

ACCELERATE  
YOUR **CREATIVE**  
OPERATIONS

Retail Marketing



Boden, Royal Canin



ISDIN, Megapom



Lingen Design, Carey Color



Druckstudio, Schwabe+Braun



SOFTWARE AS A **GAME CHANGER** | STORIES OF **BRANDS**

MEDIA **AGENCIES** AT THE TOP OF CREATIVITY | THE WORLD OF **PRINT** & MORE

MEGAPOM



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Learn how leading Service Providers use ES: From Photo to Multichannel Production, On & Off-shore, for Retail, Brands, and even Public Transport. And also TWIST - from State of the Art Fashion at Max Mara to Decades of Production at Allied Printing, Café Nero and much more...

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30 years of software innovations  
for the graphic communication industry





**Dr. Carol Werlé**  
CEO, DALIM SOFTWARE GmbH



**B**rand owners today have become experts in managing the concept and execution of their digital communications. Yet, for decades, the same exercise in the world of printed communications is often left to 'the way it was, or is'. As a result, the expertise to make an impression—on anything other than a screen—has become rare, and left to what sometimes can seem as an 'online obsession'. Yet, it is a bit paradoxical that Amazon successfully shows—once again—that the way to bring the consumer to its brick and mortar stores is with top-quality graphic signage, packaging, magazines, and even catalogs—just as on its online shopping site.

Marketing departments are learning today that they must secure their online audience with more and more appealing visuals, like in their stores (offline) where quality is also a given—whether on video screens or point of sale promotional materials. Welcome to the O2O era (online to offline), which is precisely our core business.

DALIM SOFTWARE, very much like Johannes Gutenberg, has its roots solidly anchored in print. It is probably what makes our production tools the most versatile applications to organize brand owner graphic communications, whether online or offline. If our most recent thirty years have been spent digitizing graphic arts every step of the way, the next thirty years stand a good chance to be spent at deploying and integrating this knowhow within the complex distributed entities that marketing organizations have since become.

Our solutions are engineered to ensure the best possible integration within existing environments through their comprehensive APIs. They allow forward-thinking service providers, brands and retailers to accelerate creative operations and remove even more time between ideation and going to market. Should our goals match the strategic agenda of your organization as well, come and see us in Lisbon in March, or Nashville in April, for our 2019 DUO conferences—or simply flip through the upcoming pages...

### Enjoy the reading! Carol



**M**arkeninhaber sind die heutigen Experten für die Konzeption und Durchführung ihrer digitalen Kommunikation. Die Welt der gedruckten Kommunikation wird aber seit Jahrzehnten oftmals „so gelassen, wie sie war oder ist“. Als Folge dessen ist das Wissen, wie man einen Eindruck auf etwas anderem als nur auf einem Bildschirm hinterlassen kann, knapp geworden und machte Platz für eine Art "Online-Besessenheit". Etwas paradox ist jedoch, dass Amazon erfolgreich gezeigt hat - einmal mehr -, dass der Weg, den Konsumenten zu seinen stationären Läden zu bringen, mit hochwertigen Beschilderungen, Verpackungen, Magazinen und sogar Katalogen besteht - genau wie bei der Online-Shopping Seite?

Marketingabteilungen verstehen heute, dass sie ihre digitale Zielgruppe mit immer ansprechenderen Grafiken sichern müssen. So wie in ihren Geschäften (offline), in denen auch die Qualität eine Selbstverständlichkeit ist - egal, ob auf Videobildschirmen oder auf Werbematerial für den Point of Sale. Willkommen in der O2O-Ära (online to offline), die genau unser Kerngeschäft darstellt.

DALIM SOFTWARE hat, ähnlich wie Johannes Gutenberg, seine Wurzeln fest im Druck verankert. Dies ist wahrscheinlich der Grund, warum unsere Produktionswerkzeuge die vielseitigsten Anwendungen für die grafische Kommunikation von Markeninhabern sind, egal ob online oder offline. Und da wir in den letzten 30 Jahren die grafische Industrie bei jedem Schritt der Digitalisierung begleitet haben, beinhalten die kommenden 30 Jahre ein großes Potenzial, um dieses Know-how in die komplex verteilten Einheiten, zu denen Marketingabteilungen inzwischen geworden sind, einzusetzen und zu integrieren.

Unsere Lösungen sind so konzipiert, dass sie über ihre umfassenden APIs die bestmögliche Integration in vorhandene Umgebungen gewährleisten. Sie ermöglichen es zukunftsorientierten Dienstleistern, Marken und Einzelhändlern, kreative Prozesse zu beschleunigen und mehr Zeit zwischen der Vorstellung und dem Markteintritt zu sparen. Wenn unsere Ziele auch mit der strategischen Agenda Ihrer Organisation übereinstimmen, besuchen Sie uns im März in Lissabon oder im April in Nashville zu unseren DUO-Konferenzen im Jahr 2019 oder blättern Sie einfach durch die folgenden Seiten...

## **Viel Spaß beim Lesen!** **Carol**



Si la plupart des marques sont devenues expertes pour penser et exécuter leur communication digitale, rares sont encore celles qui réunissent la même maîtrise pour leurs produits de communication imprimés. Longtemps considéré comme une évidence, le savoir-faire requis pour réussir son impression au niveau d'un point de vente avec des produits imprimés s'est un peu perdu pour laisser la place à une focalisation, voire une obsession de la communication en ligne. Pourtant, l'exercice réussi par Amazon aujourd'hui consiste bien à faire venir le consommateur dans ses magasins, comme sur son site d'achat en ligne.

Les directions marketing en tirent les leçons aujourd'hui et se doivent de sécuriser leur audience en ligne (online) avec des visuels toujours plus qualitatifs comme dans leurs points de vente (In store ou offline) où la qualité se doit plus que jamais d'être au rendez vous, autant sur les écrans vidéos que sur tous les produits imprimés quels qu'il soient. Bienvenue dans l'ère du O2O (online to offline) qui est précisément notre coeur de métier.

DALIM SOFTWARE, tout comme Johannes Gutenberg qui a laissé à notre adresse un héritage inégalé, a ses racines solidement ancrées dans l'imprimerie. C'est ce qui fait de nos applications les outils de planification de production et de gestion des ressources digitales les plus polyvalents. Si nos 30 dernières années ont été passées à la digitalisation des arts graphiques au sens le plus large, les 30 prochaines seront sûrement vouées à la mise à disposition et l'intégration de ce savoir faire au sein des outils de productions distribués que sont aujourd'hui devenues les organisations marketing et de communication des marques.

Conçues pour tirer le meilleur parti des infrastructures existentes, nos solutions permettent à de nombreux prestataires de services, marcas et détaillants d'acelerar sensivelmente toutes les opérations impliquant de la création de contenu. Et si cela figure aussi sur l'agenda stratégique de votre entreprise, rendez vous à Lisbonne en mars, Nashville en avril pour nos conférences DUO 2019 ou tout au long des pages qui suivent...

**Bonne lecture !**  
**Carol**



Os proprietários de marcas atualmente se tornaram especialistas na concepção e execução de sua comunicação digital. No entanto, o mesmo exercício no mundo da comunicação impressa é muitas vezes deixado "do jeito que era ou é" desde décadas. Como resultado, o sucesso em obter-se um boa impressão em algo mais que uma tela, desaparece dando lugar ao que em algum momento possa parecer uma "obsessão online". Torna-se um pouco paradoxal ver a empresa Amazon mostrando "novamente" a maneira de garantir que os consumidores sejam mimados online com gráficos de alta qualidade da mesma maneira que seriam nas suas lojas, com as melhores fotos, embalagens, revistas e até catálogos.

Desde então, organizações de marketing, vem tirando suas conclusões e estão focados em garantir aos consumidores online com imagens atraentes, bem como offline, onde a qualidade também deve ser oferecida, seja em telas de vídeo ou em qualquer material promocional no ponto de venda. Bem-vindo à era O2O (online to offline). Precisamente a evolução do nosso core business.

DALIM SOFTWARE, assim como Johannes Gutenberg, tem suas raízes solidamente ancoradas na impressão. O que provavelmente faz de nossas ferramentas de produção, as aplicações mais versáteis para organizar a comunicação gráfica de proprietários de marcas, seja online ou offline. Podemos dizer que nossos mais recentes 30 anos foram gastos na digitalização das artes gráficas em cada etapa do caminho, e os próximos 30 anos têm uma boa chance de serem despendidos na implantação e integração desse know how dentro das complexas organizações de marketing atuais.

Nossas soluções são projetadas para garantir a melhor integração possível dentro do ambiente existente por meio de suas abrangentes APIs, permitindo a prestadores de serviços, marcas e varejistas com visão de futuro, acelerar a operação criativa e diminuir ainda mais o tempo entre a concepção e o lançamento no mercado. Se essa meta também fizer parte da agenda estratégica de sua organização, venha nos visitar em Lisboa em março ou em Nashville em abril em nossas conferências DUO 2019 ou simplesmente veja as próximas páginas desta revista...

**Desfrute da leitura !**  
**Carol**

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Just as the world realizes how crucial it is to preserve our natural resources, DALIM SOFTWARE has, since 2014, converted its energy to 100% sustainable sources. Hydroelectricity is now at the origin of all the software products we create and commercialize. The magazine you are holding is made, for the most part, from recycled paper. It is about half the weight of any conventional counterpart with the same amount of pages—therefore reducing its carbon footprint to an absolute minimum.





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# Lingen Design

**Not letting  
fate decide  
over  
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# Lingen Design



One Source

**Nichts  
dem Zufall  
überlassen**

**M**any people believe that when they hear the word design, they immediately think of an advertising agency. But Lingen Design does this only in a figurative sense. It's more about branding, design and packaging. "Our customers get everything from one source: from the development of the core brand and corporate design, to digital and printed materials, to 3D product visualizations," explains Stefan Peil, Agency Head of the relatively small but rapidly growing agency in Cologne, whose focus is the development of packaging.

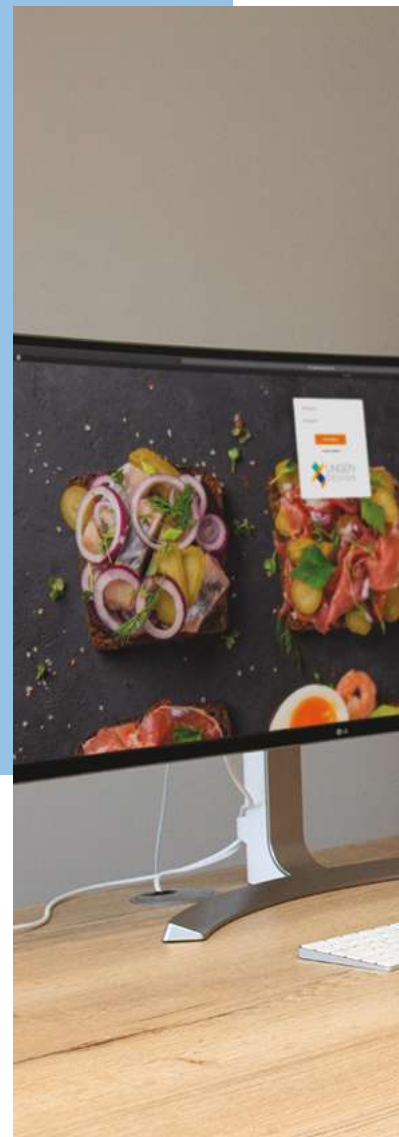
Although branding and design is the creative core of the work, this piece is only a comparatively small part of the entire supply chain. Process control, reproduction and adapting design onto hundreds of different packages takes the lion's share of effort. "We adapt the processes individually to the wishes of our customers with the aim of achieving the greatest possible efficiencies and the highest quality, along with the spending the least possible time and costs," says Peil.

### **Color-related reproduction techniques**

For this purpose, the company offers the latest services of image editing, and retouching—as well as composing and layout. At the same time, Lingen Design relies on established standards of reproduction, which ensure that print products are created that can be consistently repeated at any time. This includes not only final artwork and color management, but also data handling and a large repertoire of quality assurance measures.

"All data provided by our customers is viewed, checked, processed and archived upon receipt. As the process progresses, the data is repeatedly subjected to regular checks and updated if necessary," says Stefan Peil, outlining their meticulous work process. "Our high-precision color management system ensures that the colors on input and output systems such as scanners, cameras, monitors or printers always match. This faithfulness to all stages of the layout and printing processes also ensures that the final results are consistent and reproducible at all times."

**Stefan Peil**, agency manager of Lingen Design in Cologne, at his tidy writing desk. All the documents he needs are stored behind the sophisticated workflow.



Viele denken, hören sie das Wort Design, sofort an eine Werbeagentur. Damit hat Lingen Design aber nur im übertragenen Sinne zu tun. Es geht vielmehr um Branding, Design und Packaging. „Unsere Kunden bekommen von uns alles aus einer Hand: von der Entwicklung des Markenkerns und des Corporate Designs über digitale und gedruckte Werbemittel bis hin zu 3D-Produkt-Visualisierungen“, erläutert Stefan Peil, Agenturleiter der relativ kleinen, aber stark expandierenden Agentur in Köln, deren Schwerpunkt die Realisierung von Verpackungen ist.

Branding und Design sind dabei zwar der kreative Kern der Arbeit, doch ist dieser Bereich ein nur vergleichsweise kleiner Teil in der gesamten Dienstleistungskette. Prozess-Steuerung, Reproduktion und die Design-Adaption auf hunderte unter-

schiedlicher Verpackungen nehmen den Löwenanteil ein. „Wir passen die Prozesse individuell an die Wünsche unserer Kunden an mit dem Ziel, mit möglichst geringerem Zeit- und Kostenaufwand größtmögliche Effizienz und höchste Qualität zu erreichen“, so Peil.

### **Farbverbindliche Reproduktionstechniken**

Dazu bietet das Unternehmen die aktuellsten Möglichkeiten der Bildbearbeitung, Retusche sowie des Composings und Layouts. Gleichzeitig setzt Lingen Design auf festgeschriebene Standards in der Reproduktion, die gewährleisten, dass jederzeit wiederholbare Druck-Erzeugnisse geschaffen werden. Das umfasst neben Reinzeichnung und Farbmanagement auch das Datenhandling sowie ein großes Repertoire an Qualitätssicherungs-Maßnahmen.



Lingen Design accomplishes the necessary quality assurance with the help of special measuring instruments and software. Everything is defined and redefined with appropriate tolerances. “Our customers receive proofs that almost exactly reflect the subsequent printed result. The basis for this is our proofing system, with which we can produce color proofs with a Pantone coverage of up to 99 percent. Using remote proofing, printers can also print their proofs directly to our printing system. This saves time and shipping costs,” says Stefan Peil, describing their proofing process.

### Highly complex approval processes

All the same, using the proof as a guideline for printing is only the conclusion of the process chain, which in itself is an organizational masterpiece. Designing the design is one thing, but the coordination and change requests of customers are very different. “Such a complex release process can be thought of as a ping pong game in which our customers—different departments, laboratories, marketing and product management and many more—are involved,” explains Stefan Peil. “After all, everything has to be right when it comes to packaging—from layout to legal compliance.” And last, but not least, the barcodes and QR codes—also taking into account process-related changes in bar widths in the print—must be correct.

The coordination of such projects is a demanding and time-consuming task. After all, digital content must be created, managed, transformed and communicated to the right people with the right tools at the right time. To do this, the supporting software must master the technical aspects of production and the requirements of different business workflows.

Company	: Helmut Lingen Werbung & Design GmbH & Co. KG
Location	: Cologne, Germany.
Activity	: Package Design, Branding, Reproduction, Proofing.
DALIM SOFTWARE products	: DALIM ES.
Reasons for Purchase	: Mature color accurate PDF viewer, simple and flexible review and approval workflows.



Lingen Design relies on **DALIM ES**. Especially in the case of packaging, highly complex approval processes result, in which a large number of partners with a wide variety of demands have to be taken into account. With the aid of **ES**, the cloud and browser-based online tool, all processes in a project can be mapped and controlled efficiently and seamlessly. The current status can be called up directly on the monitor, all changes are observable, and revision comparisons and 3D views can also be viewed. Soft proofs significantly accelerate and optimize the release processes and corrections.

**ES** is based on standard, open technology and allows integration with MIS or ERP systems as well as specialized third-party prepress packaging and label production applications. With **ES**, users can productively plan, execute, and control all aspects of media production regardless of output (print, web, e-book, etc.).

„Sämtliche Daten, die unsere Kunden zur Verfügung stellen, werden bei Eingang gesichtet, geprüft, aufbereitet und archiviert. Auch im weiteren Verlauf des Prozesses werden die Daten in bestimmten Abständen immer wieder Kontrollen unterzogen und bei Bedarf aktualisiert“, skizziert Stefan Peil den akribischen Arbeitsprozess. „Mit unserem hochpräzisen Farbmanagement-System stellen wir sicher, dass die Farben auf Ein- und Ausgabesystemen wie Scannern, Kameras, Monitoren oder Druckern stets identisch sind. Diese Farbtreue über alle Stationen des Layout- und Druckprozesses gewährleistet auch, dass die Endergebnisse gleichbleibend und jederzeit reproduzierbar sind.“

Die notwendige Qualitätssicherung führt Lingen Design mit Hilfe spezieller Messgeräte und Software durch. Alles ist definiert und mit entsprechenden Toleranzen festgelegt. „Unsere Kunden erhalten Proofs, die das spätere Druck-Ergebnis nahezu identisch abbilden. Grundlage dafür ist unser Proof-System, mit dem wir farbverbindliche Proofs mit einer Pantone-Abdeckung von bis zu 99 Prozent herstellen. Mittels Remote-Proofing können Druckereien ihre Proofs auch direkt auf unserem Drucksystem ausgeben. Das spart Zeit und Versandkosten“, beschreibt Stefan Peil den Prozess der Prüfdruke.

## Hochkomplexe Freigabeprozesse

Allerdings steht der Proof als Vorgabe für den Druck erst am Ende der Prozesskette, die für sich betrachtet eine organisatorische Meisterleistung ist. Denn das Entwerfen eines Designs ist eine Sache, die Abstimmung und Änderungswünsche der Kunden eine ganz andere. „So einen komplexen Freigabe-Prozess muss man sich wie ein Ping-Pong-Spiel vorstellen, bei dem auf Kundenseite verschiedene Abteilungen, Labore, Marketing sowie Brand-Management und viele weitere beteiligt sind“, erläutert Stefan Peil. „Schließlich muss bei einer Verpackung alles stimmen – vom Layout bis zur rechtlichen Konformität.“ Und nicht zu vergessen: Die korrekten Barcodes und QR-Codes auch unter Berücksichtigung verfahrensbedingter Veränderungen der Balkenbreiten im Druck.

Die Koordination solcher Projekte ist eine anspruchsvolle und zeitraubende Aufgabe. Schließlich müssen digitale Inhalte erstellt, verwaltet, umgewandelt und mit den richtigen Werkzeugen zur rechten Zeit an die richtigen Ansprechpartner kommuniziert werden. Dazu muss die unterstützende Software die technischen Aspekte der Produktion und die Anforderungen der unterschiedlichen Business-Workflows meistern.

Hier setzt Lingen Design auf **DALIM ES**. Denn gerade bei Verpackungen ergeben sich hochkomplexe Freigabeprozesse, bei denen eine Vielzahl an Beteiligten mit unterschiedlichsten Ansprüchen berücksichtigt werden müssen. Mit Hilfe des cloud- und browser-basierten Online-Tools Dalim ES können alle Prozesse eines Projekts effizient und transparent abgebildet, gesteuert und kontrolliert werden. Der aktuelle Status ist direkt am Monitor abrufbar, alle Änderungen sind nachvollziehbar und auch Revisionsvergleiche und 3D-Ansichten sind visualisierbar. Softproofs beschleunigen und optimieren die Freigabe-Abläufe und Korrekturgänge massiv.

