

# **Workflow Automation The New Context**

**Thad McIlroy  
Arcadia House  
San Francisco & Toronto**



# Who Says Consulting Isn't Dangerous?



# Take the Gilbane CMS Conference



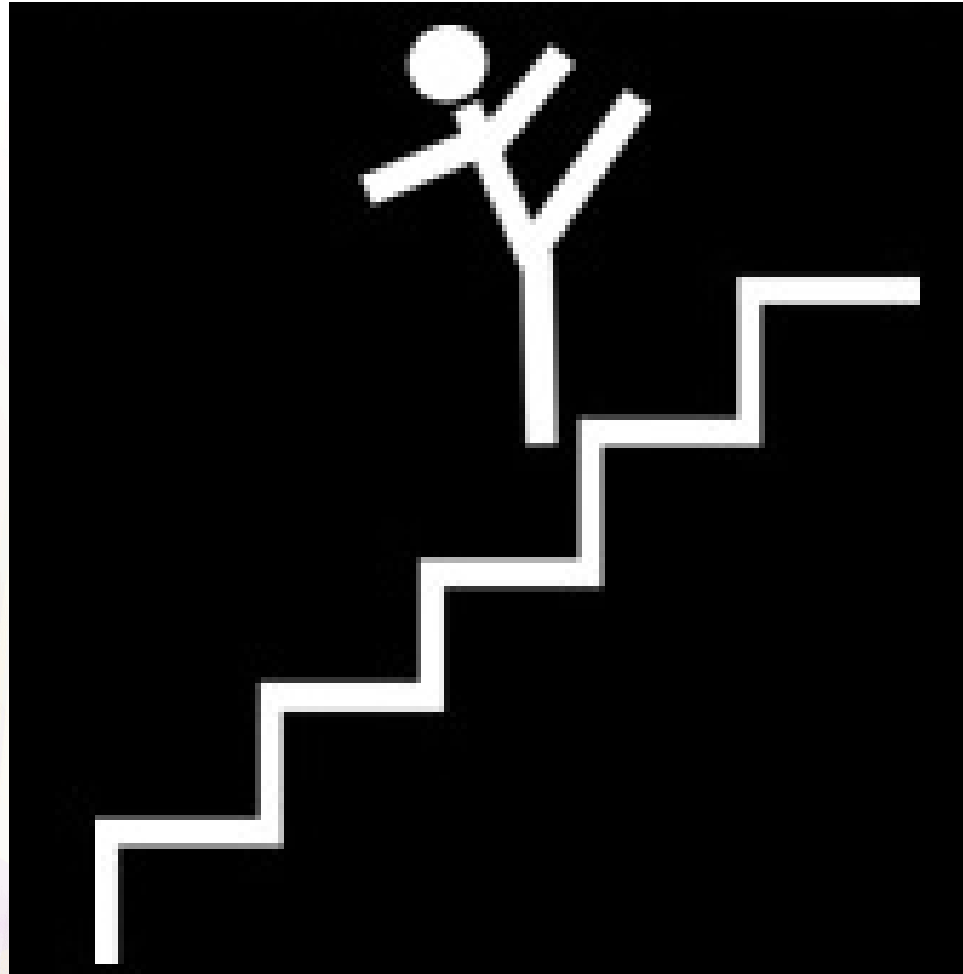
# Add Grand Staircase



# Add Clumsy Consultant



# And the Result



# So Yesterday



# Using Some Fancy Siemens Hardware



# And an Old Scitex Workstation



# And, of course, a Kodak Filmsetter



# I Got Myself an MRI & CT

Name: McIlroy^Thaddies^^  
ID: 34731  
DOB: 9/9/1956  
Date: 6/5/2006  
Time: 2:05:42 PM  
No: 15  
X: 1.3

A

Inst: Bright Light Radiology  
Model: Sensation Cardiac

R



AP No: 2  
CP: 197.50  
ST: 5.00  
CS: 75  
TI: 1000  
KV: 120.00  
mA: 115  
Feet: 9.00

