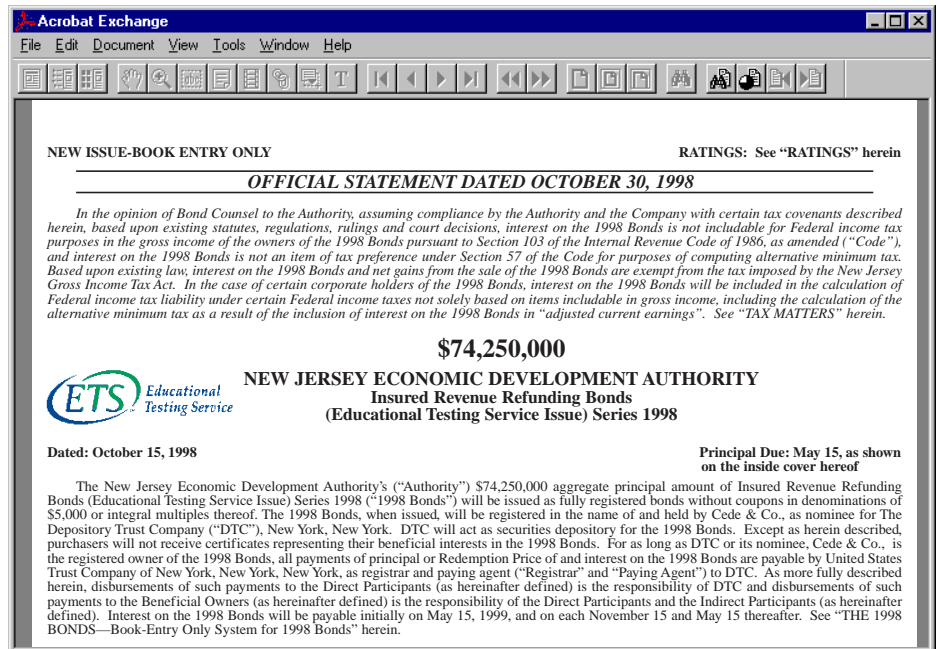


## ADOBE CUSTOMER SPOTLIGHT

# Network Financial Printing Digital Financial Printer

*Digital Financial Printer Speeds Turnaround and Reduces Customers' Printing Costs with Adobe Acrobat Software*

Adobe® Acrobat®  
Adobe Acrobat Capture®



To meet the time-sensitive and stringent printing requirements of the financial industry, Network Financial Printing encourages its customers to submit print jobs as Adobe PDF files. Accepting print jobs in PDF enables the firm to speed prepress processes while ensuring every document appears in print and on-screen exactly as it was intended.

### Key Benefits

- Cost savings per print job is significant because PDF files can be transmitted in minutes to printing plants nationwide.
- The fidelity of PDF files ensures that legal documents appear exactly as intended when printed from electronic files.
- The small size of PDF files makes them practical for customers to e-mail, speeding print processes and eliminating shipping costs.
- Printing turnaround time is faster because customers don't need to proof documents.
- Institutional investors appreciate viewing documents in PDF on the Internet because they can perform text-based searches.
- Use of Acrobat software reduces the prepress burden, so a financial printer can accept more jobs and provide better service.

Few industries have printing requirements as stringent as investment banking. Many investment firms prepare and distribute daily, weekly, or monthly research reports for their customers, reporting on stock purchases and providing market projections and buy recommendations. Public companies must regularly submit confidential legal compliance documents, including registration statements, prospectuses, private placements, tender offers, annual reports, proxy material, and 10-Ks and 10-Qs to regulatory agencies such as the Securities and Exchange Commission. For the financial printers that serve these customers, success hinges on the ability to print high-quality documents exactly as intended, at competitive prices, and in 24 hours or less.