**ES** basiert auf standardisierter, offener Technologie und erlaubt die Integration mit MIS oder ERP-Systemen bis zu spezialisierten Prepress-Applikationen für die Verpackungs- und Etikettenproduktion von Drittanbietern. Mit **ES** können Anwender alle Aspekte der Medienproduktion unabhängig vom Output (Print, Web, E-Book etc.) produktiv planen, ausführen und kontrollieren.



Unternehmen	: Helmut Lingen Werbung & Design GmbH & Co. KG
Standort	: Köln, Deutschland.
Tätigkeiten	: Verpackungsdesign, Branding, Reproduktion, Proofing.
DALIM SOFTWARE Produkte	: DALIM ES.
Kaufentscheidung	: Ausgereifter, farbgenauer PDF-Viewer, einfache und flexible Überprüfungs- und Genehmigungsworkflows.

### Gain in efficiency

“We can not leave anything to chance during the execution of a project. The constant monitoring of the individual measures, elegant editing tools and the responsive process control delivers superior efficiencies, so that we can support our customers in a focused manner and provide them with professional support. Naturally, we actively involve our customers and, wherever possible, fine-tune their specifications and wishes easily,” says Stefan Peil. Since deploying **ES** last September, Peil and his team have had far fewer phone calls and significantly fewer emails sent as part of the approval process. “Since implementing **ES**, the system has automatically generated around 25,000 emails to our customers—emails messages that we did not have to write and send ourselves,” he enthuses. The gain in efficiency means that he can concentrate on the really important things.

Viewed from this perspective, even such a powerful tool as **ES** pays off for comparatively small agencies. “In four weeks we went from zero to a hundred,” says Peil. “The adjustment phase is extremely brief. And I know at any time what the most important tasks are that need to be processed.”

However, it was not easy to make the software appealing to customers as well. Stefan Peil is well aware of this, because one should not forget that customers are constantly confronted with changing portals. “We had to sell the added value that **ES** offers to our customers as well. We succeeded—and more than 75 percent of our customers were able to operate it right away,” says Peil.

### Development of new concepts

Many, above all, well-known customers from the trade and industry now trust Lingen Design for the creation and complete “roll-out management” of their packaging and communications materials. “The product worlds of our customers are diverse—as well as the different options to present them. Modern visualization techniques, photography, individual packing prototypes—as well as sample prints and packshots—give us and our customers the opportunity to test different ideas and work out improvements before production begins,” explains Stefan Peil. “As a subsidiary of Lingen Verlag, founded in 2006, we can also offer advertising and editorial copy. From flyers to book titles, many alternatives can be implemented to make products even more attractive and to enhance their sale. So, we can also support the development of complete concepts.”

Of course, this involved many challenges. Lingen Design is confident about this: “With permanent optimization of our process management, we can ensure the highest quality and precision in project implementation—especially when **ES** supports us. We can create completely new solutions and further develop the system without any external programming,” says Stefan Peil, adding, “With this ability, we will always be able to offer a bit more service.” ■







Stefan Peil, Agenturleiter Lingen Design in Köln, am aufgeräumten Schreibtisch. Alle Unterlagen, die er benötigt, verstecken sich hinter dem ausgeklügelten Workflow.

## Zugewinn an Effizienz

„Wir dürfen bei der Projektabwicklung nichts dem Zufall überlassen. Die ständige Überwachung der einzelnen Maßnahmen, elegante Freigabe-Tools und die agile Prozess-Steuerung bietet hohe Effizienz, so dass wir unsere Kunden fokussiert unterstützen und professionell betreuen können. Dabei beziehen wir die Kunden natürlich aktiv mit ein und passen uns, wo es geht, deren Vorgaben und Wünschen flexibel an“, sagt Stefan Peil. Seit dem Einsatz von **ES** im September letzten Jahres hätten er und sein Team weit weniger Telefonate zu führen und deutlich weniger E-Mails aktiv im Freigabeprozess zu versenden. „Seit Inbetriebnahme hat das System rund 25.000 Mails an Kunden automatisch generiert, E-Mails, die wir nicht selbst schreiben und versenden mussten“, schwärmt er. Der Zugewinn an Effizienz führe dazu, dass er sich auf die wirklich relevanten Dinge konzentrieren könne.

Aus dieser Perspektive betrachtet, rechnet sich also auch ein so mächtiges Werkzeug wie **ES** für vergleichsweise kleine Agenturen. „Wir waren in vier Wochen von Null auf Hundert“, sagt Peil. „Die Korrekturphase wird extrem abgekürzt. Und ich weiß jederzeit, was die wichtigsten Aufgaben sind, die abgearbeitet werden müssen.“

Allerdings sei es nicht ganz einfach gewesen, die Software auch den Kunden schmackhaft zu machen. Stefan Peil hat dafür durchaus Verständnis, denn man dürfe nicht vergessen, dass Kunden ständig mit wechselnden Portalen konfrontiert sind. „Wir mussten den Mehrwert, den **ES** bietet, auch den Kunden verkaufen. Das ist uns gelungen und über 75 Prozent unserer Kunden kamen auf Antrieb damit zurecht“, so Peil.

## Entwicklung neuer Konzepte

Zahlreiche und vor allem namhafte Kunden aus Handel und Industrie vertrauen Lingen Design mittlerweile die Kreation und das gesamte „Roll-Out-Management“ ihrer Verpackungen und Kommunikationsmittel an. „Die Produktwelten unserer Kunden sind vielfältig – genauso wie die Optionen, diese zu präsentieren. Moderne Visualisierungstechniken, Fotografie, individuelle Packungs-Dummies sowie Musterdrucke und Packshots geben uns und unseren Kunden die Möglichkeit, verschiedene Ideen zu testen und Verbesserungen zu erarbeiten, bevor die Produktion startet“, macht Stefan Peil deutlich. „Als 2006 gegründetes Tochterunternehmen des Lingen Verlags können wir zudem auch werbliche und redaktionelle Texte anbieten. So sind vom Flyer bis zum Buchtitel viele Varianten umsetzbar, um Produkte noch attraktiver zu machen und deren Verkauf gezielt zu unterstützen. Wir können also auch bei der Entwicklung ganzer Konzepte Unterstützung leisten.“

Natürlich gingen damit viele Herausforderungen einher. Denen stellt sich Lingen Design selbstbewusst: „Wir können mit permanenten Optimierungen unseres Prozess-Managements dauerhaft höchste Qualität und Präzision in der Projektabwicklung gewährleisten. Dabei unterstützt uns vor allem **ES**. Denn wir können völlig neue Lösungsansätze realisieren und das System auch ohne Fremdprogrammierung weiterentwickeln“, sagt Stefan Peil und fügt hinzu: „Mit diesem Anspruch werden wir immer ein Stückchen mehr Service bieten können.“ ■

# Boden



DESIGNING  
THE MOST  
FASHIONABLE  
DIGITAL  
TRANSFORMATION

In 1991 West London, Johnnie Boden designed eight pieces of menswear at his kitchen table, sold via mail-order catalogue.

Today, Boden creates clothes that bring color to a wardrobe and fun to one's life. From prints that help people stand out, but don't sacrifice on comfort, to outfits ready and waiting for cocktails, their designs produce surprise, delight and plenty of compliments wherever they go. They aren't po-faced fashionistas, but they are serious about great style. It's a very simple formula at Boden: "We'll sort the clothes, you bring the smile."

Boden can be found not only at high-street shops and concessions, but also in online retail partnerships, where its style is available in more places than ever—so women can shop whenever, wherever and however they want.

Karen Phillipson, Creative Operations Manager, began working at Boden twelve years ago as an art worker. From there she moved into a studio management role. She is now responsible for making sure the creative teams have the processes and systems they need in order to meet the business requirements. So far, she has implemented:

- **CMS** (Content Management System) for catalogue versioning and translation for all markets
- **PMS** (Project Management System) for managing all marketing briefs going through the creative teams
- **DAM** (Digital Asset Management system)



### WHY DID BODEN NEED A DAM?

Boden has been going through a digital transformation. They are reviewing their business processes and technology to ensure they can meet the needs of their global and multi-channel customers by providing the right product at the right time, relevant and timely communication, and personalized and localized experiences

This means their creative teams need to produce more content in a shorter amount of time. And, as photography is a key part of any content they produce, the complexity meant that could no longer rely on folder structures and spreadsheets to find what was available to them.

### They needed a DAM.

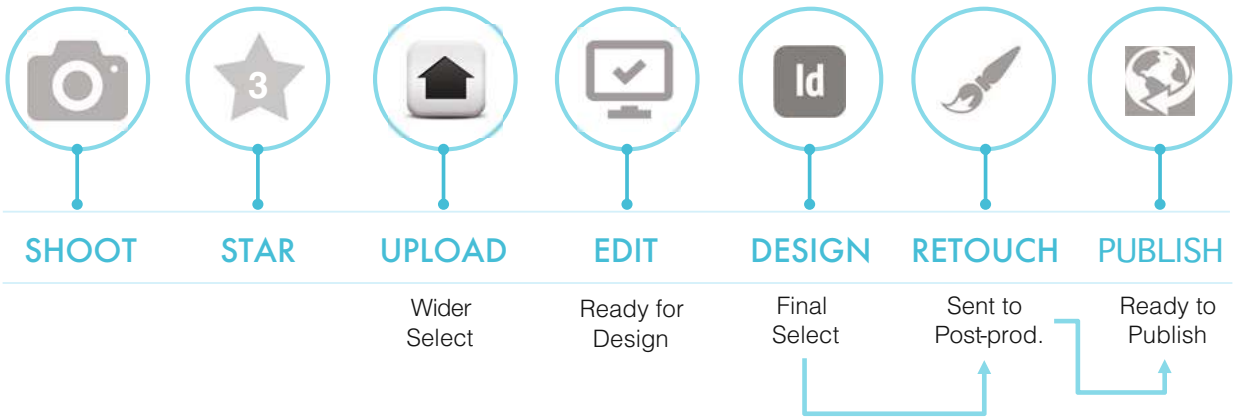
#### WHAT BODEN WANTED TO DO

Boden adopted a visual and central image library to give their creative and marketing teams access to review their imagery and to know where they were in the production process. In doing so, they wanted to:

- Search & find images based on key criteria (metadata). Their metadata came from image shots where a lot of technical information could be automatically collected
- Create automation (through workflows)
- Assure enterprise connectivity (through integration)
- Build a creative workflow: facilitate, don't regulate
- Future proof (through integration)

BODEN selected DALIM ES after a thorough search. They attended conferences to help them understand what was available. By meeting users during conferences or user groups, they could speak to others about their experiences. They listed their key objectives and scored **ES** against other solutions. And, just as important as the empirical data, they made sure that there was a bond; a good working relationship that would be needed as one of the keys to the success of the implementation.

Status changes & Integration.

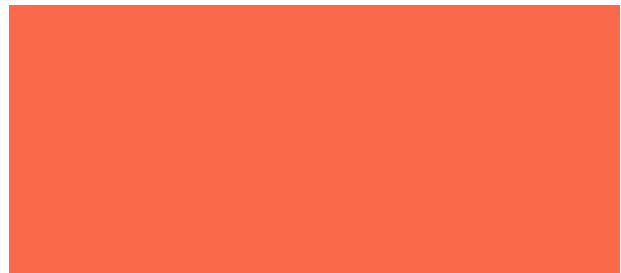


One of the more important workflows was one that involved image status change and repro integration. This workflow took each project from photography, to selecting the best image, preparing materials for page design, creating the pages—and, if necessary, retouching the images—and sending the page for production.

Other areas of the business are getting new systems as part of Boden's Digital Transformation Project. Web Content Management and Product information Management are important because they contribute to Boden's digital objectives.

As with any major project, Boden learned a lot from their experience. According to Karen, anyone who builds a system for themselves should:

- Make sure they have plenty of time
- Build in a lot for contingencies, and test from start to finish
- Make sure the core team is available
- Do not test and approve on the core team's behalf – they are not doing anyone a favor by doing so.



Company	: Boden
Location	: London, UK
Turnover	: \$350m
Activity	: Fashion Retailer
Number of employees	: 1,200
DALIM SOFTWARE products	: DALIM ES, DALIM TWIST
Reasons for Purchase	: Repro Integration/Workflow Automation/Production status/Search & Find capabilities

Boden is a customer of IO Integration, a partner of DALIM SOFTWARE.

“Process is key. You need to know what your current processes are, and be able to map them out to understand how materials are produced,” explains Karen. “Along with mapping the process, we learned to question everything. We wanted to make sure everybody knew why they were doing what they do. Sometimes, you’ll learn that some steps can be removed. By analyzing time spent on each task we can find out where time is lost. All of these activities taught us to think big, but start small. We wanted to make sure that our scope was clear and manageable.”



Finally, one of the significant determinants of success was Boden's ability to make sure their teams were engaged. “That meant building a core team that would follow us through the process during the discovery period. This included getting IT active in the process. You can't leave them out,” notes Karen. “We made sure that everyone was involved and informed during all the steps. They were certainly the most valuable assets that ensured our project was successful.”

Boden's production—both print and online, from photograph through design and creation of final content—has benefited both by **ES**, and a well-managed process. “In a sense, we sorted out the process, and marketing and design brought the smiles,” concludes Karen. ■



# DALIM ES

Not only for  
the big companies!



# DALIM ES

## Pas que pour les grands !



**S**pecializing in photogravure and prepress for 25 years, Megapom is a small business that has not hesitated to equip itself with **DALIM ES**, the collaborative platform which might have been thought to be reserved just for larger organizations. **We interviewed the company's director, Monique Jusnot.**

Didier Destabeaux

**Mrs. Jusnot, could you tell us about your company—what you do?**

Monique Jusnot

Megapom was created in 1991, during the evolution towards desktop publishing following the previous use of photocomposition since 1975. Megapom's job was initially the treatment of text, then of images. Our prepress approach was quickly deployed through **the acquisition of a rotary drum scanner** and the recruitment of experienced employees. Our legacy clientele followed us, which is always nice. We had good knowledge of the local market. In fact, Megapom is still asked today to handle complete files. **We ensure the full implementation of a project, from taking the specs until the delivery of files to the printer.**

Didier Destabeaux

**How did you hear about DALIM SOFTWARE and why did you invest in ES?**

Monique Jusnot

We had invested in **DALIM TWIST** in the 2000s. It had greatly improved our workflow. We were already very interested in **DALIM FICELLE**, because our customers impose complex catalog pages with very short deadlines. But the size of our company—six people—did not allow us to invest in this solution. It had always remained on my mind, because **the primary constraint to carrying out a project with extensive pagination is the issue of monitoring the project** (customer follow-up, corrections, final print proof). But these corrections can be very numerous, with sometimes 15 representatives on the same customer project.

Didier Destabeaux

**Before DALIM ES, how was this monitoring done?**

Monique Jusnot

There was an incredible waltz of PDF—returning laser-based corrections often annotated in the margins. We often edit pages containing 20 to 30 notes, with prices and products that change, are deleted, or are added. And when we were carrying 4 or 5 important catalogs head-on, we used a table by catalog, comprised of folders, written suggestions—it was a gigantic consumption of paper coupled with a great waste of time for us and our customers, too! There was also the risk of correcting older versions. So, even if we put in the time, the preference of using a collaborative platform-type tool was obvious for me for quite a while.







**S**écialisée en photogravure et prépresse depuis 25 ans, Megapom est une PME qui n'a pas hésité à s'équiper de la plateforme collaborative **DALIM ES**, qu'on aurait pu croire réservée aux grands... **Rencontre avec sa directrice, Monique Jusnot.**

Didier Destabeaux

### **Madame Jusnot, pourriez-vous nous présenter votre entreprise, son activité ?**

Monique Jusnot

Megapom a été créée en 1991, l'évolution vers la PAO faisant suite à une activité antérieure de photocomposition, depuis 1975. Megapom a eu pour vocation initiale le traitement du texte, puis de l'image. Notre offre prépresse s'est rapidement déployée par **l'acquisition d'un scanner rotatif** et le recrutement de collaborateurs expérimentés. Notre clientèle historique nous a suivis, ce qui est toujours agréable. Nous avons une bonne connaissance du marché local, ce qui fait que Megapom est encore aujourd'hui sollicitée pour traiter des dossiers complets. **Nous assurons la mise en œuvre totale d'un projet, de la prise de brief jusqu'à la remise des fichiers à l'imprimeur.**

Didier Destabeaux

### **Comment avez-vous connu DALIM SOFTWARE et qu'est-ce qui a justifié l'investissement dans ES ?**

Monique Jusnot

Nous avons acquis **DALIM TWIST** dans les années 2000, qui nous a énormément amélioré le flux de production, et nous étions déjà très intéressés par **DALIM FICELLE**, car notre clientèle nous impose des délais très très courts, sur des pages de catalogue complexes. Mais la taille de notre structure, 6 personnes, ne permettait pas l'investissement dans cette solution. Elle était pourtant toujours restée dans mon esprit, car **la principale contrainte pour mener à bien un projet à grosse pagination, c'est la question du suivi** (suivi client, suivi des corrections, des BAT...). Or ces corrections peuvent être très nombreuses, avec parfois 15 interlocuteurs sur un même projet chez certains de nos clients.



**Monique Jusnot**

Directrice, Director  
Megapom

Didier Destabeaux

### What were the primary reasons for acquiring DALIM ES?

Monique Jusnot

**ES** has greatly reduced our stress and allows us to complete our work in an orderly fashion. Our customers are extremely pleased—and we repeat to ourselves very often: “How was this done before?” Maison FRAGONARD publishes its video on demand messages in five languages. **ES** allows us to work in a very responsive way to manage the different editions all at the same time. In respect to our long-time customers who have followed us for 10, 15 or even 20 years at RETIF, maintaining a relationship of trust is essential. We have always made sure to keep our deadlines, but until recently at a cost of a lot of effort and risk of error. **Thanks to ES**, calm has returned to the workshop.

Didier Destabeaux

### How did your small structure invest in DALIM ES, when it did not seem possible with DALIM FICELLE?

Monique Jusnot

I do not hide the fact that the investment was substantial. But I can say that I absolutely do not regret it. For me it is an improvement in reliability with my customers, as well as the guarantee of impeccable work for everyone. And it is reassuring for my customers to benefit from our technical evolution, because it considerably improves the quality of our conversations. In addition, **ES will enable the company to develop without resorting to too much investment in human resources.**

Didier Destabeaux

### The issue of financing for DALIM ES is also interesting for a company of your size. Can you tell us about it?

Monique Jusnot

I decided on 3-year financing. This energizes a few things, because it must be depreciated! But it's doable, even for a small organization, because **ES** allows us to develop and, as I said, it brings credibility to large accounts that might otherwise be afraid of the very small size of our business. For example: **Last Thursday a recent client—a pharmaceutical laboratory—gave us a brief on an 80-page document, and the following evening all pages were required.** If we were asked to do this before, it would have been impossible. On this first draft, missing elements were identified, which definitely energized our representatives, since everyone knew where content was missing, and why the project did not advance on this or that page. The revision history also allowed our customers to improve on their own efficiency.

