)**
- Easier to maintain, easier to configure and much easier to sell
- Scalable pricing due to modular architecture
- Features of ELP not provided by PlanetPress:
 - QueueControl / Monitored printing
 - Fleet Management



Product Positioning II



Product training is provided by the certified engineers that developed ELP. Their product knowledge is unsurpassed, and their field experience is exceptional. No question or scenario will hamper them.

The product is scalable for small, medium and enterprise business

stethos FY 2012 so far:

OEM business: 2874 licenses

(Biggest deal 1800 units to come in August, roll out started in Eastern Europe already.)

ELP dealer business: 419 licenses

in average 3.2 licenses in 151 deals

Support contracts: > 5000

Money one service: < 20k€

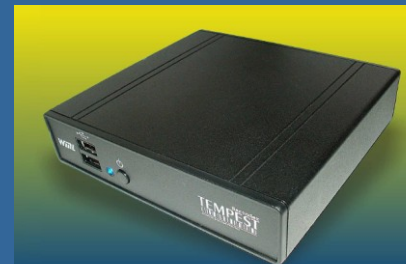


Product Positioning III

Furthermore engineers are also available for customization and remote configuration. ELP is also remote access friendly for quick installation and configuration issues that may occur.

ELP is a certificate based software package, online the software ensures current releases are always available. Updating or searching for new versions is mostly not necessary.

- 2 Hardware boxes can capture and process data streams with 1:1 and 1:54 devices
- stethos in-house development → fast bug fixing, fast implementation of new requested features, perfect support
- Flexible pricing on big deals in competitive situations





Opportunities

Europe and surrounding countries have been the largest purchasers of ELP
If needed, we have in all European countries trained companies / distributors

In Germany stethos sticks to the channel and if asked for, we also commit to customer / deal protection

ELP is an affordable solution,

- ROI in projects, where clients talk about just one MFP!
- Beat manufacturers on their own “give away for free” sales model by great volume discount
- Release and forget

Pricing





Pricing

The amount of needed licenses "Z" is calculated according to these rules:

X = Amount of printing devices which will be driven by the ELP/W-ELP software.

Y = Amount of the printer queues driven by ELP for those X devices and or for the archive etc.

Z = MAX (X,Y) - note that "Z" is the higher value in the comparison of the Values X and Y

* The products with part no: ELPWI-PDF-xx, ELPWI-TIF-xx, ELPWI-DS-xx and ELPWI-RAW-IN are different calculated. They are licensed per server..

ELP Software prices including 1 year support and telephone hotline:
 =====

Part No.	Description for 1 to 10 licenses and per license
ELP-BAS-01	Base module: Search + Replace and many other functions! This is mandatory
ELP-BAR-01	Module for 1D and 2D barcodes according to PCL5 industry standard, Postscript and Cobrabox, Prescribe emulation
ELP-FOR-01	Module for forms management, OMR (for envelope inserter) and Prescribe (without barcodes! For barcodes order ELP-BAR)
ELP-EMU-01	Module for emulations (Epson, PPDS, PGL, VGL, IGP10, LG and CALS* to PCL 5; PDF* and TIFF* to Postscript)
ELP-PLU-01	Module for database connectivity, reporting and accounting
ELP-UNI-01	Module for printing Asian double byte and Unicode data streams
ELP-UNF-01	Andale® Fonts (Mono WT J, WT K, WT S, WT T)
ELPWI-SND-01	Windows module for email/fax, MyPrintArchive, job distribution and job splitting, postal optimization, monitored printing
ELPWI-RAW-IN	Windows Modul which receives TCP/IP RAW (via Telnet) Printjobs and process them further on in W-ELP
ELPWI-PDF-01	Windows module for generating PDF out of PCL 5e/c and PCL 6 print files (usually ELPWI-SND is also needed)
ELPWI-TIF-01	Windows module for generating TIFF files (usually ELPWI-SND is also needed)
ELPWI-DS-A1	Add-on for ELPWI-PDF-01 for generation of digital signed PDF's (i.e. invoices) incl. 10.000 signatures for exactly 1 year
ELPWI-DS-B1	Add-on for ELPWI-PDF-01 for generation of digital signed PDF's (i.e. invoices) incl. 100.000 signatures for exactly 1 year
ELPWI-DS-C1	Add-on for ELPWI-PDF-01 for generation of digital signed PDF's (i.e. invoices) incl. 1.000.000 signatures for exactly 1 year
ELPWI-DS-D1	Add-on for ELPWI-PDF-01 for generation of digital signed PDF's (i.e. invoices) incl. unlimited signatures for exactly 1 year