CM  
GT: 0.00  
ImC  
W: 00400  
C: 00020

**BUT ENOUGH ABOUT ME!**



**Around this time last year...**

# Workflow **Across** the Publishing Process

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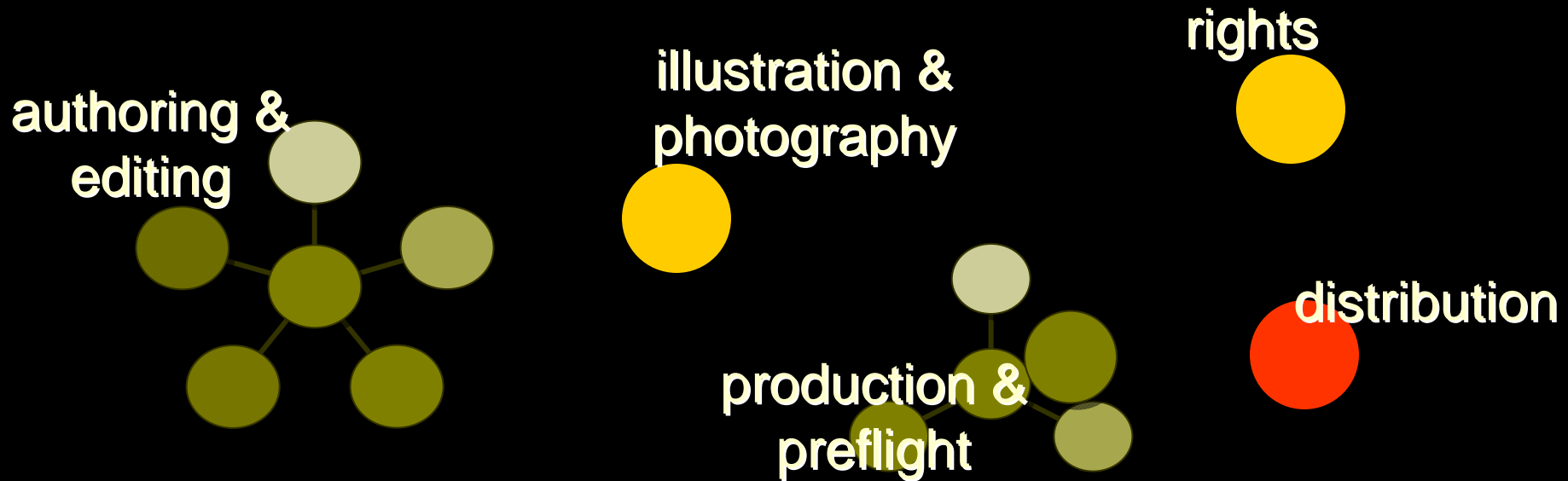
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Presentation to the  
IPA

# The “Workflow” Challenge

- Authoring and design take place remotely from prepress and printing
- Data flows downstream with insufficient data to inform the process
- “Our clients want us to do the heavy lifting.”
- Islands of automation are not unified into a single process

# Islands of Automation



- Limited manufacturing (workflow) efficiencies
- Doesn't support content management
- Doesn't support cross-media publishing