Didier Destabeaux

### How did DALIM ES go into production at Megapom?

Monique Jusnot

**DALIM SOFTWARE** took the time to visit us to study our challenges—to think about it together. I wanted an easy-to-use tool for customers: intuitive, with no unnecessary options. **ES** disrupted our work habits because it asked us to be very rigorous, as users. We are fortunate to have a colleague, Nathalie, who is curious, proactive, and invested a lot of time on the tool. **We implemented ES at the end of November 2017, and as early as December we were using it on large projects, without delays.**



Company	: Megapom
Location	: Nice, France
Turnover	: 550 000 €
Activity	: Prepress, composition, photoengraving
Number of employees	: 5
DALIM SOFTWARE products	: DALIM TWIST, DALIM ES
Reasons for Purchase	: Improved workflow, streamlined approval tracking.

Megapom is a customer of S2i Digital, a partner of DALIM SOFTWARE.

Didier Destabeaux

**Comment s'effectuait ce suivi, avant ES ?**

Monique Jusnot

Il y avait une valse inouïe de PDF, de retours de corrections sur sorties laser, souvent annotées dans la marge... Nous traitons des pages contenant 20 à 30 références, avec des prix et des produits qui changent, sont supprimés, ajoutés. Et lorsque nous menions 4 ou 5 catalogues importants de front, nous utilisions une table par catalogue, composée de dossiers, de traces écrites... c'était une consommation de papier gigantesque doublée d'une grande perte de temps pour nous et nos clients également ! Avec le risque de corriger sur d'anciennes versions... Donc, même si nous y avons mis le temps, le choix d'un outil de type plateforme collaborative était pour moi depuis longtemps une évidence.

Didier Destabeaux

**Quels arguments principaux motivent pour vous l'acquisition de DALIM ES ?**

Monique Jusnot

**ES** a énormément réduit notre stress et nous permet un travail très propre. Nos clients, extrêmement satisfaits, nous répètent très souvent : « Comment faisait-on avant ? ». **La Maison FRAGONARD** édite ses messages VAD en cinq langues et **ES** nous permet de travailler de manière très réactive pour mener les différentes éditions en même temps. Vis-à-vis de ces clients historiques, qui nous suivent depuis 10, 15, voire 20 ans pour la société RETIF, le maintien d'une relation de confiance est essentiel. Nous avons toujours fait en sorte de tenir les délais, mais jusque-là au prix d'énormément d'efforts et de risques d'erreurs. Grâce à **ES**, la sérénité est revenue dans l'atelier.

Didier Destabeaux

**Comment votre petite structure a-t-elle pu investir dans ES, alors que cela vous semblait pas possible avec FICELLE ?**

Monique Jusnot

Je ne vous cache pas que l'investissement était lourd. Mais je peux dire que je ne le regrette absolument pas. C'est pour moi un gain de fiabilité auprès de mes clients, ainsi que la garantie pour tous d'un travail impeccable. Et c'est sécurisant pour mes clients de profiter de notre évolution technique puisqu'elle améliore considérablement la qualité de nos échanges. Par ailleurs, **ES** va permettre un développement de l'entreprise sans recourir à trop d'investissement humain.

Didier Destabeaux

**La question du financement d'ES est également intéressante, pour une entreprise de votre taille. Pouvez-vous nous en faire part ?**

Monique Jusnot

J'ai choisi un financement en 3 ans. Cela dynamise un peu les choses, car il faut qu'on l'amortisse ! Mais c'est jouable, même pour une petite structure, car **ES** nous permet du développement et, comme je vous le disais, cela entraîne une crédibilité auprès de grands comptes qui, sinon, pourraient avoir peur de notre statut de TPE. Par exemple : un client récent, laboratoire pharmaceutique, nous a donné un brief sur un document de 80 pages jeudi dernier

**Témoignage de Nathalie Puccio, administratrice ES à Megapom.**

« Je ne connaissais pas du tout ce genre d'outil auparavant. Thibault, de **DALIM SOFTWARE**, m'a formée à son administration. C'est un outil complet, qui permet de paramétrer les projets, créer des droits divers selon les utilisateurs. Son interface d'administration est toutefois perfectible en ergonomie : il faut une gymnastique pour passer d'une fonction à l'autre, créer un profil, un utilisateur, un rôle, dans tel ordre. Il faut vraiment faire très attention à la hiérarchie des fonctionnalités, rester très concentré. Ensuite, dans son utilisation au quotidien, c'est très simple. On retrouve un peu le principe du PDF annoté, ce qui rassure nos clients. Au fur et à mesure, ils se sont habitués à l'interface, et je les vois noter en temps réel sur l'écran tout en discutant au téléphone, ce qui me permet de corriger en direct, comme si nous étions ensemble autour d'une table. Un client tout récent, laboratoire pharmaceutique, s'inquiétait de notre méthode, craignant que ce ne soit long, mais après réception de son chemin de fer PowerPoint textes/images, nous avons rapidement édité 87 PDF InDesign sur la plateforme. Le laboratoire a tout de suite vu les bénéfices de ce chemin de fer en ligne, que chacun de ses 5 intervenants a pu rapidement annoter, simultanément. Et je peux vous dire qu'en période de bouclage, **ES**, c'est un bonheur pour nous. »

Didier Destabeaux

### After a year of use, were you able to estimate an R.O.I.?

Monique Jusnot

We quantified 20 to 25% time-savings. Our customers experienced internal constraints in the preparation of briefs, which generated delays, and twelve or fourteen versions of the same page, or even price changes when the catalog was being filed with the printer! **ES** allowed us to cope with these delays.

Didier Destabeaux

### In conclusion, does Megapom have a DALIM ES project in development?

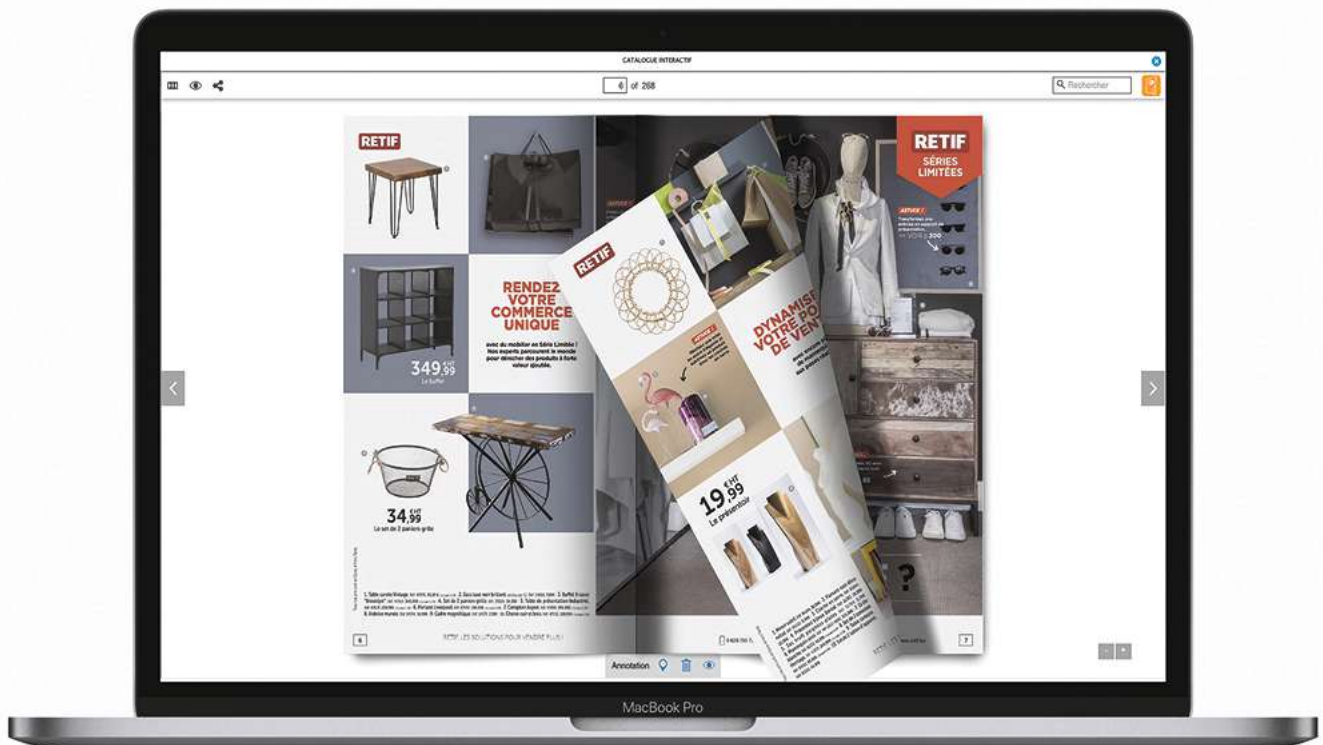
Monique Jusnot

Yes: With **ES** we manage the photo libraries of our clients, for whom I would like to link text metadata to the images. The next step is, with **DALIM SOFTWARE**, to configure a specific indexing plan that more precisely utilizes the functionalities of DAM (Digital Asset Management) specific to **ES**. ■

Interviewed by Didier Destabeaux

### Statement of Nathalie Puccio, DALIM ES administrator at Megapom.

«I did not know about this kind of tool before. Thibault, of **DALIM SOFTWARE**, trained me about how to use it. It is a complete tool, which allows us to set projects and create different rights according to each user. Its administrative interface utilizes, however, perfect ergonomics: it takes 'gymnastics' to move from one function to another—create a profile, a user, a role, in that order. You really have to be very careful with the hierarchy of features, and to stay very focused. Then, in its everyday use, it's very simple. It works somewhat in the same way as annotating PDF files, which reassures our customers. Gradually, they get used to the interface, and I see them in real time on the screen while talking on the phone, which allows me to make corrections in real-time, as if we were both around a table, together. A very recent customer, a pharmaceutical laboratory, was worried about our method, fearing that it would be long and tedious. But after receiving his PowerPoint texts and images, we quickly edited 87 InDesign PDF files on the platform. The laboratory immediately saw the benefits of this online platform, that each of its five speakers was able to quickly annotate the content, simultaneously. And I can tell you that among us, **ES** is happiness.»





et, le lendemain soir, la totalité des pages était posée. Si nous avons voulu faire cela auparavant, c'était impossible. Sur ce premier jet ont été notés les éléments manquants, ce qui concrètement dynamise aussi nos interlocuteurs, puisque chacun sait où il en est, et pourquoi cela n'avance pas sur telle ou telle page. L'historique des révisions permet donc également à nos clients d'améliorer leur propre efficacité.

Didier Destabeaux

### Comment s'est déroulée la mise en production de ES à Megapom ?

Monique Jusnot

**DALIM SOFTWARE** a pris le temps de venir étudier notre problématique, d'y réfléchir ensemble. Je souhaitais un outil simple d'usage pour les clients, intuitif, sans option inutile. **ES** bouscule malgré tout nos habitudes de travail et nous demande d'être très rigoureux, comme utilisateurs. Nous avons la chance d'avoir une collaboratrice, Nathalie, qui est curieuse, proactive, et s'investit énormément dans l'outil. Nous avons mis en œuvre **ES** fin novembre 2017, et dès décembre nous l'avons utilisé sur de gros projets, sans temps mort.

Didier Destabeaux

### Après un an d'utilisation, avez-vous estimé un R.O.I. ?

Monique Jusnot

Nous avons quantifié 20 à 25 % de gain de temps. Nos clients ont des contraintes internes, dans la préparation des briefs, qui génèrent des retards et des v12, v14 sur une même page, voire des changements de prix lorsque le catalogue est en cours de dépôt chez l'imprimeur ! **ES** nous permet de faire face à ces aléas de délai.

Didier Destabeaux

### Pour conclure, auriez-vous un souhait d'amélioration à apporter à ES ?

Monique Jusnot

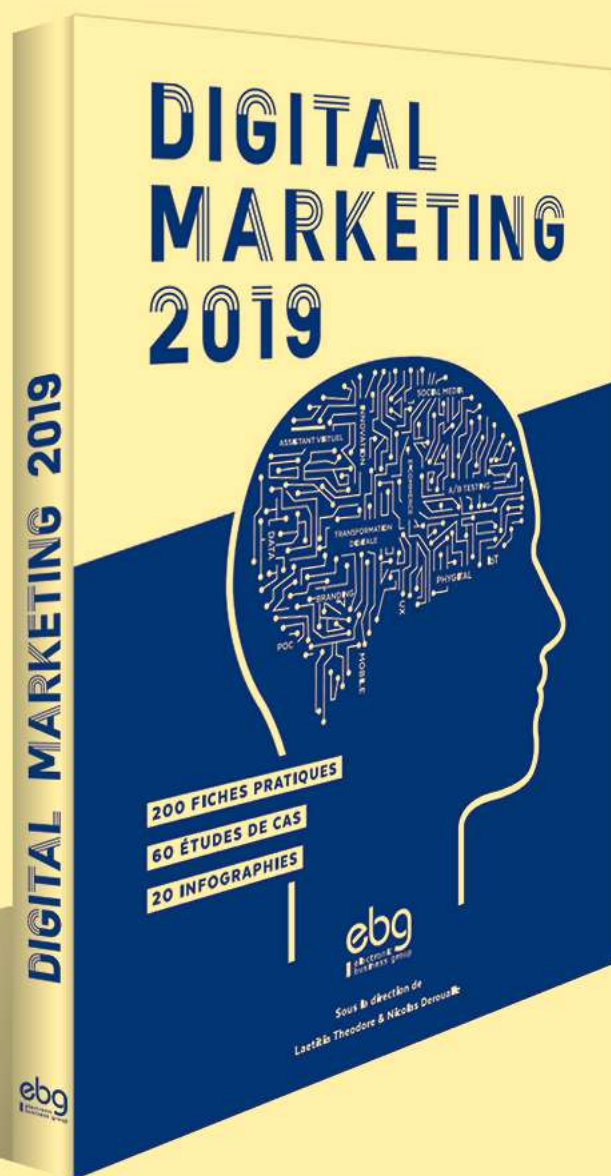
Oui : nous gérons avec **ES** les photothèques de nos clients, pour lesquelles je souhaiterais relier les métadonnées textes aux images. La prochaine étape est, avec **DALIM SOFTWARE**, de configurer une indexation spécifique exploitant plus finement les fonctionnalités de DAM (Digital Asset Management, gestion de patrimoine numérique, NDLR) propres à **ES**.



Entreprise	: Megapom
Situation géographique	: Nice, France
CA	: 550 000€
Type d'activité	: Prépresse, composition, photogravure
Nombre d'employés	: 5
Produits DALIM SOFTWARE	: DALIM TWIST, DALIM ES
Raisons de l'achat	: Amélioration du flux de production, rationalisation du suivi de validation
Megapom est un client de S2i Digital, partenaire de DALIM SOFTWARE	

Propos recueillis par Didier Destabeaux

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LE MARKETING DIGITAL. UN OUVRAGE QUI DÉCRYPTE  
LES NOUVELLES TENDANCES, LES NOUVEAUX CONCEPTS ET USAGES  
QUI STRUCTURERONT LES STRATÉGIES DIGITALES DE DEMAIN.

## The 2019 EuroDUO conference:

# Accelerate your Creative Operations Workflow



Regularly attracting attendees from dozens of countries every March, EuroDUO 2019 is held in Portugal March 20-22. Premier opportunity for business professionals to learn about trends in the Marketing Supply Chain, DUO is the place for experts in multiple disciplines to update their knowledge about DALIM SOFTWARE tools while interacting and exchange about technologies that will most certainly impact both business practices and bottom lines.

Attendees—senior business executives and team management leaders from prominent brands, major print providers, studios, publishers, agencies and just about every step in the supply chain—typically return home with ideas of business value and new opportunities. The agenda is filled with a range of speakers from print and media service providers, agencies and many more categories across the media spectrum.

Topics vary from user updates around the world, planning for the future, and insights DALIM SOFTWARE

CEO, Carol Werlé, has gathered from participating in global events during the past year. The event will cover a wide range of topics, including DALIM SOFTWARE uses of digital asset management, workflow automation, business processes, and approval cycles. Because of the wide range of DALIM SOFTWARE customers, you can also expect people to lead healthy dialogs about retailers and brands, marketing and photography, and print and creative operations. EuroDUO also includes an update and roadmap of new DALIM SOFTWARE technologies and shared experiences of how they are being used.

The agenda is jam packed with a range of speakers from print and media service providers, publishers, agencies, brands and retailers and others who consider media content development as a critical function. This year's roster includes:

### Karen Phillipson, Creative Operations Manager at Boden

Karen Phillipson, Creative Operations Manager, began working at Boden twelve years ago as an art worker. From there she moved into a studio management role. She is now responsible for making sure the creative teams have the processes and systems they need in order to meet the business requirements. So far, she has implemented:

- CMS (Content Management System) for catalogue versioning and translation for all markets
- PMS (Project Management System) for managing all marketing briefs going through the creative teams
- DAM (Digital Asset Management system)





**Theresa Regli,  
Digital Asset Management Expert**

Theresa Regli is a 25-year veteran of the information technology industry, with a particular focus on Digital Asset Management for the last decade. She advises C-level executives and project leads on DAM and MarTech strategy, data design, and product selection, and subsequently supports the sustainment of digital stewardship and best practices. Based in London, she focuses much of her work on cultural heritage institutions including The Museum of London and The Art Fund, the UK's largest art charity. By contrast, she has led and developed DAM strategies for over 20% of the Fortune 500, including Unilever, Coca-Cola, General Mills, Shell, Kohler, Procter & Gamble, and Nestlé—among many more organizations.

Over the course of her career Theresa has authored over 1000 pages of in-depth research on the MarTech and DAM industry, vendors, and tools, and she is the author of the definitive book on managing media and digital marketing assets, *Digital & Marketing Asset Management: The Real Story of DAM Technology & Practice*. She has presented keynotes in over 20 countries over the last ten years, and is frequently a guest lecturer in the digital media Master's program at Kings College, London.

**Martin Kunz,  
Editor-in-Chief of the ADAC Motorwelt**

Martin Kunz, Editor-in-Chief of the *ADAC Motorwelt*, a graduate engineer in physical engineering, attended the Georg von Holtzbrinck School

of Journalism in Dusseldorf and headed the Research, Technology & Medicine department of the news magazine "Focus" for 15 years. As a science writer he worked for Gruner + Jahr, the "Süddeutsche Zeitung" and the "Welt am Sonntag" and won several journalist awards. Since 2012 Kunz has been managing director of the Academy of the Bavarian Press in Munich.

**Dr. Carol Werlé,  
CEO, DALIM SOFTWARE**

A graduate in physics engineering in 1985, Carol's first experience in digital imaging was with SIEMENS Medical Imaging in Germany. A few years later he joined what was then DALiM GmbH—at the time a 'total solution' graphic arts supplier. Various increasingly senior service presales positions took him to many production sites around the world where he learned, first-hand, the issues and demands surrounding many different prepress and print companies. Since 1999, Carol held the role of Chief Executive Officer of DALiM SOFTWARE GmbH.

Staying at Dom Pedro Hotel Lisbon is a unique, five-star experience. The hotel combines grace, elegance and tradition with attention to detail of a service of excellence dedicated to guests, representative of the quality of Portuguese hospitality. Bringing people together to network and learn from others is also another important facet of EuroDUO. EuroDUO is an event not to be missed, for both professional and personal development. You're in for a memorable stay at Lisbon! ■



Carey Color 4/C Hesseo Fingerprint: 35 Point  
Carey Color 4/C Hesseo Fingerprint: 30 Point  
Carey Color 4/C Hesseo Fingerprint: 25 Point  
Carey Color 4/C Hesseo Fingerprint: 20 Point  
Carey Color 4/C Hesseo Fingerprint: 15 Point  
Carey Color 4/C Hesseo Fingerprint: 10 Point  
Carey Color 4/C Hesseo Fingerprint: 5 Point

MYK CMY K CM CY MY C M Y CMK CYK MYK CK MK YK  
MYK CMY K CM CY MY C M Y CMK CYK MYK CK MK YK

# Carey Color

## Twenty-five years with DALIM SOFTWARE

Carey Color, based in Sharon Center, Ohio, has been working with DALIM SOFTWARE longer than just about any other customer. Not only are they DALIM SOFTWARE's second US customer—this year they celebrate 25 years working with the company.