Available Licenses

Demo: Requested when ELP Software is downloaded
Default about 5 licenses for 2 up to 3 weeks

Full: Non expiring
Limited to the needed / purchased modules

Time bombed: Used for click based contracts with software included
Ends at defined date, prints one month before end once per day an expiration reminder
Benefit: Competition might need another costly solution, you just a new support contract

Special prices for backup servers, clusters etc.





Additional pricing information



Configuration done by stethos (remote or offline):
25 Euros per 15 minutes

Support contract: Included in the first year then see price list

One day at client: Currently 900 Euros plus traveling and lodging

Special prices for backup servers, clusters etc.

Free time bombed show-room license after first sale.

Branding: 500 Euros and the software is including about box and water mark branded to your company.

Promotion bundle prices are available.



Showroom version

Job Ticketing [X]

Information

Printer	#PRINTERNAME#	Info
User	#USERNAME#	
PC name	#PCNAME#	
Docu. Name	#PRINTDOCNAME#	

The functions of this selection menu can be self designed. If requested the popup application can be programmed by you or stethos.

Selections

This example is ideal for delivery papers.

Two different paper trays are used for printing.

- Invoice printing 1 + TCs and one copy
- Invoice printing, TCs on every back page
- Invoice and book keeping copy
- 2 invoice copies, single punched, the original copy is archived
- 2 invoice copies, only the original is punched
- 2 invoice copies, both punched together, 123.. 123.. printed
- 2 invoice copies, both punched together, 11 22 33 ..
- Automatic front, data and/or customs pages

