

PDFlib Use Cases

Here we have collected a number of use cases which can be implemented with recent products of PDFlib GmbH. Depending on the purpose of the installation a standalone implementation or an integration into a web server environment can be considered.

Personalization of online sold PDF documents. More and more commercially useful information (such as market analysis or standards documents) is sold as PDF document. To protect the sold documents from being circulated illegally they can be enhanced with additional security:

- ▶ A personal password for each customer may protect the documents; printouts or modifications of the document can be restricted according to requirements. For those measures the use of PLOP is sufficient.
- ▶ In case further protection is demanded the document may be personalized for each customer. The document can be imported with PDFlib+PDI, and for example be watermarked with the name of the customer. The text might be visible or hidden, and helps to identify the customer if required.

Personalized trade show guide. On the web site of a trade show a visitor can choose which product groups at the show are of relevance for him. From this his personalized trade show guide is generated, which contains the relevant information like booth number, contact data and similar information from the exhibitor database.

For implementing this project PDFlib is sufficient. If existing PDF pages, such as product catalogs or exhibitor information should be integrated, PDFlib+PDI has to be involved.

Extensive online documentation. A leading electronics manufacturer stores the wiring scheme of radios as PDF documents. A mouse click on one of the components shows the data sheet of the respective component. PDFlib+PDI produces this wiring diagram which consists of an extensively linked PDF document, and the pages are dynamically combined with PDFlib+PDI according to the required components.

Evaluation of used cars. The customer feeds the details about his second hand car (like model, year of manufacture, mileage and so on) into a web front end. Based upon an appraisal database the value of the car is individually calculated. The result is combined by PDFlib in a report document, which may contain pictures additional to text based information. This service is subject to charge and therefore the invoice is generated as PDF document too and delivered combined with the report via Internet.

Construction financing. Customer specific data are collected by the sales representative of a financial service provider and sent via Internet to the company server. Based on the customer details and recent product offers the company server generates an individual offer for the customer. PDFlib formats the data and produces a PDF document which can be forwarded to the sales representative or the customer.

Personalized application form for insurance and financial sector. The customer sends his details for an insurance or bank account application via fax or letter to the bank. There a clerk feeds those information into a database. A PDF template with blocks al-

lows to issue the completed form. PDFlib Personalization Server (PPS) fills the blocks into the PDF template with the information from the database, and produces a completed document.

Data sheets for technical products. A magnet manufacturer produces his magnet data sheets dynamically as PDF, in which tables and diagrams are embedded from existing graphics files. Even though implementing this workflow requires development effort the system is still more efficient than producing the data sheets manually. Because of the large amount of products and short turnaround cycles of the data sheets the integration effort has amortized quickly.

Enhancing documents for online publications. The Unicode consortium prepares extensive tables to document the Unicode standard. The artwork for printing the Unicode book is delivered as PDF, but those documents are not suitable for Web publishing. Because of this the Unicode consortium employs the products PDFlib+PDI and TET to produce enhanced PDF documents.

- ▶ Automatically embed web links: First TET searches the documents for URLs. Based on the found text strings and coordinates PDFlib embeds links into original documents imported the by PDFlib+PDI.
- ▶ TET generates bookmarks by searching the headlines.
- ▶ The resulting PDF documents are protected by encryption and password.

For print publishing the PDF files are prepared by PDFlib+PDI:

- ▶ Right and left pages are moved to adjust the borders.
- ▶ Headers are added for the book.

The resulting PDF documents were used to print the Unicode book (ISBN 0321480910) and to generate the online documentation for the Unicode standard.

Watermarks created with PDFlib+PDI protect confidential material. Mayor David Miller of the City of Toronto, Canada's largest City and 5th largest in North America, was concerned about media leaks of confidential information. Councillors would be given special printed material at in camera sessions of the City government. Unfortunately, the press would often know about these documents before the councillors.

Something needed to be done to make paper documents more secure. The City Clerk Uli Watkiss turned to the IT Division for help. They had tightened up the physical process of distributing the material, but could they do more?

The IT division came up with the idea of virtual watermarks. This would be a solution that puts the city workmark and logo, as well as the councillor's name in grey scale into the background of the paper document. Each confidential document would now be owned by a particular person. Perhaps this could not stop leaks, but the psychological impact would be immense.

»We needed an industrial strength solution,«tells Michael Sutton, Senior Technical Support Specialist. They had 65 councillors and staff, that would need confidential documents up to 200 pages each. This would be a lot of variable output for the city. The city was using IBM's InfoPrint Manager for AIX for print management, and Heidelberg Digi-masters for print output. What they didn't have was a templating/watermarking technology in between.

»That naturally lead us to PDFlib,« states Michael Sutton. Using PDFlib, they were very quickly able to assemble and layer confidential scanned documents, with Adobe

Form Builder backgrounds, adding the greyscale names of the Councillors using PDFlib easily handled transparency with multiple-layer PDFs.

In case the pages of the document are created with PDFlib the watermark can be integrated easily into the process. With existing documents PDFlib+PDI can be applied. PDFlib+PDI imports the existing PDFs and places the one by one into the new document. During this a watermark is pasted over the original. The watermark can consist of text, pictures or even another PDF. To preserve readability even with big watermarks it can be turned transparent. In case the recipients have to be kept from changing the watermark, the document can be protected by encryption.

Later, the IT department used the PDF Virtual Filesystem to add outstanding performance. Most of the compositional work is done in memory. The resulting PDF is down-sampled to PostScript Level 2, which is easily handled by the Heidelbergs. »The result is outstanding, based on the quality and fidelity of the PDF created by PDFlib, and its features.« judges Michael Sutton.

By making PDFlib a templating print driver under the IPM technology they even surprised IBM. With Windows Script Host and JavaScript they make this an easy to use drag-and-drop document option on Windows workstations.

Every developer can operate PDFlib in the programming language which fits best regarding his experience and the demands of his project. In case the developer chooses a language like Java which is available on several platforms, the application may also run under a different operating system.

»Our future plans are to keep refining the PDFlib process,« tells Michael Sutton »and eventually phase out the use of offset colour letterhead and documents at the City. We expect PDFlib will save us millions of dollars as a result. This is a great integration package for enterprise printing. If you are a large shop, looking for the same ease of assembly for PDF elements, that we see in the traditional AFP or big print iron world, this is the package. It allows you to use PDF, with all the richness of features, such as fonts, graphics and color support.«