Network Financial Printing, a financial printer for public companies, investment banking firms, law firms, and accounting firms, is solidifying its leadership position in this market by encouraging customers to use Adobe Acrobat software and Adobe Portable Document Format (PDF). Law firms, for instance, can now submit print jobs to Network Financial Printing as PDF files instead of paper documents. "By accepting ultra-reliable PDF files from our customers, we provide faster turnaround, eliminate the time and expense of shipping, reduce rush charges, and ensure that documents print exactly as intended," says Chris T. Concannon, president of Network Financial Printing.



**Reliable Printing: Anytime, Anywhere**  
Network Financial Printing's customers use Acrobat software to easily generate PDF files from documents created with authoring applications, such as Adobe PageMaker® or word processing or spreadsheet programs.

In the past, customers shipped paper documents to Network Financial Printing for typesetting and printing. They couldn't risk sending electronic files because native files sometimes print differently on the printer's system—for example, losing headers, displaying misaligned tables, or changing fonts. The errors result from Internet transmission or platform variations. For public companies, investment banking firms, law firms, and accounting firms, errors in printed documents can spell disaster: "These are confidential legal documents, so our customers need a guarantee that what we print looks exactly like what they saw on their computer screens," says Concannon.

PDF files solve printer and software incompatibility problems because they always appear exactly the same on any printer or any monitor, regardless of the platform, application, or fonts used. Many law firms have begun using Adobe Acrobat software to create PDF files of their confidential legal documents, quickly and easily. "PDF files are compact, which makes it practical for customers to submit them by e-mail and for us to transmit them to our printing plants," says Concannon. Other cost savings from PDF files are elimination of shipping charges and, sometimes, the elimination of rush charges because the printer receives the file in just minutes via e-mail. All these factors serve, ultimately, to make Network Financial Printing's service more attractive and more cost-effective to clients.

**PDF Files Maintain Document Fidelity**  
Because the information from law firms is contained in confidential legal documents, the exact fidelity of PDF files is crucial. "Acrobat eliminates the danger of printing native file formats, which sometimes 'reflow' after Internet transmission," says Concannon. "The integrity of PDF files means that we can send PDF files to production immediately, turning around jobs in a couple of hours." If the company printed from a native file, proofs would have to be sent to the client, adding hours or days to the process.

---

*"By encouraging our customers to use PDF, we ensure that customers' jobs are completed faster and at a lower cost. At the same time, we can complete more jobs. We've always had enough manufacturing to handle any job; if we had a bottleneck before, it was manpower. With Acrobat software, we're ensuring that prepress never becomes a bottleneck."*

—Chris T. Concannon  
President

---

### Full, Text-Based Searching

Law firms that produce PDF files for their printed documents can also publish them on their Web sites, at no added cost. Many investors—the ultimate consumers of the documents that Network Financial Printing produces—now prefer PDF files to paper documents. PDF files are easy to search, and they can be stored easily.

If customers don't have Acrobat software, Network Financial Printing can create PDF files for them from the native file or from

paper documents. To create a PDF file from paper documents, Network Financial Printing uses Acrobat Capture software and a DocuTech scanner.

### Reduction in Prepress Bottleneck

"The growing use of PDF files enables us to provide a more cost-effective print job, because we no longer have to typeset," says Concannon. "As a result, we're attracting more business from corporate and municipal issuers."

Because of growing customer enthusiasm for submitting print jobs as PDF files, Network Financial Printing plans to train its clients at law firms and accounting firms to use Acrobat software. "By encouraging our customers to use Acrobat software, we ensure that customers' jobs are completed faster and at a lower cost," says Concannon. "At the same time, we can complete more jobs. We've always had enough manufacturing to handle any job; if we had a bottleneck before, it was manpower. With Acrobat software, we're ensuring that prepress never becomes a bottleneck."

For more information about Network Financial Printing visit [www.networkfinancialprint.com](http://www.networkfinancialprint.com).

For more information about Adobe Systems visit [www.adobe.com](http://www.adobe.com).

### Network Financial Printing Digital Financial Printer Systems At-A-Glance

#### Software

Adobe Acrobat  
Adobe Acrobat Capture  
Adobe PageMaker

#### Hardware

Xerox DocuTech scanner