Carey Color Inc. is a full-service, technology-driven communications company specializing in packaging, laser engraving, prepress, digital photography, asset management and large format platemaking. On a daily basis, Carey customers access a team of experienced professionals dedicated to ensuring complete project success. They listen, understand, then act upon each customer's unique needs, utilizing the best of existing and new technologies to achieve the ideal results. Their unmatched customer service, workflow solutions and stability assure the highest quality, efficiency and consistency throughout the process.

For years, Carey Color used DALIM LITHO for retouching and color correction. "We purchased DALiM LiTHO back in 1994. In fact, Graham Blanks and Guenther Hassenzahl, the two people who installed the system 25 years ago, still work at DALIM SOFTWARE," says Chad Gray, Senior Developer and Workflow Specialist at Carey Color Inc. "For many, many years, there was nothing that could touch DALIM LITHO in terms of high-quality retouching."

"Times have changed, and we don't use it as much as we used to, but it's still a great PDF editor," says Ed Nicholson, Color and Project Management Specialist at Carey Color. "Lots of times we'll still use it to preview what is running through DALIM TWIST. There are times we'll still make edits with DALIM LITHO and send the file back to DALIM TWIST."

Carey Color uses DALIM TWIST for catalogs, commercial printing. It helps with archiving, changing high and low-resolution file sizes, and formats. They now use DALiM TWIST to deliver files to their DALIM ES web-based collaboration and proofing system.

"As with many companies, we do a lot of work within Adobe InDesign. DALIM TWIST takes the PDF file and will manipulate images, as needed," explains Nicholson. "Once it is cleaned up, we will send the page or catalog internally via DALIM ES for quality control, and then pass it on to our customers. Obviously, if a customer rejects a certain piece of our work, we will rework it and begin the approval cycle again."



Company	: Carey Color Inc.
Location	: Sharon Center, Ohio.
Type of activity	: Premedia, photography, DAM, platemaking, packaging
DALIM SOFTWARE products	: DALiM LITHO, DALiM TWIST, DALiM ES
Reasons for purchase	: High-quality retouching/proofing/color correction/robust PDF generation/review and approval workflows
Reseller	: Blanchard Systems Inc. ( <a href="http://www.blansys.com">www.blansys.com</a> )

DALIM ES is not used solely for PDF files. Some of Carey's larger customers will use DALIM ES for photography workflows. The files are imported into DALIM ES for quality control and marked up for corrections and color accuracy.

We were using another asset management system for years, but we needed to work with a system that offered more features than just digital asset management (DAM). With DALIM ES we have project management, a production workflow, softproofing and DAM. And, we got a connection to Adobe InDesign via Silicon Publishing.

«We host ES on the cloud with RackSpace®, which we use because of their stellar guarantee of uptime. Our customers just can't have the system go down, even momentarily. We have clients in the eastern and western US, and Europe. Downtime is not an option,» says Gray.

«After working in Adobe InDesign, we use DALIM TWIST to normalize files. For example, often we might receive RGB art from the customer and, on another page, RGB and CMYK images. We use TWIST to adjust the PDF file and normalize the art so our customers look at consistent color in DALIM ES,» notes Gray. «Some of our customers are sophisticated enough that they will grab the densitometer tool and, with DALIM ES, look at the image numbers through the viewer. At Carey Color, we are very picky and proud of the quality and color we reproduce. We care about what goes to the printer.»

One of Carey's largest customers, with whom they have had a partnership for well over 20 years, is a retailer who uses DALIM ES for their in-house design team. Internally they have a sales and advertising department that rents and uses their DALIM ES service—for 200-300 users.

Initially, the customer wanted some way to get raw images in front of their vice presidents. As time progressed, they started sending catalogs, visuals, e-commerce, video, email blasts and social media content for approval. They liked the idea that executives and the legal department could upload the files and provide comments. If files were approved and passed a milestone, they were automatically sent to the next people. «Anyone who has a finger on a product—e-commerce, legal, artists, marketing,



buyers and others are involved. It's all web-based. They don't even have to load ES. We deliver project management. We help them manage their projects,» comments Gray.

«They use DALIM ES not only for the projects we produce for them. They use it internally for other facets of their work. This includes sketching ad campaigns, creating social media content, and developing messages. We are using DALIM ES for asset management for the company, holding 6 terabytes of files. They can have 40-50 users on the system at any time.»

«Blanchard Systems has always been very helpful. They offer technical support for us but, every once in a while, if we get stuck with an idea about how to do something, they will suggest the best way to handle the challenge with DALIM ES or TWIST. There is very little they can't figure out,» says Nicholson. «One phrase that Chad always uses: Working with DALIM software is like working with a Swiss army knife. There is little you cannot do. It can be tricky sometimes, but we always can get it done.»

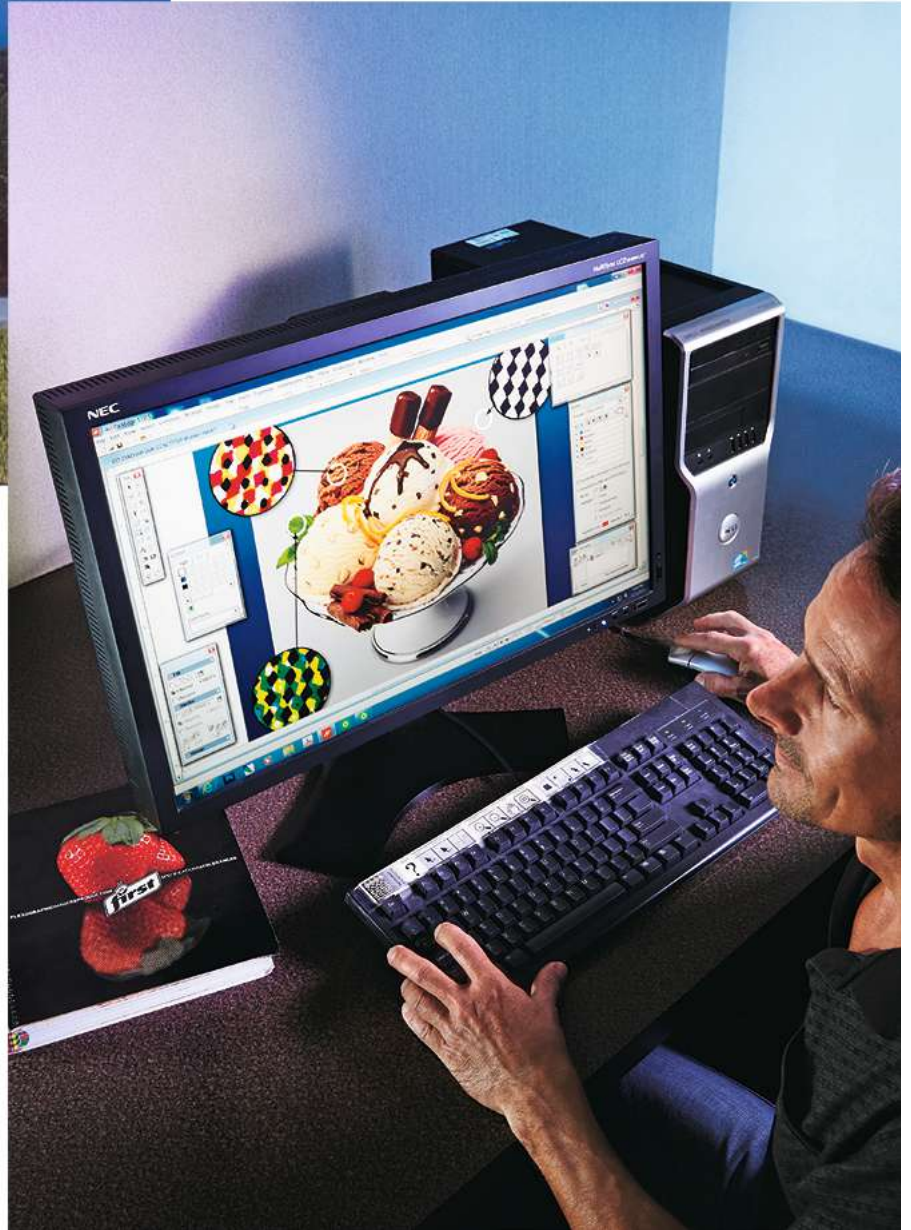
In fact, Blanchard helped Carey to sell their DALIM ES service to its customer, traveling to their offices and making a major presentation. «Even Carol Werlé



and Graham Blanks have made the visit to the customer. Not many CEOs will visit a small company in Ohio," remarks Gray. "They have been with us since Day One, and are great to work with."

Carey Color is offering similar DALIM ES services with a couple other companies. They are heavily involved with asset management.

There are two things that are really impressive about our work with DALIM SOFTWARE. The first is that, after 25 years, DALIM SOFTWARE still values our relationship and puts the effort in to make us feel special," asserts Gray. "Also, as we have changed, so has DALIM SOFTWARE products. They continue to adapt to the new realities of the marketplace, and we see no reason why that would change."





## US DUO 2019: The Workflow conference gets ready for Music City USA

US 2019

**D**ALIM SOFTWARE, along with David Jorgensen and Ed Nicholson, president and vice president of US DUO, have been busy preparing this year's edition of the annual US Dalim Users Organization (US DUO) conference. The event, to be held April 3-5 in Nashville, Tennessee builds on last year's rebranded focus as 'The Workflow Conference'.

The group is continuing to redirect the purpose of the event towards production—focusing more on using the products to do the work everyone does. “What has made US DUO successful and meaningful is not only

learning about the future of DALIM SOFTWARE applications, but also valuable user direction about how to make our systems more effective,” explains Jorgensen.

US DUO 2019 is an opportunity for DALIM SOFTWARE users to learn about new technologies and work practices and how they will impact their day-to-day operations. It also gives users the opportunity to learn about the company's most recent—and future—developments, the chance to meet with other users from around the country, plus the opportunity to talk technology with DALIM SOFTWARE technical and product support staff. The conference attracts graphic arts professionals, publishers, brands, retailers, printers, organizations and their respective marketing and communications supply chains from throughout the US.

As always, a group of highly enlightening guest speakers will offer their views of the industry.



This year, David Zwang has been invited to provide the keynote presentation. David travels around the globe helping companies increase their productivity, margins and market reach. With over 40 years of industry experience, David specializes in process analysis, and strategic development of firms in the fields of publishing and packaging across the globe. His expertise in production optimization, strategic business planning, market analysis, and related has transformed many businesses. He is currently the Chairman of the GWG (Ghent Workgroup) and sits on many national and international standards bodies. Zwang's presentation will mirror the challenges facing the wide range of DALIM SOFTWARE users: Today, more than ever, disparate workflows throughout the value chain require integration and automation in order to keep up with time and cost pressures. What are the drivers, and more importantly how can you develop integrated, collaborative workflows that will support these new requirements?

DALIM SOFTWARE CEO, Carol Werlé, will open US DUO once again, offering an overview of trends in the marketplace and DALIM SOFTWARE's corporate direction.

One of the most valued sets of sessions is always 'Tips and Tricks', which help the group learn about shortcuts or interesting product workarounds.

### **Music to everyone's ears**

This year's venue is Nashville, capital of Tennessee and home to Vanderbilt University. Legendary country music venues include the Grand Ole Opry House, home of the famous "Grand Ole Opry" stage and radio show.

The event will be held at the new SpringHill Suites Nashville Downtown, across the street from the Music City Center and steps from the Country Music Hall of Fame, Ryman Auditorium, Bridgestone Arena and the famed Lower Broadway—featuring classic Nashville honky tonks with live music and the Johnny Cash Museum, celebrating the singer's life.

**Those interested in learning more about US DUO can visit <https://usduo.dalim.com/>.**







# **Retail marketing** in the new age of digital workspace. **What matters for brands?**

by Frédéric Sanuy

Every year, “The Big Show”, otherwise known as NRF (National Retail Federation), is held at the J.K. Javits Center in NYC. NRF 2019 “Big Show” was even more focused this year on **what’s next for Retail Industry 4.0.**

When we review the reports and first insights presented at NRF 2019, a number of themes emerge. Leaders, shoppers and retail consumers agree on similar topics like direct-to-consumer efforts, social responsibility, diversity, augmented reality, and the convergence of online and shopping—but, in the end, they all want to **create a better customer experience to engage people** in the stores.

NRF is always the time for any influencer—leaders from brands and retailers—to act as an observer for the retail community and to offer changes in industry direction. The statements illuminate retail strategy and give insight as to what lies ahead for brands.

**Retail marketing is not a black-and-white, linear process.** Every retailer is trying to capture and adhere to brand consistency, and each story beyond marketing automation and strategy can differ considerably. During the past year retailers had to determine the best way to drive customers between online sites and stores, relying on discounts and promotional sales to drive traffic—while others preferred to take a stand via social publishing to win over loyal customers.

*“We’re not building moats, we’re building bridges. And our bridges are between our online business and the offline market in China ... We believe the future of retail is all retail, online and offline.”*

J. Michael Evans, group president of Alibaba

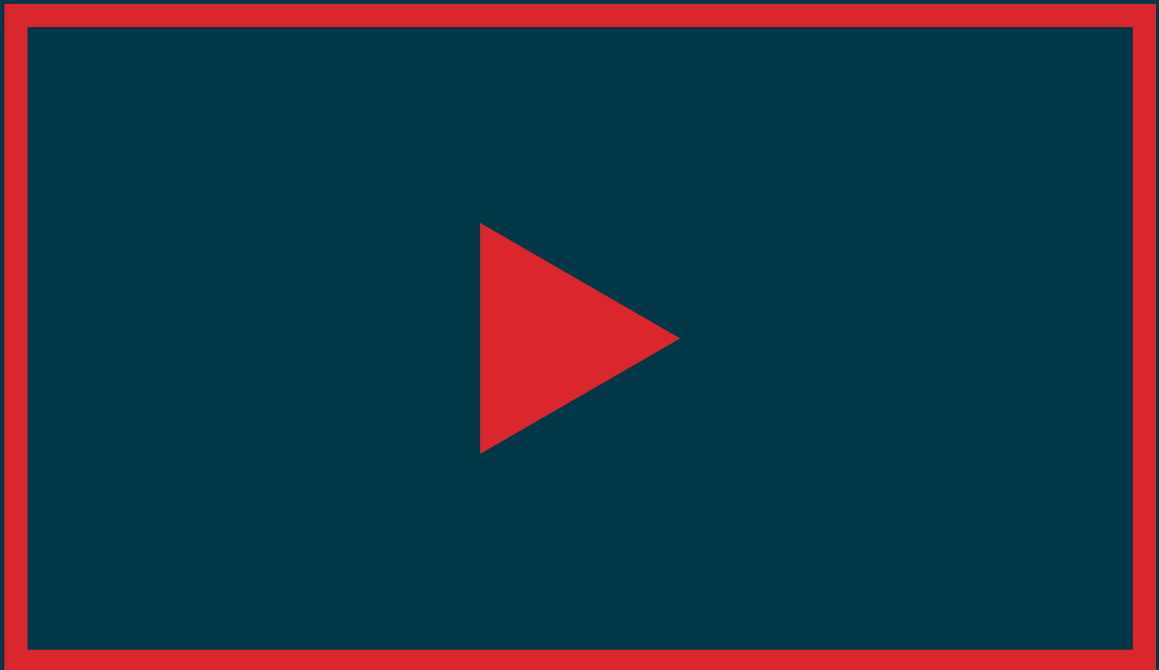
The digital marketing landscape will continue to evolve in 2019. Consumer adoption of voice assistants increased, leaving retailers to figure out how to capitalize on the conversational commerce trend. SEO is shifting from keyword targeting to optimizing text for user intent. The competitive space for paid searches is hotter than ever, and the emergence of marketplace ads has only complicated this strategy. **Above all of this is a rapid shift to a mobile-first strategy as mobile becomes the consumer’s primary connected device.**

## So what are the main trends that will define retail marketing in 2019?

- Last year saw one of the most bold, controversial campaigns, with Nike’s decision in September to put Colin Kaepernick on its “Just Do It” roster. This a trend that will continue—if not increase—in 2019, **targeting shoppers in their twenties and thirties.**
- **Loyalty programs will be updated to drive even greater shopper activity, by obtaining more in-store engagement** like Macy’s did with its store card. This strategy is designed to bring such programs up to customers’ expectations. We see loyalty programs with reward systems changing rapidly, driven by innovation—for example, Nike live, Sephora social member, and Starbucks’ loyalty program designed to avoid waiting in line.
- Retailers are following causes based on consumer expectations. **Customers are interested when brands stand up for what they believe in.** Social oriented advertising is very important for marketers.
- **Branding can be a challenge for some retailers** who are struggling with their image. Customers can be quickly offended.
- Social channels are a growing part of retail marketing. Many young **shoppers are driven by social channels and want to share and interact with their favorite brands.** Retailers are trying to encourage them to assist with product development and building a better experience. Social channels are an important way for retailers to build loyalty.



# WHAT ARE YOU WAITING TO **SCAN ME?**



AUGMENTED REALITY AGENCY

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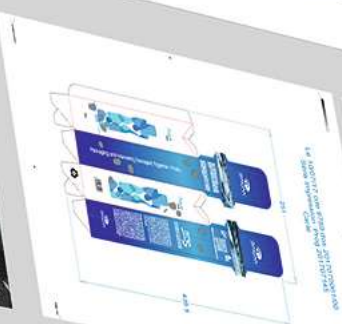
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File Ingestion Format



Visual marketing.pdf

Brand\_logo.pdf



*"Direct-to-consumer isn't a channel, it's a relationship."*

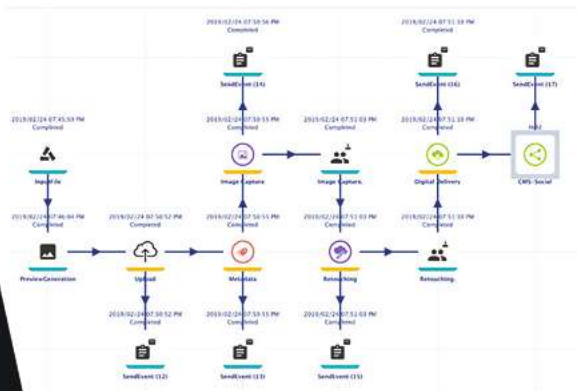
Tina Sharkey, CEO and co-founder of Brandless

To align the brand by retailers, and put customers at the center of the efforts, you need a platform!

To achieve a successful marketing campaign, retailers need to create, manage, and deliver content and be able to implement it with an easy user interface. The objective is to create a seamless journey across all touchpoints.

Even though we have talked about reaching people via omnichannel media for years, it is getting complicated enough that retail and e-commerce experiences must now be managed in one digital factory experience. **DALIM ES** from **DALIM SOFTWARE GmbH** is the clear representation of the goals to build a seamless end-to-end customer experience system.

**ES** helps creative teams under pressure work more efficiently and produce enough fresh creative to fuel multi-channel retail marketing programs from, for example, weekly sports match-ups and player trades to fan campaigns and ticket promotions.



