



Unlimited Scalability

Unbreakable Security

Uncompromised Automation

Flowman Business Process Solutions
for Print Media Industry

Flowman Oy
Kiviharjuntie 11
FIN-90220 Oulu
Finland
Telephone: +358 (0)8-514 6200
Facsimile: +358 (0)8-514 6290
E-mail: mail@flowman.fi
www.flowman.fi

FLOW
man[®]
More than Workflow Management!

Competition in the market place is fierce. The need to stay competitive demands new degrees of efficiency – while improving quality and customer service.

All this can be streamlined with Flowman. solutions

Flowman streamlines the business processes between publishers and print sites as well as between advertisers and editorial sites. It uses all the advantages of an “Internetworked” production chain, enabling new technologies in the industry and eliminating manual work phases.

Cross industry knowledge base

Flowman’s management and development team has extensive experience in developing software solutions for different industry sectors, including pulp and paper, mechanical wood processing,

Online services creates new demands in the printing industry.

Your customers will not tolerate anything less than a dedicated and uninterrupted service 24 hours a day, 7 days a week.

The publishing industry is changing rapidly as the latest technologies create new opportunities. Many publishers now outsource production to high-volume printing companies who are concentrating on reducing unit costs by adopting ever-increasing levels of automation.

Editors have adopted digital ways to create their pages; and the printers have installed digital devices to create the printing plates. The result is a digital chain linking editors to printers as files are sent back and forth electronically. Printers' prepress departments have become highly technical with printers being forced to hire expensive technologists and operators to cope with all the new machines and software.

steel, and telecommunications. Flowman also has a deep understanding of the media industry, having a background in practically all media sectors including radio and broadcasting, advertising, printing and prepress.

Flowman’s aim is to bring best practices from different industry sectors to the print media industry enabling a new way to think business processes.

Unlimited Scalability

When you put your business processes online, you are facing demands that you have never experienced before in your printing business. Modern, demanding customers require unprecedented response times. In practice this means that your processing capacity is no longer dependent on your internal needs but your customers’ requirements.

Have you considered if your business processes and existing technologies are ready to meet this demand – we know that some of your competitors have. We also know they have already taken the quantum leap towards online world.

Unbreakable Security

Putting your business online introduces new threats. Ask any banking IT person how demanding it is to keep their system secure from the threats of the internet. At the same time you will get to know that the technology platform used in most banking systems, as well as other demanding enterprise level systems, are built on the Java Enterprise Edition platform (J2EE). Flowman uses the same technology. Flowman aims not only to streamline your business, but also to secure it.

Uncompromised Automation

Traditionally all software solutions in print media production have been developed according to the demands and requirements of the users. This is a nice and acceptable approach because you then have the solutions that people like to use.

Flowman has taken a different approach: we have looked at the whole business process from different perspective: the top management point of view. Having extensive knowledge in managing the media business, as well as best practices from other industry sectors, we have challenged all user needs with a simple question: is this functionality required at all - since this work phase may not actually be required?

As a result we have automated many tasks in the whole business process starting from the customer’s site to the final plate making and press set up.