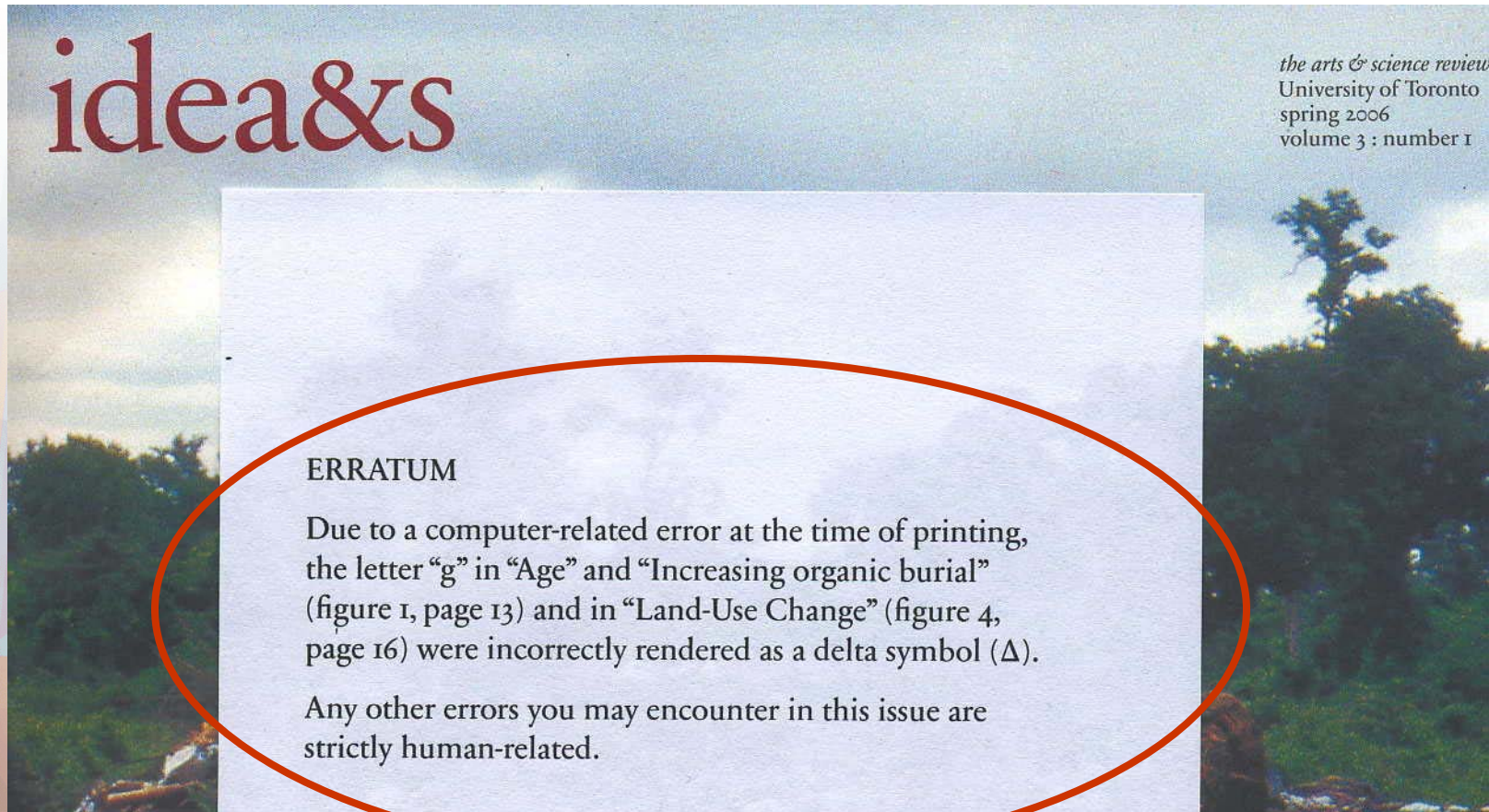
# The Solution for IPA Members

- Find effective methods to encompass the entire workflow within their service offerings
- Find ways to profitably assist customers in improving their workflows
- Push vendors to support the ***ENTIRE*** workflow

# Why Full Automation Now?

- The Web challenges print with an automated cost-effective publishing method
- The graphic arts have been creeping slowly is moving from a craft to an automated industry
- The printing press is now in the loop
- XML provides offers an automation opportunity for document originators too

# And So, a Year Later



idea&s

the arts & science review  
University of Toronto  
spring 2006  
volume 3 : number 1

## ERRATUM

Due to a computer-related error at the time of printing, the letter “g” in “Age” and “Increasing organic burial” (figure 1, page 13) and in “Land-Use Change” (figure 4, page 16) were incorrectly rendered as a delta symbol ( $\Delta$ ).

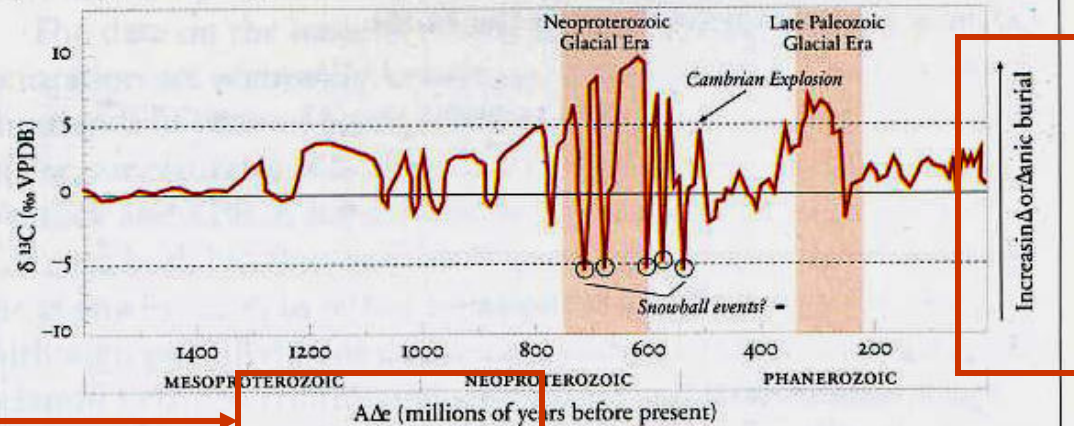
Any other errors you may encounter in this issue are strictly human-related.