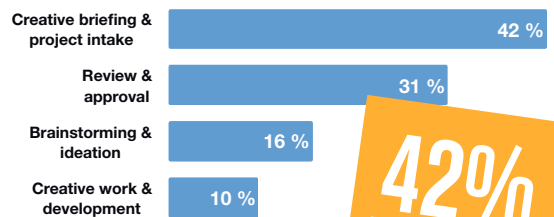
### Why a DAM?

A digital asset management system (DAM) is a centralized repository in which organizations can efficiently store, organize, manage, access, and distribute large amounts of digital assets such as images, graphics, layouts, PDF files, documents, web pages, video clips, social media posts, and audio files. This is the first—and important—milestone to organize all content within an organization.

### Why workflows?

For most creative operations teams, the challenge reported by the @INSOURCE\* survey is to gain the approval of content across all the stakeholders. Workflows mean much more than a simple approval cycle. This is the representation of the business process that is ultimately customer-facing, with many approval cycles, and different stakeholders with different roles.

### THE TOP CHALLENGES WITH CREATIVE WORKFLOW



**42%**  
report project intake is the biggest challenge in workflow\*

**ES** is a unique web application that maps any business process with the follow-up of project milestones, document approvals and automated user actions. Benefits of such workflow automation within **ES** can include:

- Creating a custom approval cycle where a reviewer, approver, and/or a gate-keeper can approve or reject an asset.
- Managing very complex processes with parallel workflows of documents and projects with dependencies.
- The user, a group or a role can annotate a document and manage revisions within the **DALIM DIALOGUE Engine**.
- Using templates to quickly start a project with all the right setups.
- Controlling deadlines for digital delivery, thanks to advanced notifications.
- Managing fully-automated tasks based on custom project metadata, or from an ERP, with user actions to send files to different output channels

\*www.in-source.org

like e-mail, website (CMS), social channel or even to a printer.

- Providing an comprehensive dashboard to control project follow-up to save production time and spend more time in creativity.
- Multiple sites work together to optimize the workflows between global facilities.
- KPI and B.I. can now also measure the performance of a brand retail campaign based on project and workflow metadata.

The benefit for brands is to approve content faster, at the right time.

One of the best DALIM SOFTWARE use cases is Boden, second largest UK fashion Brand, who adopted a visual and central image library to give creative and marketing teams visibility to their image files. It also provides a status report to show where a project is in the production process. (See more information in this issue's Boden article, page 18.)

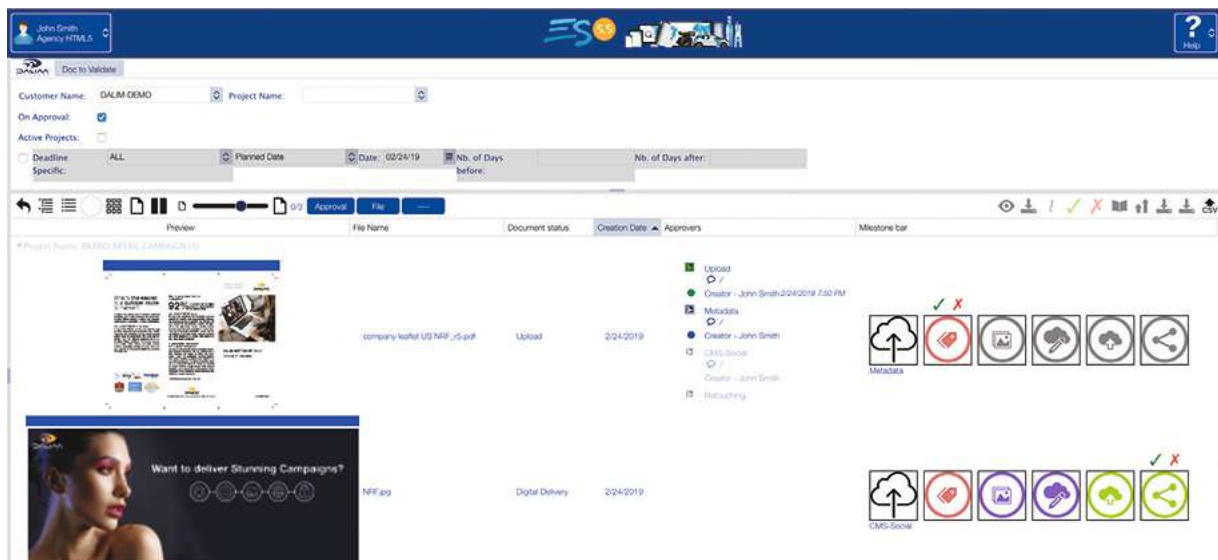


**85%**  
OF CREATIVE TEAMS  
serve 10 or more  
internal stakeholders\*

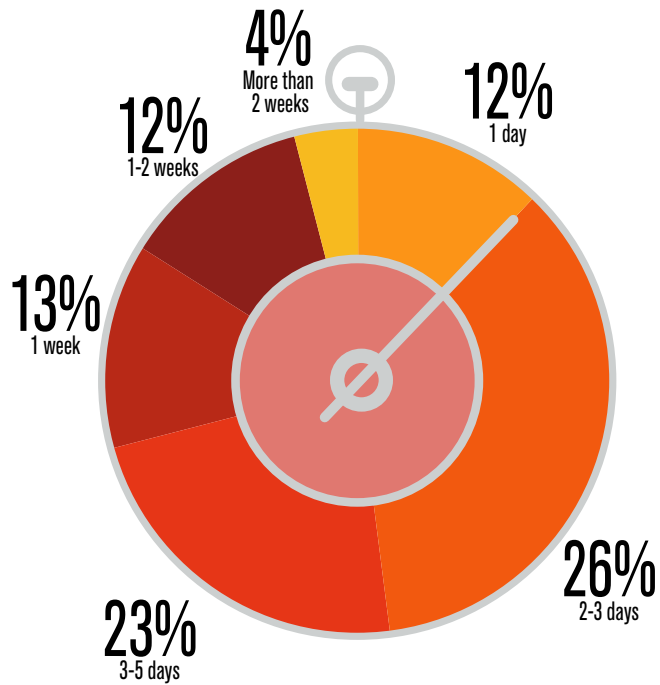
One of the smartest behaviors of **ES** is to use the capabilities of the DAM to start projects from a selection of documents or a placeholder. This allows a very flexible way to share and get approval of third party suppliers working outside of the company—or to simply share content rather than through Dropbox, Box or Google storage. At the end of the workflow, automated tasks can archive or distribute all the approved content in a custom placeholder inside the DAM. It facilitates document organization better than using another system.

With **ES**, brand retailers can easily manage all their content in one single source of truth to streamline the right content at the right time to all the communication channels. Thanks to the custom analytics of **ES**, you can identify the bottlenecks—for example, if stakeholders in one country spent too much time approving a translation.

DAM, workflows, and KPIs with **ES** can save money and time for retailers and manage the brand community. Retail marketing and creative teams can be more successful each season with a single solution like **ES** managing content and campaigns from concept to completion (DAM/PIM/ERP). Creative teams can work more efficiently and can produce enough fresh creative to fuel multi-channel retail marketing programs. ■



### HOW LONG DOES IT TYPICALLY TAKE TO GET A PROOF APPROVED ON YOUR TEAM?\*



\*www.in-source.org



# “As if you were there!”

By Rick Darnell

Last December, I was riding the rails into Strasbourg (France) from Paris. I realized I still had to make my way over the Rhine River to Kehl (Germany), before settling into my hotel! Why? To attend the **DALIM SOFTWARE**'s 2018 World Wide Technical Meeting (**WWTM**) the next day! Not an easy task, with the temptation of one of Europe's famous Christmas markets on the way to Kehl. But with a combination of taxis, trams and buses—and French, English and German—I eventually made it to Kehl on a Sunday night after almost everything had closed!

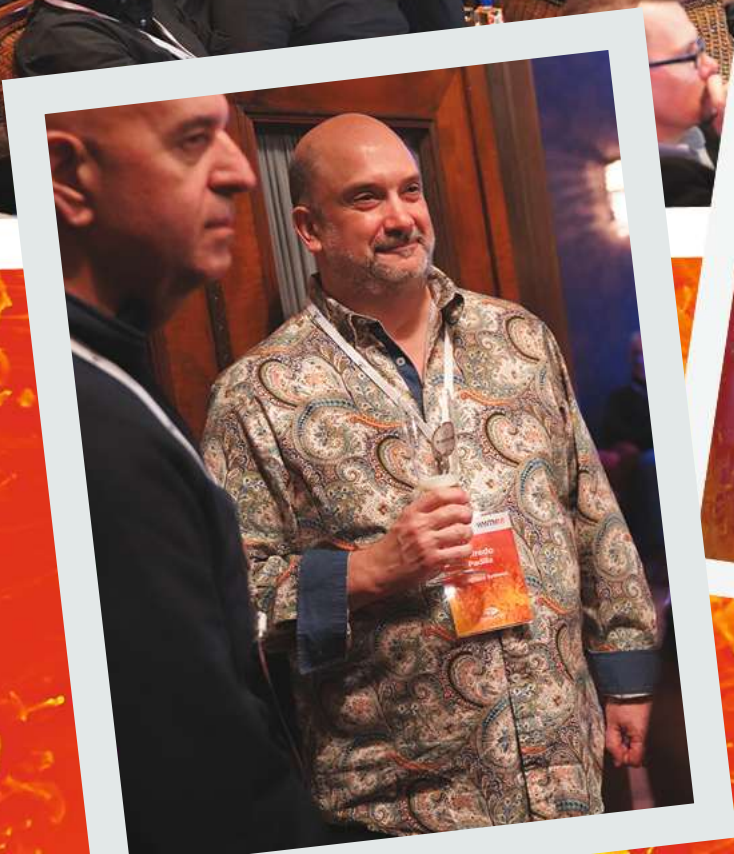
I was willing to spend four days learning more about **DALIM ES 6**, upcoming improvements, and communicating that experience to other users. Like the **DUO** Conference, the first evening is a 'meet and greet', before the two days of the **WWTM**. The following morning we were all accounted for, loaded onto a bus

all together and transported to the charming conference venue for Day 1 of presentations. I would have too much to tell! But let's focus on the first presentation, which I found especially interesting. Like most sessions, this one was about a future feature that may be upcoming in a **ES** update later this year. In this case, the topic is **DIALOGUE Engine** enhanced usability and interface improvements.

Overall, the **WWTM** offered a big glimpse into the future of **ES**. Each session felt like a deep dive into the topic and some were explored further during the optional two-day hands-on workshop that followed the conference presentations. As a part of the conference fee the meals were provided, it definitely helps to create this friendly atmosphere!

The World Wide Technical Meeting is definitely the place to be for **DALIM SOFTWARE** users! ■







# **Druckstudio Gruppe**

## **Managing sustainable production**

# **Druckstudio Gruppe**

## **Nachhaltig die Produktion managen**



In the German-speaking area, it doesn't take much effort to think about the Düsseldorfer **Druckstudio group**. For decades, the company has successfully established itself among the highest quality providers. In addition to high-quality commercial printing, the company's portfolio also includes printing services in digital printing, online web shops for customers and cross-media content solutions. Customers include large-scale industrial companies as well as medium-sized companies. The company's 60 employees have had great success receiving many

Im deutschsprachigen Raum muss man die Düsseldorfer **Druckstudio Gruppe** kaum vorstellen. Über Jahrzehnte hat sich das Unternehmen erfolgreich im Qualitätssegment etabliert. Zum Portfolio zählen neben hochwertigem Akzidenzdruck auch Druckdienstleistungen im Digitaldruck, Web-Shops für Kunden sowie medienübergreifende Content-Lösungen. Zu den Kunden gehören Großunternehmen aus der Industrie ebenso wie mittelständische Unternehmen. Vielfache Erfolge bei der Teilnahme an bedeutenden Branchen-Awards belegen

major industry awards, impressively highlighting the company's printing and finishing expertise as well as its exceptionally environmentally-friendly focus.

The Druckstudio Group basically consists of two complementary areas. Druckstudio Interactive GmbH is dedicated to digital and multichannel publishing, digital asset management and database publishing. Druckstudio GmbH covers premium sheetfed offset and digital printing. But that does not mean that they can't go beyond these boundaries. Because multichannel production is in vogue and also in the preliminary stage, Druckstudio works with tools that are considered interactive—specifically this means, above all, the data handling and the release process.

## Press corrections

"Until 2013, data required for printing a variety of ways—and data forms at Druckstudio that had to be distributed within the office again to clerks and prepress—resulted in data input from e-mail messages that was extremely escalated," says CEO Dirk Puslat about the initial situation.

With the use of DALIM SOFTWARE, the management of jobs is orderly. Since then, communication back and forth with customers has reduced dramatically. This was accompanied by the partial automation of production, after it was discovered that 70% of the company's orders were produced to certain similar standards. Today Druckstudio classifies orders as "standard", which are print jobs without special features; "extras", meaning orders that require more detailed examination in prepress or in print; and in "nature"—for example, jobs that are printed with climate-neutrality and with, for example, the FSC logo or other information that designates that the printing is produced according to a corresponding process. "All three categories are subject to their own workflow setups and sometimes also to different approval processes," explains Michael Büchner, Head of the Premedia Department.

"An extreme example is the printing of annual reports, where a highly efficient and secure release process is essential, because in business reports— figuratively speaking—edits are made even into the press," explains Dirk Puslat.





eindrucksvoll die Druck- und Veredelungsexpertise sowie die außergewöhnlich umweltfreundliche Ausrichtung des etwa 60 Mitarbeiter zählenden Unternehmens.

Die Druckstudio Gruppe besteht im Kern aus zwei Bereichen, die sich ergänzen. Die Druckstudio Inter-

active GmbH widmet sich dem Digital und Multi-channel-Publishing, Digital Asset Management und Database Publishing. Die Druckstudio GmbH deckt den Premium-Bogenoffset- und den Digitaldruck ab. Was aber nicht bedeutet, dass diese Grenzen nicht auch überschritten werden können. Denn Multichannel-Produktionen liegen im Trend und auch in

## Fast reaction in the release process

At Druckstudio GmbH, MIS is the primary system. All order details are recorded here and transferred via JDF to DALIM ES, the web-based tool. Even here, when creating the order, all release processes can be defined according to their hierarchy. Depending on the customer's request, almost infinite process steps can be checked. At the same time, coworkers or entire groups are defined who have appropriate rights to approvals and changes. If projects require different print disciplines, these can also be defined in the project. The individual subareas are assigned by the system directly to the corresponding project.



der Vorstufe arbeitet Druckstudio mit Werkzeugen, die dem Begriff Interactive ebenso gerecht werden. Konkret ist damit vor allem das Datenhandling und der Freigabeprozess gemeint.

## Korrekturen bis in die Druckmaschine

„Noch bis 2013 liefen die zum Druck benötigten Daten auf den unterschiedlichsten Wegen und Datenträgern bei Druckstudio ein, die innerhalb des Hauses noch einmal an Sachbearbeiter und Prepress verteilt werden mussten, so dass sich der Dateneingang durch E-Mails enorm aufblähte“, schildert Geschäftsführer Dirk Puslat die Ausgangs-Situation.



Mit dem Einsatz von DALIM SOFTWARE schuf das Management Ordnung. Seither hat sich auch die Kommunikation zu den Kunden und zurück gravierend verändert. Damit einher ging zudem eine Teilautomatisierung der Produktion, nachdem man festgestellt hatte, dass 70% der Aufträge einem gewissen Standard unterliegen. Heute unterscheidet Druckstudio Aufträge in „Standard“, das sind Druck-Jobs ohne Besonderheiten, in „Extras“, hiermit sind Aufträge gemeint, die in der Vorstufe oder im Druck eine ausführlichere Prüfung erfordern, und in „Natur“, also Aufträge, die zum Beispiel klimaneutral gedruckt werden und bei denen entsprechend der jeweiligen Verwendung etwa das FSC-Logo oder andere Informationen mit eingedruckt werden. „Alle drei Kategorien unterliegen eigenen Workflow-Szenarien und zum Teil auch unterschiedlichen Freigabeprozessen“, erläutert Michael Büchner, Abteilungsleiter Premedia.

„Ein Extrembeispiel ist der Druck von Geschäftsberichten, wo ein hoch effizienter und sicherer Freigabe-Prozess unentbehrlich ist, weil bei Geschäftsberichten – bildlich gesprochen – noch bis in die Druckmaschine hinein korrigiert wird“, erklärt Dirk Puslat.

## Schnelles Reagieren im Freigabeprozess

Bei der Druckstudio GmbH ist das MIS das führende System. Alle Auftragsdetails werden hier erfasst und via JDF an das webbasierte Tool DALIM ES übergeben. Bereits hier, beim Anlegen des Auftrags, können alle Freigabeprozesse entsprechend ihrer Hierarchie festgelegt werden. Je nach Kundenwunsch können fast unendlich viele Prozessschritte überprüft werden. Wobei auch die Mitarbeiter oder ganze Gruppen festgelegt werden, die entsprechende Rechte zu Freigaben und Änderungen haben. Erfordern Projekte unterschiedliche Druckdisziplinen, können auch diese in einem Projekt angelegt werden. Die einzelnen Teilbereiche werden vom System direkt dem entsprechenden Projekt zugeordnet.

Die Herausforderung einer solchen Lösung besteht darin, digitale Inhalte zu erstellen, zu verwalten, umzuwandeln und zur rechten Zeit an die richtigen Ansprechpartner zu kommunizieren. Dazu muss die unterstützende Software die technischen Aspekte der Produktion und die Anforderungen der Business-Workflows meistern. So gliedert sich die Produktion bei Druckstudio einerseits in den Pre-

The challenge of such a solution is to create, manage, transform, and communicate digital content to the right people at the right time. To do this, the supporting software must master the technical aspects of production along with the requirements of business workflows. On one hand, **Druckstudio's production is divided into the prepress workflow via Heidelberg Prinect and the production and approval processes supported by DALIM ES and DALIM TWIST.**

If the customer uploads data, the files automatically go through the preflight check via hotfolder automation and are, ideally, further processed in the press workflow (if data is incorrect, the customer is notified and asked for a new file). The system forwards the file data to the RIP. Afterward the job is available in **ES** for the automated release process. "In principle, we only have our customers check the RIPPed data so that no errors can creep in," explains Dirk Puslat.

Files are usually soft proofed via **ES**. The precise reproduction of the proofs on the monitors allows the detection of any errors and their elimination by reacting quickly during the release process. It also eliminates the time-consuming processes of proofing and shipping. **The process is also ecologically positive: Softproofing saves resources, which puts less pressure on the environment.**

**"If there are any changes before the release, customers can upload the appropriate pages and the process automatically goes back through the steps: data received, preflight check, etc.** And after the final release, the job is sent from the prepress workflow to plate making," Michael Büchner describes the ingenious workflow.



Company	: Druckstudio GmbH.
Location	: Düsseldorf, Germany.
Activity	: Production, consulting and distribution of high quality print and media services.
DALIM SOFTWARE products	: DALIM ES
Reasons for Purchase	: Process optimisation.
Reseller	: GAFICON GmbH (www.gaficon.de)

## 30% more productivity

"In our fast-moving world of ever-increasing data volumes and increasing customer demands for delivery dates and pricing, we need to focus on efficiency, profitability and, last but not least, security," notes Dirk Puslat. **Druckstudio uses DALIM SOFTWARE to deliver greater throughput, reliability and flexibility in the company's demanding production environments.**

"Creating a hypothetically unlimited number of different workflows with different functions and the powerful automation of recurring tasks such as preflighting, file optimization and conversion, color management and trapping, etc.—all these are features that significantly increase efficiency. We have about 30% more productivity in the preliminary stage," Puslat says. **"Understandably, the return on investment was reached very quickly."**

## Industrial, cost-effective and efficient

The efficient communication of all participants of a project is particularly important. In addition to process efficiency and time savings with the highest quality standards, quick information and short distances with **ES** ensure that everyone involved in the process receives the information, tasks and approvals "just in time". "This is the only way we can **get more jobs through production in less time for less money,**" says Dirk Puslat, adding, "This is how we imagined industrial, cost-effective and efficient production."

