CSI Reseller News

brought to you by

Citation Software Inc.

the on-demand-printing experts

www.CitationSoftware.com

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Product categories:
- *PDF creation & manipulation*
- *postal automation/CASS/PAVE*
- *data hygiene, merge/purge*
- *page imposition*
- *preflight & prepress*
- *file-format conversion*
- *variable-data printing*
- *image personalization*
- *more*

Citation Software Inc.

290 Turnpike Road, Suite 413

Westborough, MA 01581-2843

USA

www.CitationSoftware.com

info@CitationSoftware.com

508-436-2543

Why you should read this newsletter

This newsletter is all about how you can partner with our company to make money.

We know you're busy! But each issue of this newsletter is intended to make your job easier and, by doing that, help you to increase your revenue – so we hope you'll take just a couple of minutes to read it.

Who we are and what we do

Based in Westborough, MA, USA, Citation Software Inc. has been involved with technology for producing paper documents and electronic documents since 1986.

We offer software products and services that are used for designing and producing printed documents and electronic documents; we also offer products and services for bulk mailing and for managing name & address data and associated information. Our products and services are used by printing companies, direct-mail advertisers, financial institutions, pharmaceutical firms, law offices, government agencies, and lots of other kinds of organizations.

Many of our customers are resellers such as your company. We really like doing business with resellers because they bring us repeat business – so we try to make it easy for resellers to work with us by offering free consulting services and by offering attractive discounts.

How we can help you increase your revenue

Here are some of the ways that we can work with you to increase your revenue.

Let's say that a customer of yours has an interest in one of our products, and let's say you HAVE NO IDEA what that product is used for, how it works, or which version of the product is appropriate for your customer. WE CAN HELP! Give us a call at 508-436-2543. We'll give you an overview of the product in just a few minutes. We'll also do a conference call with you and your customer, if you like.

Here's another example that illustrates how partnering with Citation Software Inc. could bring more revenue to your company. Perhaps one of your customers has mentioned a project that involves the creation of or manipulation of documents. Maybe the customer has shared with you information about some of the technical challenges his company is facing in connection with this project. Give us a call and talk it over with us! By working together, we might be able to identify a revenue opportunity.

These are just two examples of how we can work together. If you have other ideas, don't hesitate to call us at 508-436-2543.

To learn more about our products and services, visit our Web site, www.CitationSoftware.com.

Citation Software has been involved with printing-and-publishing technology for more than 20 years. Take advantage of our free consulting service to make yourself look smarter to your customers!

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REMEMBER: We want to make it easy for your company to do business with us! Don't hesitate to get in touch with us to discuss potential opportunities.

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PRODUCT SPOTLIGHT: Server-based software for creating and modifying PDF files

The **Express Server** product line is a collection of server-based products that can:

- automatically convert documents from and to many different formats, including PDF formats
- modify existing PDF files (add information like page numbers and logos, create new PDF files by pulling pages from existing ones, much more)
- convert paper documents to searchable formats such as PDF and text

The Express Server products deal with many widely used file formats, including Microsoft Word, Excel, PowerPoint, and Publisher; these products also handle many file formats that aren't so well known.

Vertical markets

Vertical markets that should be targeted for these products are: legal, financial, pharmaceutical, energy, printing & publishing, government.

Special features for compliance

Increasing corporate and governmental regulations have led to growing demand for use of specific document formats when exchanging and archiving documents. The Express Server products have special features that facilitate compliance with such regulations. For example, the Express Server products can create and manipulate documents in PDF/A format, which is a format that's required by many corporate and government regulators.

Our normal pricing for the Express Server products begins at $5,300 USD; discounts are available to resellers.

To get more information about the Express Server product line, call us at 508-436-2543, or go to www.CitationSoftware.com, click the green Search for product by name button, and enter   Express Server

Other products

Here is a list of some of our most-popular products. Pricing shown is our normal pricing for end users; resellers will pay less.

MatchUp. A powerful merge/purge solution for cleaning up name-and-address data. Pricing starts at $2,895 USD.

PitStop Professional. An Adobe Acrobat plug-in that handles preflight tasks (finds font problems, color problems, more). $625 USD.

PitStop Server. An automated, server-based version of PitStop Professional. Does not rely on Adobe Acrobat. $3,100 USD.

PowerSWITCH. A powerful software system with a drag-and-drop interface that makes it easy to automate repetitive tasks like retrieving files from FTP sites, retrieving files sent as e-mail attachments, sorting files based on various criteria, sending e-mail notifications automatically when a particular event occurs. Third-party applications can be integrated. $6,500.

Quite Imposing & Quite Imposing Plus. Adobe Acrobat plug-ins for page imposition (step-and-repeat, booklets, 2-up, 4-up, page numbering, etc.). Pricing starts at $465 USD.

Quite Hot Imposing. An automated, server-based version of Quite Imposing Plus. Does not rely on Adobe Acrobat. Pricing starts at about $2,900 USD.