# What do You Mean, "Erratum"?

**Figure 1**

The variation of  $\delta^{13}\text{C}$  measured in sequences of carbonate rocks from 1.6 billion years ago until the present.



Data for the Neoproterozoic Era until the present are from J.M. Hays et al., "The Abundance of  $\delta^{13}\text{C}$  in Marine Organic Matter and Isotope Fractionation in the Global Biogeochemical Cycle of Carbon During the Past 800 Ma," *Chemical Geology* 161:1999. Figure adapted and modified from N. Eyles and N. Januszczak, "Zipper Rift: A Tectonic Model for Neoproterozoic Glaciations During the Breakup of Rodinia after 750 Ma," *Earth Science Reviews* 65:2004.

# What Has Changed in a Year?

## *Incremental Change*

- Better mindset all around; service providers and creatives
- Small improvements everywhere: color, JDF, workflow, etc.
- XML for publishing is stronger than ever

# Remember Your History



Harold Wittmore, B.S., A.S.

Photograph by John Walker Gilman

*THE reproduction of this handsome interior is accomplished by the new Aquatone Process of Printing, which leading experts agree marks the biggest advance in quality Printing that has been made since the discovery of the Printing Art.*

*In conformity with our well-known policy to constantly produce a more beautiful publication and render a more valuable service to our readers, the publishers of this magazine are gratified to announce that from this time on, we will reproduce the advertisements of various representative manufacturers of quality products through this new medium of Aquatone Process Printing.*



IPA

Technical Conference

# The Process!

*THE reproduction of this handsome interior is accomplished by the new Aquatone Process of Printing, which leading experts agree marks the biggest advance in quality Printing that has been made since the discovery of the Printing Art.*

*In conformity with our well-known policy to constantly produce a more beautiful publication and render a more valuable service to our readers, the publishers of this magazine are gratified to announce that from this time on, we will reproduce the advertisements of various representative manufacturers of quality products through this new medium of Aquatone Process Printing.*



# We've Seen It All Before

- Every new technological development is the most impotent since Gutenberg invented the printing press
- One-third of users embrace the new technology; two-thirds reject it
- “The Good Old Days that Never Were”
- The technology succeeds, and then it's time for the next one



# You Are Not Alone

“It is difficult to get a man to understand something when his salary depends on his not understanding it.”

— Upton Sinclair



# Welcome to the IPA Technical Conference, v2006

Look what we've got in store  
for you!



**At the very least, we need to  
maximize the efficiency of our  
current workflows**



# Sessions

1. e-Learn
2. Workflow RoundUp

Both sessions today (and continuing)

# Monitor Best Practices

*...on Tough Technologies like Color*

1. Color Proofing RoundUp (today+)
2. Color-Managed Workflows
3. Utilizing Instrumentation Tools...  
(both on Wednesday)



# Workflow MUST Encompass Creatives

1. Bringing Customers into the Workflow Loop
2. Minimizing Preflight by Getting Great Files in the First Place



# But Who Are the Customers Anyway?

1. The Changing Prepress and Print Buyer (Wednesday)
2. Creative Workflow (Thursday)



# How Are You Going to Handle Them?

1. Great Technology is Implemented by Great Staff (Wednesday)

# How Should JDF be Integrated

*...into the Creative Workflow?*

1. Adobe & Quark on the Future of Publishing Workflows (today)
2. QuarkXPress 7 and Adobe CS (Wednesday)



# So Where is JDF?

1. Real World JDF (Chris Heric)  
(Wednesday)



# Seeing Beyond JDF to XML

1. The ABCs of XML & XMP
2. What You Need to Know About XML, XMP and...  
(both on Wednesday)

# Let's Not Forget Immediate Opportunities

1. Facilities Management Strategies
2. Offshore Outsourcing
3. PDF Workflows: The Latest & Greatest  
(all Wednesday)



# But We've Got to Build With Technology

## 1. Leveraging Technology to Grow Your Business (Wednesday)

# And Where Can I See this Great Stuff?

At the new and expanded Expo...  
where show hours never conflict with  
your conference schedule!



# ENJOY THE SHOW!

**Thad McIlroy**  
**Arcadia House**  
thad@arcadiahouse.com