One of the strengths of **ES** is managing production in a sustainable manner, informing everyone involved in the process and then passing on this information—distributing it and assigning it to the right person. It does not matter where everyone is. Meetings, appointments, reminders, corrections, changes and approvals are done digitally. This contributes to quality assurance and smooth production. This enables brand owners, industry partners, agencies and printers to communicate with each other worldwide, to coordinate projects or to initiate new ones. **"Druckstudio benefits from ES every day. And so we are available to our customers around the clock, 24 hours a day,"** concludes Dirk Puslat. ■





press-Workflow über Heidelberg Prinect und die von DALIM ES und DALIM TWIST unterstützten Produktions- und Freigabeprozesse.

Lädt der Kunde Daten hoch, durchlaufen sie automatisch und per Hotfolder-Automatisierung den Preflight-Check und können idealerweise im Prepress-Workflow weiterverarbeitet werden (bei fehlerhaften Daten wird der Kunde informiert und um eine neue Datei gebeten). Das System leitet die Daten an den RIP weiter und nach dem Rechnen steht der Job im ES für den automatisierten Freigabe-Prozess bereit. „Wir lassen unsere Kunden grundsätzlich nur die gerippten Daten überprüfen, damit sich keine Fehler einschleichen können“, erläutert Dirk Puslat.

Die Freigaben erfolgen üblicherweise per Softproof via ES. Die präzise Wiedergabe der Proofs auf den Monitoren ermöglichen das Erkennen eventueller Fehler und deren Beseitigung durch schnelles Reagieren im Freigabeprozess. Zudem entfällt die zeitraubende Prooferstellung und deren Versand. **Positiv auch in Sachen Nachhaltigkeit: Softproofing spart Ressourcen, was die Umwelt weniger belastet.**

„Ergeben sich vor der Freigabe noch Änderungen, können Kunden die entsprechenden Seiten hochladen und der Prozess durchläuft automatisch wieder die Stufen „Daten erhalten, Preflight-Check“ etc. Und nach der endgültigen Freigabe geht der Auftrag in den Prepress-Workflow bis zur Plattenerstellung“, beschreibt Michael Büchner den ausgeklügelten Arbeitsablauf.



Unternehmen	: Druckstudio GmbH.
Standort	: Düsseldorf, Germany.
Tätigkeiten	: Produktion, Beratung und Vertrieb von hochwertigen Druck- und Mediendiensten.
DALIM SOFTWARE Produkte:	DALIM ES
Kaufentscheidung	: Prozessoptimierung.
Integrationspartner	: GAFICON GmbH (www.gaficon.de)

## 30% mehr Produktivität

„In unserer sich immer schneller drehenden Welt mit stetig wachsenden Datenvolumen und steigenden Ansprüchen der Kunden bezüglich Lieferterminen und Preisvorstellungen müssen wir auf Effizienz, Rentabilität und – nicht zu vergessen – auf Sicherheit achten“, stellt Dirk Puslat fest. **Druckstudio nutzt DALIM SOFTWARE, um einen höheren Durchsatz, hohe Verlässlichkeit und größte Flexibilität in seiner anspruchsvollen Produktionsumgebungen zu erzielen.**

„Die Erstellung einer theoretisch unbegrenzten Zahl verschiedener Workflows mit unterschiedlichem Funktionsumfang und mit einer starken Automatisierung wiederkehrender Aufgaben wie Preflight, Dateioptimierung und Umwandlung, Farbmanagement und Überfüllung etc. – all dies sind Eigenschaften, die maßgeblich zur Steigerung der Effizienz beitragen. Wir haben so etwa 30% mehr Produktivität in der Vorstufe erreicht“, schwärmt Puslat. **„Logisch, dass der Return on Investment äußerst schnell erreicht war.“**

## Industriell, kostenoptimiert und effizient

Die reibungslose Kommunikation aller Beteiligten eines Projektes ist besonders wichtig. Neben Prozesseffizienz und Zeitersparnis bei höchsten Qualitätsansprüchen sorgen schnelle Informationen und kurze Wege mit ES dafür, dass jeder Prozessbeteiligte die Informationen, Aufgaben und Freigaben „just in time“ erhält. „Nur so schaffen wir es, **mehr Jobs in kürzerer Zeit für weniger Geld** durch die Produktion zu bringen“, stellt Dirk Puslat fest und ergänzt: „So stellen wir uns industrielle, kostenoptimierte und effiziente Fertigung vor.“

Nachhaltig die Produktion zu managen, jeden Prozessbeteiligten zu informieren und diese Informationen dann wieder weiterzugeben, zu verteilen und den richtigen Adressaten zuzuordnen, ist eine der Stärken von ES. Dabei spielt es keine Rolle, wo sich die Beteiligten befinden. Meetings, Termine, Erinnerungen, Korrekturläufe, Änderungen und Freigaben werden digital erledigt. Dies trägt zur Qualitätssicherung und einer reibungslosen Produktion bei. So können Markenartikler, Industrie, Agenturen und Druckereien weltweit miteinander kommunizieren, Projekte abstimmen oder neue Projekte anstoßen. **„Druckstudio profitiert davon täglich. Und so sind wir 24 Stunden rund um die Uhr für unsere Kunden präsent“**, resümiert Dirk Puslat. ■



## Wer Schönheit vervielfältigt, muss auch das Original bewahren.

Wie verbindet man als Druck- und Mediendienstleister eigentlich ökologische und soziale Verantwortung mit wirtschaftlichem Erfolg?

Ganz einfach: mit der Art, wie wir leben, denken und handeln. Indem wir nicht nur Hochwertiges produzieren, sondern auch aktiv den Klimaschutz vorantreiben. Nicht nur profitieren, sondern uns auch sozial engagieren. Nicht nur in modernste Druckmaschinen und -technologien investieren, sondern auch in perfekt geschulte und motivierte Mitarbeiter. Nicht nur an uns und unsere Kunden denken, sondern auch an die nächste Generation. Mit einem Wort: mit Nachhaltigkeit.

So gelingt uns das Kunststück, gleichzeitig Schönes zu produzieren und zu bewahren. Auch das gehört zu unserem Anspruch:

**Wir erweitern das Spektrum.**



Das Zeichen für verantwortungsvolle Waldbirtschaft



druckstudio GRUPPE



# PDFLight

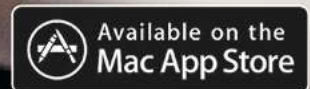
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# AN INTERVIEW WITH ROYAL CANIN

## INTERVIEW CROISÉE ROYAL CANIN



**R**oyal Canin is a perfect example of a company that communicates. Diversified product lines, sold in many countries, subject to different regulatory contexts, etc. This multinational company markets its offerings through multiple sales networks. Hence, the digital transformation of its marketing production is important to match its continuing product development to meet the diversity of the channels that the brand wishes to address to serve its entire ecosystem.

The Royal Canin Marketing Production Platform project started in 2011 when the priority was to create a first module dedicated to Production Packaging. With more than 30,000 different packages printed all over the world, the solution the company used at that time did not serve the ambitions of the brand. This was the starting point for a strong and lasting partnership, around the first module: **EasyPack**.



**R**oyal canin est un parfait exemple d'entreprise communicante. Gammes de produits diversifiées, vendues dans de nombreux pays, soumises à des contextes réglementaires différents... Cette multinationale commercialise son offre au travers de réseaux de ventes multiples, d'où l'importance d'une transformation digitale de la production marketing pour accorder son développement continu à la diversité des canaux que la marque souhaite adresser pour servir tout son écosystème.

Le projet de Plateforme de Production Marketing de Royal Canin a démarré en 2011 lorsque la priorité fut de se doter d'un premier module dévolu à la Production Packaging. Avec plus de 30 000 packs différents, imprimés partout dans le monde, la solution utilisée à cette époque ne permettait pas de servir les ambitions de la marque. Ce fut le point de départ d'un partenariat fort et durable, autour du premier module : **EasyPack**.



### Philippe Gaveau

Philippe joined Royal Canin in 2012, when the **EasyPack** project arrived. He first started as an IT project manager on this solution and, over the years, took over the entire IT strategy and tooling for the entire Royal Canin marketing team—working specifically on the Marketing Production Platform integrating the concepts of PIM, DAM and the Graphic Chain.

### Emmanuel Arcesilas

For many years, Emmanuel has been Director of Infrastructure and Product manager at Galilée. He is one of the intellectual heads of the company's research & development effort, and is also involved with the initiative of the CP3S module. His level of technical performance and his examination of the latest functional innovations make him an asset for the Galilée team.

## The problem

### What were the key issues identified by Royal Canin to activate the EasyPack project?

Emmanuel Arcesilas

The problems raised by Royal Canin eight years ago were, first of all, to be able to integrate all the players of packaging earlier in the design process, during the creation phase. It was also a question of securing the approvals and, in particular, the legal validations, to ensure tracking of the packaging approvals—and to automate the repetitive tasks.

Philippe Gaveau

In 2011, a change in the direction of production processes was brought about, along with the restructuring of the teams, to manage packaging production around the world.



Packaging being the brand's primary communication medium, it was essential to ensure that each product in our portfolio had the same visual identity in each country. We needed a solution that could respond to this international challenge in terms of processing efficiency and approval of the different elements. It was Galilée's proposal at that time to implement the **DALIM ES** solution including the idea of OPI—that is, the automatic insertion of our legal statements directly into the artwork, which allowed them to validate artwork upstream and place them on all packaging afterwards.

### What were the key points that persuaded Royal Canin to choose Galilée's proposal, based on DALIM SOFTWARE solutions?

Emmanuel Arcesilas

There are indeed several points, but we are reminded of one in particular: our knowledge of the business. With the solution we were proposing, which was an integration of **DALIM SOFTWARE**, we had the technical tools that made it possible to process and take into account the specifics of the content that would be exchanged. It was not just a computer project, but also a project at the heart of Royal Canin's packaging business. That's what made the difference.

Philippe Gaveau

One of the key points was the possibility of integrating OPI via **DALIM TWIST** into **DALIM SOFTWARE**—that is, the possibility of inserting into our artwork content validated upstream, and being able to manage the updates of this content as efficiently as possible, without having to retouch our artwork each time. The **DALIM SOFTWARE** interface with its philosophies of workflow, cooperation and collaboration as well as the «High Res» tool (**ES DIALOGUE Engine**) were also decisive.

### What difficulties did you encounter?

Philippe Gaveau

The world of desktop publishing has evolved quite a bit between the 1990s and now. The field of packaging has taken a bit of time to catch up. The complexity was to get the users interested, especially on the notion of OPI.

We can also talk about difficulties of the content itself. The management of validation processes by the Graphic Chain team held up production. In 2016, 42% of the content coming to the Graphic Chain team needed to be reviewed—and it was a waste of time.



### Philippe Gaveau

Philippe a rejoint Royal Canin en 2012, au moment de l'arrivée du projet **EasyPack**. Il a d'abord commencé en temps que chef de projet informatique sur cette solution et au fil des ans, il a pris en charge l'ensemble de la stratégie IT et outillage informatique pour toute l'équipe marketing monde de Royal Canin, en travaillant spécifiquement sur la Plateforme de Production Marketing intégrant les notions de PIM, de DAM et de Graphic Chain.

### Emmanuel Arcesilas

Emmanuel est, depuis plusieurs années, directeur de l'infrastructure et responsable produit à Galilée. Il est l'une des têtes pensantes de notre Recherche & Développement et est aussi à l'initiative du module CP3S. Son niveau de performance technique et son regard sur les dernières innovations fonctionnelles en font un atout pour l'équipe Galilée.

## La problématique

**Quelles étaient les problématiques essentielles identifiées par Royal Canin pour motiver le projet EasyPack ?**

Emmanuel Arcesilas

Les problématiques remontées par Royal Canin il y a maintenant 8 ans, étaient d'abord de pouvoir intégrer l'ensemble des acteurs du packaging plus tôt dans le processus de conception, pendant la phase de création. Il s'agissait également de sécuriser les validations et notamment les validations légales, d'assurer une traçabilité des validations des packs et d'automatiser les tâches répétitives.

Philippe Gaveau

En 2011, un changement de conduite des processus de production est amené avec la restructuration des équipes pour gérer la production du packaging à travers le monde.

Le packaging étant le premier vecteur de communication de la marque, il était essentiel de s'assurer que chaque produit dans notre portfolio ait la même identité visuelle dans chaque pays. Il nous fallait une solution à même de répondre à cet enjeu international en terme d'efficacité de traitement et de validation des différents éléments. C'était la proposition de Galilée à ce moment-là, avec l'implémentation de la solution ES de **DALIM SOFTWARE** comprenant la notion d'OPI, c'est-à-dire l'injection automatique de nos pavés légaux directement sur les artworks, qui permette de les valider en amont et de les retrouver sur l'ensemble des packagings ensuite.

Emmanuel Arcesillas

EasyPack is a tool that is at the center of packaging production. The packaging, itself at the center of the marketing information system, is connected to several tools, including the Product Information Management Tool (PIM) and the Order Transfer Tool (ERP). The first difficulty we encountered was not really the technical interconnection, but rather the interconnection of people. It was the first time we tried to break the silos and put them around the same table—people from all walks of life in the production process.



## The automation of business processes

The packaging workflows have the distinctiveness of being complex, as much at the level of the multiple stages of production as the content printed on packaging and its variety.

### What solutions have been put in place to meet the automation needs of production?

Emmanuel Arcesillas

The technical solution we used was **TWIST** in particular, which allowed us to automate the control of files as well as, to a certain extent, the production of all or part of the files. We have also implemented interconnections with other data sources in the information system. We have automated exchanges between these applications to accelerate the production of packaging and make them secure by avoiding input errors.





## Quels furent les points essentiels qui ont fait que Royal Canin porte son choix sur la proposition de Galilée basée sur les solutions DALIM SOFTWARE ?

Emmanuel Arcesilas

Il y a en effet plusieurs points mais nous pourrions en retenir un en particulier : notre connaissance du métier. Avec la solution que nous proposons, qui était une intégration de **DALIM SOFTWARE**, nous avons les outils techniques qui permettaient de traiter et tenir compte des spécificités des données qui seraient échangées. Ce n'était pas seulement un projet informatique mais un projet au cœur du métier du packaging chez Royal Canin, c'est ce qui a fait la différence.

Philippe Gaveau

La possibilité d'intégration d'OPI via **DALIM TWIST** dans **DALIM SOFTWARE**, c'est-à-dire la possibilité d'injecter dans nos artworks du contenu validé en amont et pouvoir gérer au mieux les mises à jour de ces données là, sans avoir à retoucher à chaque fois nos artworks, a été un des points clés. L'interface **DALIM SOFTWARE** avec ses notions de workflow, de coopération, de collaboration ainsi que l'outil "High Res" (ndlr **ES DIALOGUE Engine**) ont également été déterminants.

## Quelles difficultés avez-vous rencontrées ?

Philippe Gaveau

Le monde de la PAO a bien évolué entre les années 1990 et maintenant. Le domaine du packaging, lui, a du retard, ce qui a généré beaucoup de freins. La complexité a été d'embarquer les utilisateurs, notamment sur la notion d'OPI.

Nous pouvons également parler de difficultés sur la data à proprement parler. La prise en main des processus de validation par l'équipe Graphic Chain a ralenti la production. En 2016, 42% de la data qui arrivait à l'équipe Graphic Chain avait besoin d'être revue et c'était une perte de temps.

Emmanuel Arcesilas

EasyPack est un outil qui se place au centre de la production packaging. Le packaging, lui-même étant au centre du système d'information marketing, est connecté à plusieurs outils notamment à l'outil de gestion de l'information produit (PIM) et à l'outil de passage de commandes (ERP). La première difficulté que nous avons rencontrée n'était pas vraiment l'interconnexion technique mais plutôt l'interconnexion des personnes. C'était la première fois que nous essayions de casser les silos et de mettre autour de la même table, des personnes de tous les horizons dans le processus de production.

## L'automatisation des processus métiers

Les flux packaging ont la particularité d'être complexes, tant au niveau des multiples étapes de production que des données imprimées sur un packaging et leur diversité.

## Quelles solutions ont été mises en place pour répondre aux besoins d'automatisation de la production ?

Emmanuel Arcesilas

La solution technique utilisée fut **TWIST** en particulier, qui nous a permis d'automatiser le contrôle des fichiers mais aussi dans une certaine mesure, la fabrication de toute ou partie des fichiers. Nous avons également mis en œuvre des interconnexions avec les autres sources de données dans le système d'information. Nous avons automatisé les échanges entre ces applications pour permettre d'accélérer la production des packs et de la sécuriser en évitant les erreurs de saisie.

Philippe Gaveau

Nous travaillons avec une multitude de partenaires à travers le monde et avons la nécessité d'être connectés au plus proche. Les workflows avec les mécanismes de notification et de rappel de **DALIM ES** étaient la première réponse à cette exigence. Ensuite, nous pouvons citer la notion d'OPI pour l'intégration de nos pavés légaux sur les packs mais aussi la possibilité de faire de la validation de contenu lors de l'injection. Cette automatisation et ce contrôle lors des processus via **TWIST** nous permettent de garantir une totale sécurité.

## Quels processus métiers ont été les plus complexes à intégrer ?

Emmanuel Arcesilas

Parmi les plus complexes à intégrer, ce fut sans doute le processus de traduction légale, c'est-à-dire la traduction dans les différentes langues nécessaires

Philippe Gaveau

We work with a multitude of partners around the world, and have the need to be connected as best as possible. Workflows with **ES**, built with notification and reminder mechanisms, were the first response to this requirement. Then there was the idea of OPI for the integration of our legal text on the packaging, and also the possibility of content validation during the insertion of text. This automation and process control via **TWIST** allowed us to guarantee total security.

### Which business processes were the most complex to integrate?

Emmanuel Arcesilas

Among the most complex to integrate was undoubtedly the process of legal translations—that is to say the translation into the different languages necessary for their commercialization. These are the texts that have legal importance in each country, like the analytical components and the ingredients in the croquettes.

Philippe Gaveau

With the implementation of **EasyPack**, we have also chosen a central workflow. In a modern packaging production process, the production agency issues the artwork and the photoengraver prepares the file for the printer. We chose to have these two players work on one file to save time. It was the business integration that was the most complex because we had to coordinate our two legacy partners to work upstream.

### Which ones have the highest added value?

Philippe Gaveau

Without hesitation, they were the mechanisms of OPI, of course: the High Res part (online review of artwork in high resolution) and collaboration, as well as the part that allowed file versioning.



Company	: Royal Canin (Mars ,Incorporated)
Location	: Aimargues, France
Activity	: Pet food
Number of employees	: 7150
DALIM SOFTWARE products	: DALIM TWIST, DALIM ES
Reasons for Purchase	: Automation and customization of packaging production

Royal Canin is a customer of Galilée, a partner of DALIM SOFTWARE.





pour leur commercialisation, des textes qui ont valeur légale dans les pays comme les constituants analytiques et les ingrédients présents dans les croquettes.