OK Cancel forms\ticket.ini

Full- and Demoverision

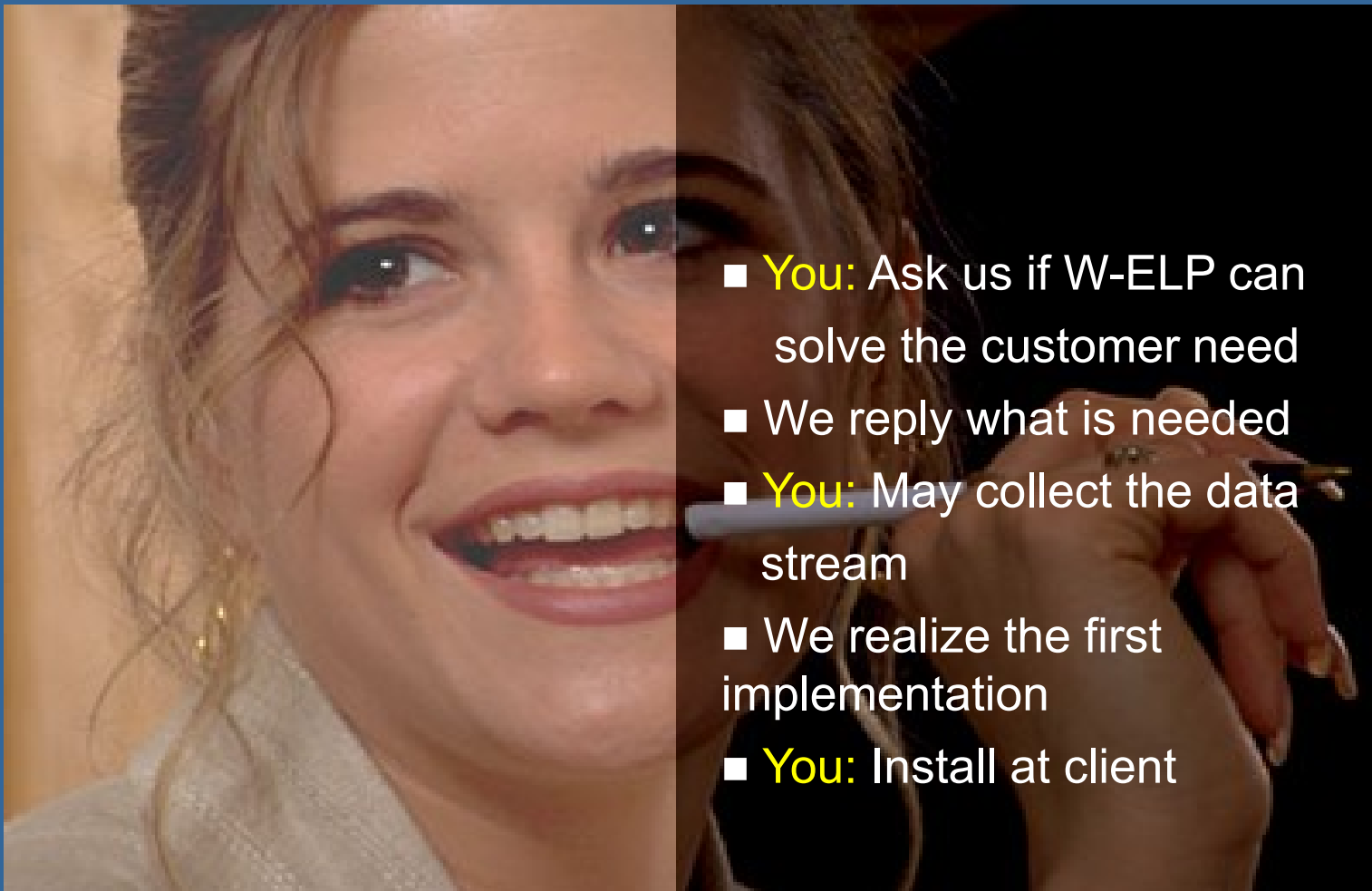
http://welp.stethos.com/e_download.htm

1st steps (Sales)





First steps selling



- **You:** Ask us if W-ELP can solve the customer need
- We reply what is needed
- **You:** May collect the data stream
- We realize the first implementation
- **You:** Install at client

A dramatic sunset over the ocean. The sky is filled with dark, heavy clouds, with a bright orange and yellow glow from the setting sun breaking through near the horizon. The water is dark blue with gentle ripples. In the lower foreground, two kayakers are silhouetted against the water, paddling a tandem kayak. The kayak has the word "Piranha" visible on its side.

1st steps (technical)



Install and 1st steps

http://welp.stethos.com/e_Download.html

For printing from MS Windows you need a queue using an PCL5 driver

If you like to generate watermarks and forms, install an additional queue, named for example „ELP Forms Queue“

Install and if you have a branded version enter your distributor number

Start the configuration software



The start-up agent

Agent for first installation / configuration steps

[Press F1 for Online Help](#)

1. License- / Demo keys

Demo-License Key

Feature key

2. Secure ELP with password (yes) Yes No [Additional Information via Internet](#) [Local](#)

3. Display the self training Yes No

4. Activate ELP for print queue:

5. New to ELP? Activate a Quickset. [Additional Information via Internet](#) [Local](#)

Printer functions / Forms-, Paper- and Copy management

Select one solution out of the listed examples. If it does not fit 100% to your requirements, you may change it later