Philippe Gaveau

Avec l'implémentation d'**EasyPack**, nous avons également choisi un workflow central. Dans un processus de production de packaging actuel, l'agence de production délivre un artwork et le photogreveur, prépare le fichier pour l'imprimeur. Nous avons choisi de faire travailler ces deux acteurs dans un seul et même fichier pour gagner du temps. C'est l'intégration métier qui a été la plus complexe car il a fallu coordonner nos deux partenaires historiques pour les faire travailler en amont.

### Quels sont ceux qui ont la plus forte valeur ajoutée ?

Philippe Gaveau

Sans hésiter, les mécanismes d'OPI bien sûr, la partie High Res (ndlr : revue en ligne des artworks en haute resolution) et collaboration, ainsi que la partie suivi de version des fichiers.

### Quels conseils donneriez-vous concernant la démarche d'automatisation des processus métiers dans la production packaging ?

Emmanuel Arcesilas

Le premier point important est de réussir à casser les silos dans l'organisation. Sur le pack, se retrouvent des données et des informations qui proviennent de différentes sources, de différents services (logistique, légal, marketing, technique). La première chose à faire est donc de casser les silos, de faire communiquer les services entre eux et par extension, d'avoir une donnée qui soit centralisée. La seconde étape est de donner une réalité technique à cet échange là, c'est-à-dire pouvoir déployer une application qui va agréger l'ensemble des informations requises.

### L'expérience utilisateur

Compte-tenu des particularités de la production packaging, un effort particulier a été fourni sur l'expérience utilisateur.

### Quels sont pour vous les registres les plus importants à prendre en compte dans le domaine de l'expérience utilisateur ?

Emmanuel Arcesilas

Nous allons assez rapidement parler de plusieurs expériences utilisateurs. Pour assurer la production du packaging, nous faisons appel à un grand nombre d'acteurs dans l'entreprise, mais aussi d'acteurs externes qui produisent (agences, photogreveurs, im-

## What advice would you give about developing the automation process in packaging production?

Emmanuel Arcesilas

The first important point is to break the silos in the organization. On packaging you will find content and information coming from different sources, and different services (logistics, legal, marketing, technical). The first thing to do is to break the silos—to communicate services between them and, by extension, to organize content that is centralized. The second step is to give a technical reality to this exchange—that is, to be able to deploy an application that will aggregate all the required information.

## The user experience

Given the peculiarities of packaging production, a special effort was made to the user experience.

## What are the most important requirements for you in the field of user experience?

Emmanuel Arcesilas

We're going to talk pretty quickly about several user experiences. To ensure the production of packaging, we involve a large number of players in the company, but also external partners who produce (agencies, photoengravers, printers). All these partners use the platform for different efforts. It is therefore necessary to design several user paths according to their profiles.

Philippe Gaveau

Indeed, depending on the people we are going to address, the language will be different. When we talk about a product, we do not all have the same semantics. Thinking about an interface that allows everyone to work natively, efficiently and simply has been complex.

We have proposed innovative technologies to ensure more fluidity. We try to offer timely navigation with interfaces rich in HTML5, or even serverless applications to ensure smooth navigation. Users find systems they are used to in the world of e-commerce.

## What are the most popular features for users?

Philippe Gaveau

High Res—that is, the possibility of annotating files and tracking all our comments.

Emmanuel Arcesilas

Probably the online validation—the softproofing of **ES** which is at the heart of the platform.

## What are the areas of improvement that you still identify today?

Philippe Gaveau

Retranscribing the e-commerce systems and social networks in the application so that users find the protocols they know. That anyone can use the tool without having to know the business context, nor how all the business techniques are structured. This is really our last challenge!

Emmanuel Arcesilas

We can progress to more automation, especially with new printing technologies that allow for more flexibility in file making.

With the requirements of **EasyPack**, we have built an application that meets everyone's needs. The management of rights is extremely fine, which makes it possible to avoid making mistakes. One of the areas of improvement we have been working on for two years is to empower our users. This will have two advantages: more freedom, and a reduction in the costs of developing and operating the solution.

## Packaging personalization

In its quest for permanent innovation, Royal Canin has developed the multifunction range, which included products adapted to a particular animal. To market this new concept, the company wanted to customize its packaging. It is a real feat that allows it today to serve its commercial strategy: to design customized products according to the specific criteria of each animal, for which his owner will want a diet adapted to its age, pedigree and its pathology, for example.

## Can you retrace the primary thinking that led to the concept of packaging customization?

Emmanuel Arcesilas

It's part of the DNA, strategy and differentiation of Royal Canin, since its inception. The brand's approach is to offer a product that is best adapted to each animal. The personalization of the packaging was a natural result of this strategy.

Philippe Gaveau

E-commerce has influenced our desire to personalize and individualize. With the arrival of pure players and retailers, our way of operating based on our historical customers (breeders, pet shops, veterinarians, etc.) has been undermined by these competitors. Individualization is a way for us to refine our legacy partners. It is this context that led us to the deployment of a personalization tool, which was complementary to an individualized kibble.

primeurs). Tous ces acteurs utilisent la plateforme pour des travaux différents. Il faut donc concevoir plusieurs parcours utilisateurs en fonction de leurs profils.

Philippe Gaveau

Effectivement, en fonction de la population que l'on va adresser, le langage sera différent. Lorsque nous parlons d'un produit, nous n'avons pas tous la même sémantique. Penser une interface qui permette à tout le monde de travailler de manière native, efficace et simple a été complexe.

Nous avons proposé des technologies innovantes pour garantir plus de fluidité. Nous essayons de proposer une navigation dans l'ère du temps avec des interfaces riches en HTML5, voire des applications Serverless permettant de garantir une navigation fluide. Les utilisateurs retrouvent des codes auxquels ils ont l'habitude dans le monde du e-commerce.

### Quelles sont les fonctions les plus prisées par les utilisateurs ?

Philippe Gaveau

High Res, c'est-à-dire la possibilité d'annoter les fichiers et de tracer tous nos commentaires.

Emanuel Arcesilas

Vraisemblablement, la validation en ligne, le softproofing de **ES** qui est le cœur de la plateforme.

### Quels sont les axes d'améliorations que vous identifiez encore aujourd'hui ?

Philippe Gaveau

Retranscrire les codes du e-commerce et des réseaux sociaux dans l'appli pour que les utilisateurs retrouvent les codes qu'ils connaissent. Que n'importe quel utilisateur puisse utiliser l'outil sans avoir à connaître le contexte métier, ni comment sont

structurés aujourd'hui l'ensemble des techniques métiers. C'est vraiment ça notre dernier challenge !

Nous pouvons aller vers plus d'automatisation encore, notamment grâce aux nouvelles technologies d'impression qui permettent plus de latitude sur la fabrication des fichiers.

Avec les besoins d'**EasyPack**, nous avons construit une application qui répond aux besoins de chacun. La gestion des droits y est extrêmement fine, ce qui permet d'éviter de faire des erreurs. Un des axes d'amélioration sur lequel nous travaillons déjà depuis 2 ans, est de responsabiliser les utilisateurs. Cela aura deux avantages : plus de libertés et une réduction des coûts de développement et d'exploitation de la solution.

## La personnalisation du packaging

Dans sa recherche d'innovation permanente, Royal Canin a développé la gamme multifonction, qui relevait de produits adaptés à un animal en particulier. Pour pouvoir commercialiser cette nouvelle offre, l'entreprise a voulu personnaliser le packaging. Une réelle prouesse qui lui permet aujourd'hui de servir sa stratégie commerciale : concevoir ses produits personnalisés en fonction des critères spécifiques de chaque animal, pour lequel son propriétaire voudra une alimentation adaptée à son âge, son pedigree et sa pathologie par exemple.

### Pouvez-vous nous retracer les grandes lignes qui ont amené au concept de personnalisation du packaging ?

Emanuel Arcesilas

C'est inscrit dans l'ADN, dans la stratégie et la différenciation de Royal Canin depuis sa création. L'approche de la marque est de proposer le produit le plus adapté à chaque animal. La personnalisation du packaging découlait naturellement de cette stratégie.

Philippe Gaveau

Le-commerce a eu une influence sur notre volonté de personnaliser et d'individualiser. Avec l'arrivée de pure players et de retailers, notre mode de fonctionnement basé sur nos clients historiques (éleveurs, animaleries, vétérinaires, etc.) a été mis à mal par ces concurrents. L'individualisation est un moyen pour nous de refidéliser nos partenaires historiques. C'est ce contexte là qui nous a amené vers le déploiement d'un outil de personnalisation, qui allait en complément d'une croquette individualisée.



Entreprise	: Royal Canin
Situation géographique	: Aimargues, France
Type d'activité	: Industriel spécialiste de la nutrition animale
Nombre d'employés	: 7150 collaborateurs
Produits DALIM SOFTWARE	: DALIM TWIST, DALIM ES
Raisons de l'achat	: Automatisation et personnalisation de la production packaging

Royal Canin est un client de Galilée, partenaire de DALIM SOFTWARE

## What solutions have been implemented?

Philippe Gaveau

With Galilée, we have integrated CHILI PUBLISHER into the workflows of **DALIM SOFTWARE**. This allowed us to work with customized templates, easily managing the insertion of content to generate printable files on demand. The **DALIM SOFTWARE** trio, CHILI PUBLISHER and our EasyPack overlay made it possible to offer this delayed printing solution with the last-minute insertion of personalized content on packaging.

Emmanuel Arcesilas

The first solution that has been implemented is the tool that allows the veterinarian to order bags from Royal Canin. This tool also provides information about the destination of the bag, the name of the owner of the animal, the name of the animal, the comments of the veterinarian such as pathologies or advice, the logo of the partner, the contact information of the veterinarian and other information.

We integrated CHILI PUBLISHER, in this case in **EasyPack**, to personalize the bag itself. We therefore relied on the automation capabilities of **TWIST**, to which we added CHILI PUBLISHER customization capabilities, all integrated into the large data center **EasyPack**.

## Enhanced collaboration through teams

### What were the conditions that dictated the success of this project?

Philippe Gaveau

The requirement of success is a partnership. We have been collaborating since the beginning with a partner who has accompanied us, who has been strong in his proposals, and whom we trust. We listened to their proposals, we were able to anticipate certain changes, and could build innovative solutions for the production of our packaging. This is also why we have extended the scope to a more comprehensive Group Marketing Production Platform. It is essential that the integrator is as involved as possible.

Emmanuel Arcesilas

What made the project particularly successful were, first and foremost, the teams involved in packaging at Royal Canin—who had perfect command of their processes. On the other hand, these people have a culture of innovation. They are not content to continue doing what they are used to doing; they are always looking to innovate and move forward.

Then, the familiarity that we could have from the beginning of the project, especially business side, was essential. We understand the business of Royal Canin and we spent a lot of time together designing this project.

### What are the most important criteria for the success of a platform of this type?

Emmanuel Arcesilas

Over time, the important thing is to continue listening to users. A project like this one has to undergo almost permanent evolutions. Then, it is the quality of support and hosting; that is, all that IT skills can bring to the packaging business for their processes to work.

Philippe Gaveau

Being closer to the users in order to experience and adapt our processes and workflows. What applies in computer science in general! Business, and business processes, are evolving: we have to adapt continuously and that's what we've done since 2012.

## Global development for the community

### Today, where are you doing this, globally?

Philippe Gaveau

Royal Canin is present in about 60 countries. The solution around **DALIM SOFTWARE** is highly centralized and used around the world through our partners in China, Japan, and Vietnam, and throughout Europe, South America and North America. Our desire is to print our bags as close to our customers as possible. ■

## Quelles solutions ont été mises en œuvre ?

Philippe Gaveau

Avec Galilée, nous avons intégré CHILI PUBLISHER aux workflows de **DALIM SOFTWARE**. Cela nous a permis de travailler dans des templates de personnalisation, de gérer facilement l'injection de données pour générer à la demande des fichiers imprimables. Le triptyque **DALIM SOFTWARE**, CHILI PUBLISHER et notre surcouche **EasyPack** permettait de proposer cette solution d'impression retardée avec l'injection au dernier moment de données personnalisées sur les packagings.

Emmanuel Arcesilas

La première solution qui a été mise en œuvre, c'est l'outil qui permet au vétérinaire de commander des sacs auprès de Royal Canin. Cet outil permet également de fournir des informations sur la destination du sac, le nom du propriétaire de l'animal, le nom de l'animal, les commentaires du vétérinaire comme les pathologies ou les conseils, le logo du partenaire, le contact du vétérinaire...

Nous avons intégré CHILI PUBLISHER à cette occasion dans **EasyPack**, pour personnaliser le sac lui-même. Nous nous sommes donc appuyés sur des capacités d'automatisation de **TWIST** auxquelles nous avons ajouté des capacités de personnalisation de CHILI PUBLISHER, le tout intégré dans ce grand centre de données qu'est **EasyPack**.

## Une collaboration renforcée grâce aux équipes

### Quelles ont été les conditions régies par la réussite de ce projet ?

Philippe Gaveau

La condition de réussite, c'est un partenariat. Nous collaborons depuis le début avec un partenaire, qui nous a accompagné, qui a été fort dans ses propositions et en lequel nous avons confiance. Nous avons été à l'écoute de leurs propositions, nous avons pu

anticiper certains changements et construire des solutions innovantes pour la production de nos packagings. C'est également pour cela que nous avons élargi le scope à une Plateforme de Production Marketing Groupe plus complète. Il est essentiel que le demandeur soit le plus impliqué possible.

Emmanuel Arcesilas

Ce qui a particulièrement permis la réussite du projet, c'est tout d'abord des équipes impliquées dans le packaging chez Royal Canin qui maîtrisaient parfaitement bien leurs processus. D'autre part, ces personnes ont une culture de l'innovation. Elles ne se contentent pas de continuer à faire ce qu'elles ont l'habitude de faire mais elles vont en permanence chercher à innover et aller de l'avant.

Ensuite, la proximité que nous avons pu avoir dès le début du projet, côté métier notamment, a été essentielle. Nous comprenons le métier de Royal Canin et nous avons passé beaucoup de temps ensemble à concevoir ce projet.

### Quels sont pour vous les critères les plus importants pour la réussite dans le temps d'une plateforme de ce type ?

Emmanuel Arcesilas

Dans le temps, l'important est de continuer d'écouter les utilisateurs. Un projet comme celui-ci doit vivre des évolutions quasi-permanentes. Ensuite, c'est la qualité du support et de l'hébergement : c'est-à-dire l'ensemble de ce que les métiers de l'informatique peuvent apporter aux métiers du packaging pour que leurs processus fonctionnent.

Philippe Gaveau

Etre au plus proche des utilisateurs pour pouvoir faire vivre et adapter nos processus et nos workflows. Ce qui s'applique dans l'informatique en général ! Les processus métiers et business évoluent : il faut adapter continuellement et c'est ce que nous avons fait depuis 2012.

## Un développement mondial pour la communauté

### Aujourd'hui, quelle utilisation en est faite dans le monde ?

Philippe Gaveau

Royal Canin est présent dans une soixantaine de pays. La solution autour de **DALIM SOFTWARE** est très centralisée et est utilisée un peu partout dans le monde via nos partenaires, en Chine, au Japon, au Vietnam, un peu partout en Europe, en Amérique du Sud et en Amérique du Nord. Notre volonté est d'imprimer nos sacs au plus près de nos clients. ■

# Eizo soft-proofing with ES

by Rick Darnell

If you attended the US DUO of 2018, you may recall my presentation about setting up an Eizo monitor and a JUST Normlicht viewing booth to integrate with **DALIM ES**. Recently I have had the opportunity to set up an Eizo model CG2730 for the purpose of soft-proofing with **ES**. I took the time to document the process in greater detail for this article.

Perhaps the first decision to be made when beginning the soft-proofing journey is the choice between customizing soft-proofing to match printed tradition hard-proofs using a viewing booth as your guide, or soft-proofing to match other calibrated monitors, within your control, displaying the same color managed file. In this article, I am describing my attempt at embarking on the latter.

Once you have a project like this approved, the first step is making the monitor model choice to purchase. The first time I set up a soft-proofing monitor was 25 years ago, back in the mid-nineties, when the brand name for soft-proofing was Radius. Now the most trusted brand is Eizo and some of the models have the calibrator built into the Monitor bezel, as opposed to the days of a separate piece of hardware in the form of a “puck” — the spectrophotometer — that laid over the screen of the monitor. One such monitor with the measurement tool built-in is the Eizo CG2730.

My choice of model was verified by contacting my Eizo representative in my area. After a couple of weeks for shipping, the Eizo monitor arrived. If you are not using a viewing booth to match hard-proofs, the monitor comes complete with everything you will need to soft-proof with **ES**. If you are going to match hard proofs, you will need a viewing booth and possibly more software for making ICC profiles for your printer.







The first step to un-packaging is removing the monitor and doing an inventory of accessories. Be careful not to grab the monitor by the top center of the bezel, where the calibrator is hiding. Also, be careful not to press the button on the back of the monitor which releases the provided stand from the monitor and can cause the monitor to crash face down. If you do not need to attach the monitor to a different mount, you don't need to use the provided mounting adapter. This is not clear in the documentation.

The next step is to attach the monitor to your computer using one of the three input types. I chose the HDMI, but DVI and DisplayPort are the other two possibilities. The monitor can support all three simultaneously. If you toggle through the inputs, or when you power up the monitor, the monitor may display a message that no input is recognized—if the computer is being used in an energy saving mode. You should deactivate any energy saving modes for the initial calibrations. While you are at it, set your resolution and connect the USB cable from your computer to the designated down stream USB port on the monitor. By now, the monitor should be warming up.

Contents of Eizo box being inventoried



The back of the monitor showing the inputs



## Now comes the main part: The calibration, for each monitor within your control.

After loading the Color Navigator software from the provided disc, and the monitor has warmed up for an hour, open the application and choose one of the provided targets to calibrate. The landing page window displays three preconfigured targets: Print, Photography and Web. For soft-proofing, you will likely want to use the print setting. Other options include making your own target, from any one of four ways to create one in Color Navigator: from an existing target, from a profile, from a measurement and from scratch.

Choose the target and click "Adjust." Then select your measurement device, which will likely be the built-in calibrator, unless you have added an additional one, like a third-party device ("puck").

Then "Proceed" with the adjustment. This will take five minutes in which the built-in calibrator swings down at an angle and reads the pattern of flashing patches of color that will light up your display screen. Once finished, confirm the result and Color Navigator will create the ICC profile and place it on your system for you.

## At this one point, the monitor is color managed. One half of the soft-proofing setup is done.

The second half of the solution to the soft-proofing equation is the color management of the file itself. Without characterizing the color of the file, the file will be undefined in terms of color and totally dependent on the current color state of the monitor, or in this case, the calibrated color of the monitor. **Calibrating a monitor with an ICC profile does not take the place of color managing the file.** After all, it is the file that gets exchanged in the production process, not the monitor. The file will move on to other devices, hopefully color managed devices, but out of your control. Calibrating the monitor provides meaning to the individual monitor as a proofing device by defining and stabilizing the color, so that it is repeatable and predictable. Color managing the file with an ICC profile gives the file color meaning, for which color management is usually intended to demonstrate how the file will be ultimately reproduced. For example, a file being proofed for a newspaper publisher might contain the ICC profile with the SNAP (Specification

for Newspaper Advertising Production) color definition. This transformation from file to monitor display is a soft-proof. In most ways, this process is analogous to the transformation of the file to a hard-proofer (printing device like an Epson controlled by a RIP).

To get an accurate color transformation from the file to the monitor, which is a definition of soft-proofing, a “color management aware” application is needed, like **ES**, in addition to the calibrated monitor.