<- if you have

Usually: No

If you like to read; Yes

Activate the queue

Recommended to test a Quickset, or

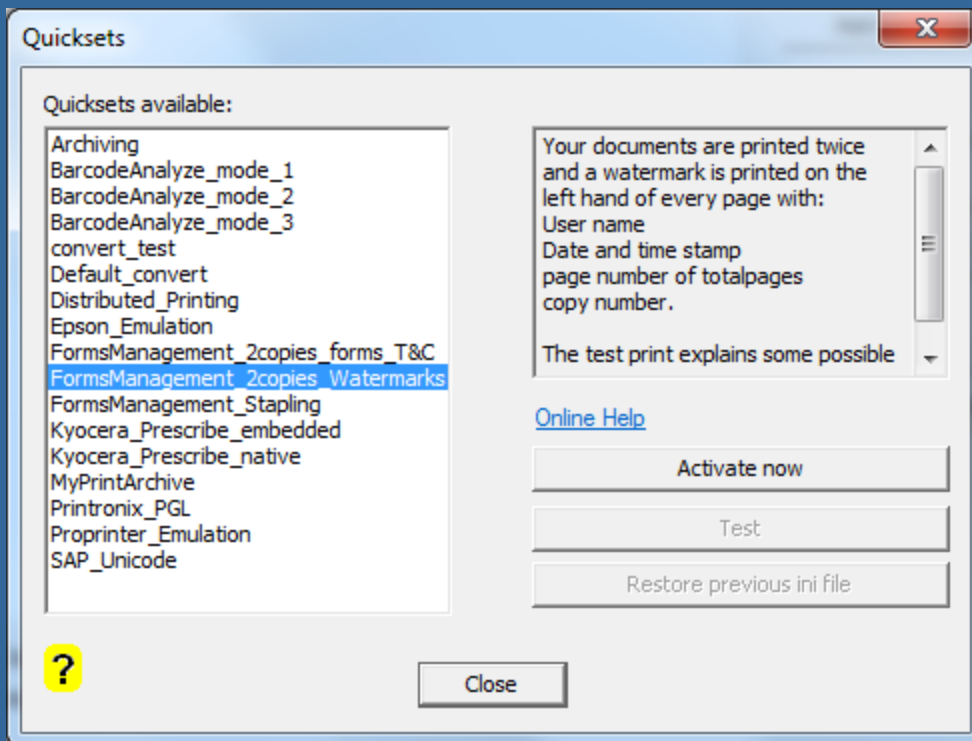
select a forms printing example close to your needs



Quicksets

Select the sample coming close to your printing request

What it does



Activate the Quickset

Test the result

More tips are printed on the test pages. Adapt the settings to your needs.



ELP_Command samples

Forms- & Printer-Management

Modify the key value ✕

Examples

```
C1:RS1FFF501;  
C1:RS1F500FF;C1:LF501;  
C1:RS1F500FF;C1:LF501;C1:1I9;C1:3I1;  
C1:1S1F500FF;C1:LF501;C1:RX1F502FF;  
C1:1S2A261F3143;C1:RF3144;  
C1:1S2A26I9;C1:RI0F3144X1;  
C1:RA26D0S1G500FFX#PREPARSEPAGECOUNT#;C1:LF1401;  
K2;C2C2;  
K2;C1I9;C2I1;  
K2;C1F500;C2F500F101;  
K2;C1F500I1;C2F500F101I9;  
R2;C1F500;C2F500F101;  
K3;C1I9;C2I1;C3I6;  
K3;C1:1I9;C2:1I1;C3:1I6;
```

Information

All pages in duplex on the front page with letter head form on all back back sides with terms_conditions inserted

Print only one copy (No K or Q Parameter used)


(C1:R) All right handed pages

----+ Duplex long page (S1)

----+ with letter head form 500 (F500)

----+ and an additional FormFeed inserted

(C1:L) All inserted pages are left handed and printed with the terms and conditions logo form 501

Apply  Close

Select one of over 50 samples and send a job from any application

End of technical part



Questions?

Continue with last 4 slides?

Or short (5 min) demonstration?

ELP is like a good Swiss Army knife



Reprinting,
Forms, Printer
Management

Reporting,
Monitored Printing

Emulations

And much more

Print job
Distribution

Archiving,
Sorting,
Collecting



Without resources, always reliable in your hands,
Rule based adaption guarantees universal usage.

Even more using combinations



Yes, there are much more functions...

and think

what ELP can do for you?

If

You combine all
FUNCTIONS!





Who shows
competence
in [printer] solutions
generates
confidence
at the customer.

stethos

then you know it works!