In **ES**, the uploaded file is viewed in **DALIM DIALOGUE Engine**. If no **DALIM TWIST** transformations are applied to the file, what you see in **DIALOGUE Engine** is the original color state of the file prior to the upload to **ES**—but now displayed by the monitor ICC profile selected in **DIALOGUE Engine Preferences**. To assure the correct calibrated monitor profile is being used, you must either add it manually through the Preferences of **DIALOGUE Engine** inside the ‘Monitor’ tab, or download software, **DALIM LATITUDE**, to the soft-proofing computer. This automatically keeps the most recent calibration of the monitor active in **DIALOGUE Engine**, acting as an update link. In a collaborative workflow, the latter is preferable and requires less of the end user.

So far, this soft-proofing is like hard-proofing, only electronically displayed and not through a printing device. And that is usually the goal — replacing the

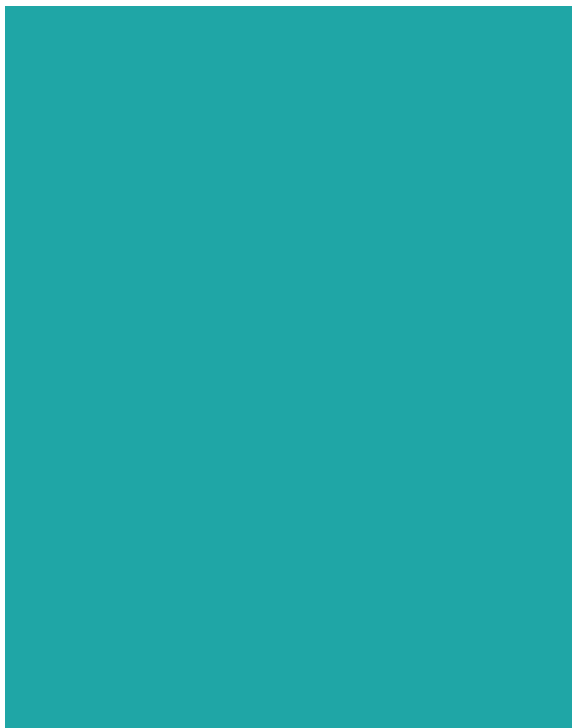


hard-proofer. For most practical reasons, all that is desired is a reasonably accurate rendition of the file predicting the final outcome. One could say we have just reinvented the wheel. Sure, there’s a long-term savings in materials, like paper and ink. Sure, the proof can be on-demand, with no waiting for a printing machine, nor its controller software, or on a person to shepherd all this through the software and hardware—all significant advantages in time and money. But with an application like **ES**, proofing can be kicked up a notch beyond all that, to something new.

There are a couple of new proofing abilities, not commonly done in hard-proof viewing, pre-existing in **ES** and can be utilized without a calibrated monitor, such as the densitometer functions or viewing separations or zooming in without a loupe. These features are not color management related, but still very useful quality control checks in proofing. But there are even more color-managed options available with **ES** over hard-proofing.

One such advantage is in the info panel of the title bar in **DIALOGUE Engine**. In this window, you can toggle between ICC profiles. Whatever ICC profiles your **ES** system knows about are available for switching from one color intention to another. This means if you have the previous example of SNAP loaded on your **ES** server, in one click you can instantly see the same file in GRACoL. It doesn’t tag the file, or rewrite the embedded ICC profile, but it provides the proof, as if it were tagged that way—in essence, virtual proofs with hypothetical color management temporarily swapping out THE actual color management of THE file. That’s just one example of expanded color abilities with an application like **ES**.

There are more features and advantages that haven’t been mentioned yet, such as Closed Loop color, introducing the viewing booth in the **ES** workflow or adding Eizo networking software to synchronize and control multiple monitors remotely. The options available to you as **DALIM SOFTWARE** and Eizo users are far beyond past definitions of proofing. ■



# ISDIN

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# ISDIN, innovation reference in dermatology, new DALIM ES user





ISDIN is an international laboratory specializing in innovative solutions for major dermatological needs and pathologies. The company was founded in Barcelona in 1975 as a joint venture between the international business groups Puig and Esteve—leaders in the cosmetic, perfume and pharmaceutical industries. ISDIN is a major company in the Spanish dermatological market, presently operating in over 40 countries, primarily across Asia, Europe, Latin America and South Africa.

ISDIN provides a complete range of dermatological solutions with the highest quality standard. Their constant innovation and research serves a common objective: development of products at the forefront of dermatology, advanced formulas and new textures.

ISDIN has broad experience in all major pathologies, with a portfolio of treatment and adjuvant therapy products focused on the prescription and recommendation by healthcare professionals. The company is also concerned about the environment, and is committed to minimizing the impact of its products so as to maintain our oceans healthy and clean.

ISDIN operates fourteen subsidiaries, in China, USA, Spain, Germany, Italy, Portugal, Mexico, Chile, Brazil, Argentina, France, Belgium, Peru and Colombia, and employees more than 900 employees worldwide.

With a wide product range extending throughout many countries around the world, ISDIN management decided to search for an integrated platform to



Company	: ISDIN S.A.
Location	: Barcelona, SPAIN
Turnover	: International Activities - More than 200 M EUR on 2018.
Type of activity	: Cosmetic & Pharmaceutical sector
Number of employees	: More than 900
DALIM SOFTWARE products	: DALIM ES
Reasons for purchase	: Packaging artwork life cycle management & DAM

streamline its text and artwork management review. The review process involves many areas in its company, such as marketing, QA, its technical office and regulatory department. Reviews also involve their external partners, such as printers, packaging suppliers and third-party manufacturers.

“We also need a streamlined tracking system to understand where each piece of every art project is,” explains Jorge Mora, Pretotyping Manager, Isdin Corporate. “We need to know, for example, on whose

desk a project is pending approval. By using knowledge performance indicators, we also want to monitor the improvement in our process.”

“We heard recommendations from other colleagues in the cosmetic industry that **DALIM ES** was a complete solution for a company with the size and complexity of ISDIN,” explains Jorge. “As we saw the software, we were really encouraged about how easy it was for the user and administrator to understand the exact status of every piece of art. Also, the comparison tool for images was one of the attractive points, because this will allow us to check between different versions of artwork and text, which today is very time consuming for us. Finally, we found that is easy for the administrator to customize both the **ES** user environment and workflow. This will allow us to tailor it, as needed, through time. This is a very significant advantage compared to other software in the market.

“We contacted several platform vendors and ran through demos of each software solution. While we pre-selected **ES**, we wanted to be 100% sure that the tool could be adapted to our needs. Hence, we ran through a discovery session with **DALIM SOFTWARE** to make sure they understood our requirements and could present a proof of concept to us,” remembers Jorge. “Watching **DALIM SOFTWARE** run with our tentative workflow and work with it was the final confirmation we needed to choose this platform.”

At the moment, ISDIN has run through an initial two-day discovery meeting where the company explained an overview and requirements behind its workflow. It was expressed in a proof of concept. During this meeting a multidisciplinary team expressed their needs while a **DALIM SOFTWARE** project manager asked questions to obtain more information—and even to challenge the status quo. They now need to refine their process workflow during a kick-off meeting and subsequent meetings and iterations.

What comes next? “We have learned from others that before we can implement such a major project, it is important to map our process. Our aim is to refine the workflow during the upcoming weeks and to go live as soon as possible,” answers Jorge. “With our market success, it is important to cope with our increasing artwork workload as soon as possible!”. ■

TemplateCreation

edit your documents from within Dalim ES

open and edit your documents in Chili editor with access rights depending on roles and milestones

**schwabe+braun**  
Processes for more efficiency

save your documents directly into Dalim ES

2019/01/07 11:02:24 Completed



InputFile

2019/01/07 11:02:28 Completed

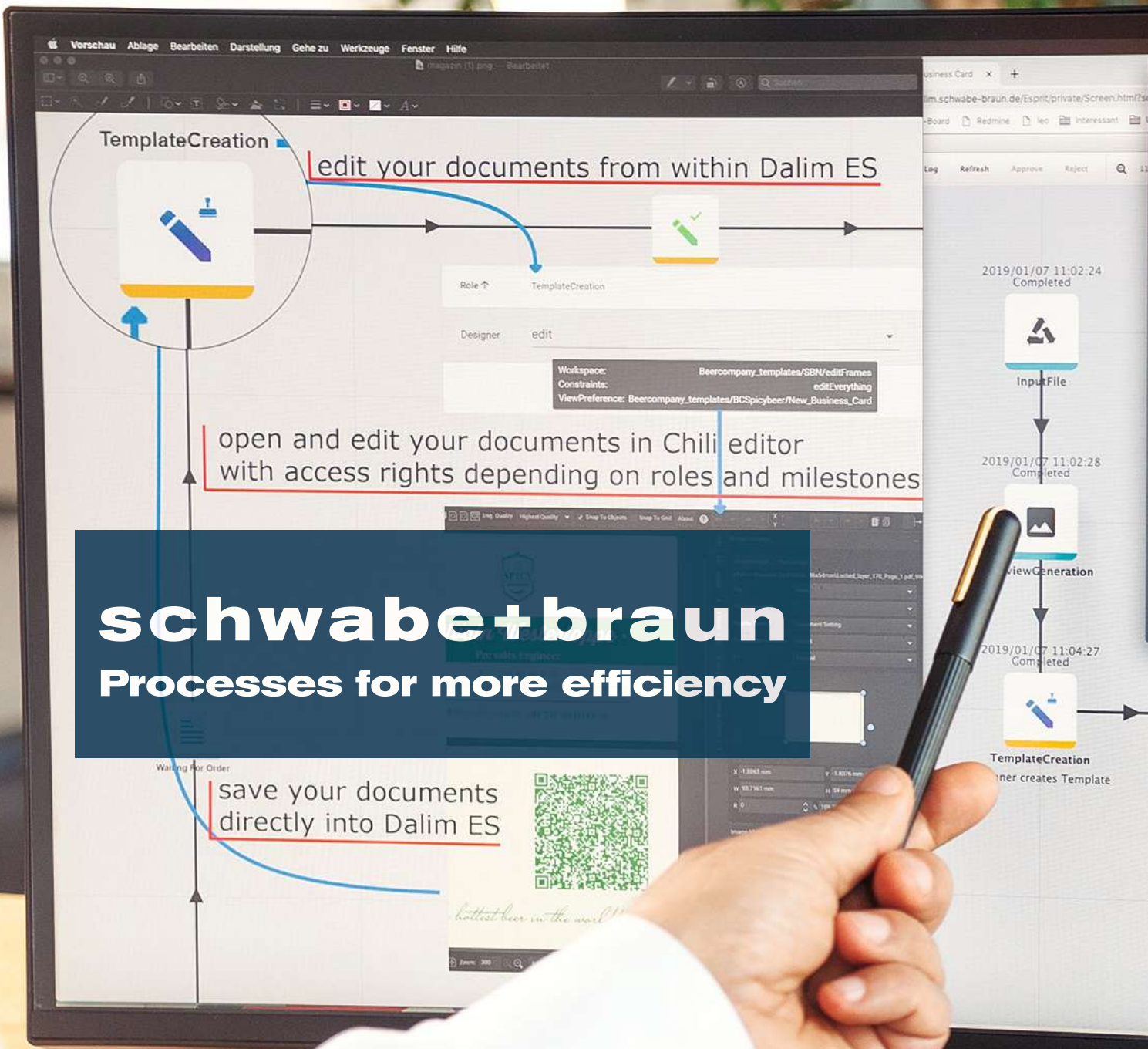


ViewGeneration

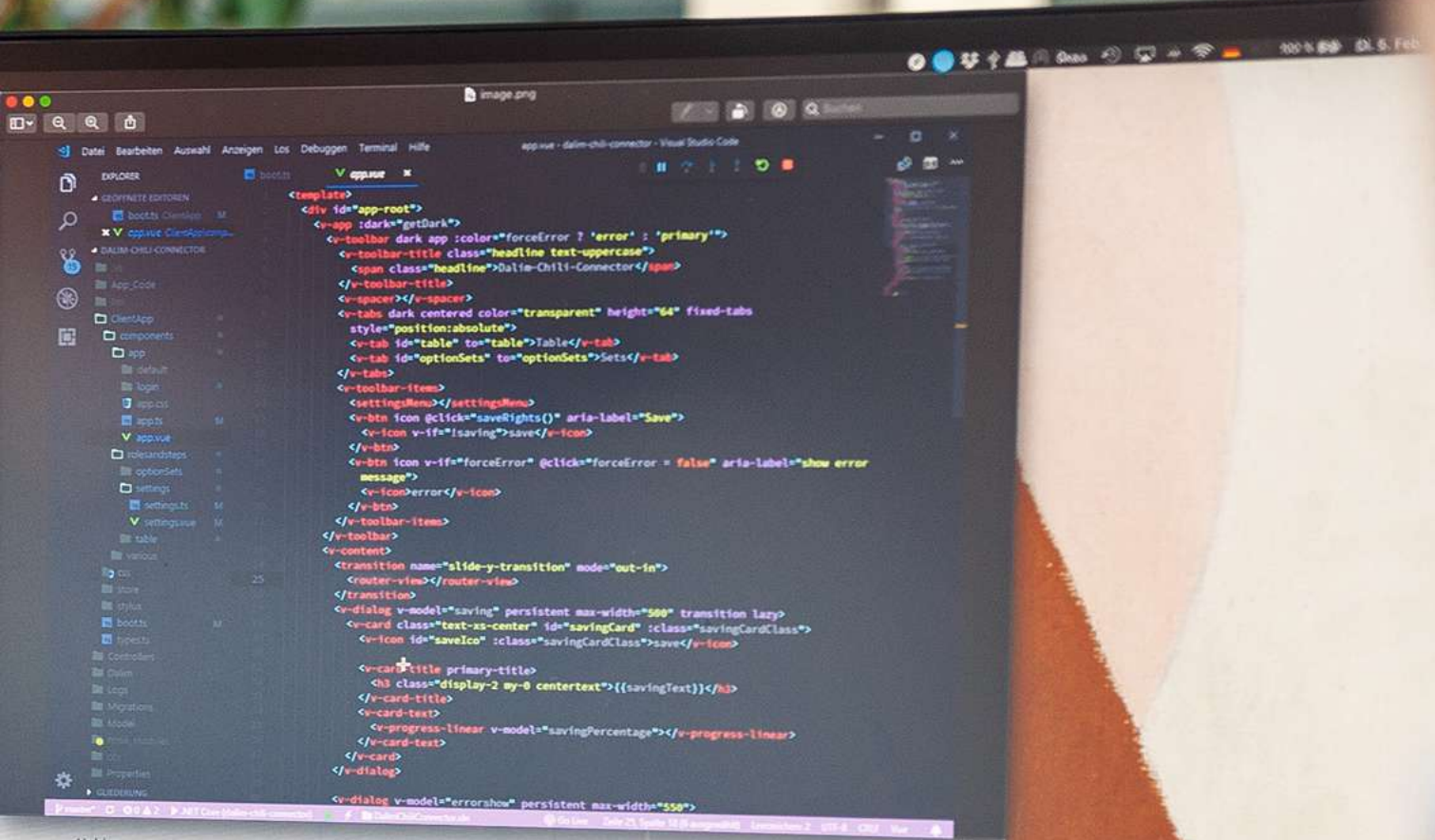
2019/01/07 11:04:27 Completed



TemplateCreation  
User creates Template







**schwabe+braun**  
Prozesse für mehr Effizienz



# Smooth processes with the right connectors

**A**s an IT system house, **schwabe+braun** deals basically with the design of information technologies. “We design IT solutions. This can be infrastructure, individual software solutions or processes and workflows that are designed to be automated,” explains Engineer Marc Schumann, Business Consultant at **schwabe+braun** in Leonberg. “We use IT solutions and software of our partners, such as **DALIM SOFTWARE**, but we also develop some programs ourselves.”

Originally, the company supervised media production. It knows the requirements of prepress and print, and sees one of its strengths in network logistics. “For a while, connecting proofing systems to workflows was a focus of our work,” says CEO Lars U. Braun. “Today our field of activity goes far beyond color management and proofing, and out into the involvement of IT in the business workflow and document management within various industries. Nevertheless, we still speak the language of the agency community and the printing industry.”

The company has had a 12-year business relationship with **DALIM SOFTWARE**. **schwabe+braun** has been involved in color management for twenty years—from the first proofing programs, to complete, complex solutions with color servers and hard and soft proofing systems. **DALIM SOFTWARE** was one of the first professional soft-proofing providers. It developed systems such as **DALIM DIALOGUE** up to today's current workflow system, **DALIM ES**—**DALIM SOFTWARE**'s flagship system with the **ES** Workflow Engine (Enterprise Solution). With it, complex manufacturing processes can be mapped.

## What's needed is optimization, automation and integration

“Large and new fields of activity constantly brought new demands in the 1980s and following years, but have been missing for some time,” sums up Marc Schumann. “Many technologies are mature and are only gradually being extended. For us, as an IT pro-



**Marc Schumann,**  
Business Consultant, **schwabe+braun**

**Lars U. Braun,**  
CEO, **schwabe+braun**

*Dipl.-Ing. Marc Schumann,*  
*Business Consultant, schwabe+braun*

*Dipl.-Ing. Lars U. Braun*  
*Geschäftsführer, schwabe+braun*



## Reibungslose Abläufe durch die richtigen Konnektoren

**S**chwabe+braun beschäftigt sich als IT-Systemhaus grundsätzlich mit dem Design von Informationstechnologien. „Wir gestalten IT-Lösungen. Das können Infrastruktur, einzelne Softwarelösungen oder auch Prozess- und Workflowlösungen sein, die der Automatisierung dienen“, erläutert Dipl.-Ing. Marc Schumann, Business Consultant bei **schwabe+braun** in Leonberg. „Wir nutzen dazu IT-Lösungen und Software unserer Partner wie etwa **DALIM SOFTWARE**, sind aber auch auf Eigenprogrammierungen eingestellt.“

Ursprünglich kommt das Unternehmen aus der Betreuung von Medienproduktionen, kennt die Anforderungen von Prepress und Print und sieht eine seiner Stärken in der Netzwerklogistik. „Eine Zeit lang waren Anbindungen von Proof-Systemen an die Workflows ein Schwerpunkt unserer Arbeit“, stellt Geschäftsführer Lars U. Braun fest. „Heute ist unser Tätigkeitsfeld weit über Color Management und den Proof hinaus in die IT, in Business Workflows und das Dokumentenmanagement verschiedener Branchen gewachsen. Dennoch sprechen wir nach wie vor auch die Sprache der Agenturszene und Druckindustrie.“



vider, that does not mean that we can turn our heads. Optimization, automation and the integration of processes for greater efficiency are in demand today.”

**DALIM SOFTWARE** offers a comprehensive process solution with **ES**. “That alone is enough for many users, but not us—they want to integrate **ES** into their own environments. For example, we can connect to image databases and, above all, adapt and customize work processes to anyone’s own requirements. We solve many such tasks by doing our own programming,” explains Lars U. Braun. “After all, we have been comfortable doing scripting for decades. Here, however, the requirements have grown steadily over the years with the applications and today achieves highly complex automation. In addition, there are web-based controls, and front-end and back-end programming.

**schwabe+braun** has finalized the work on a **DALIM-Chili Connector**. The starting point is the

**ES** Workflow Engine, with which virtually any document and project workflow can be managed and implemented—in particular for data control, soft proofing, approvals and PDF file processing. The second component is Chili Publisher, essentially a programmable online editor with intelligent template management based on InDesign Documents. Thus, a variety of different print styles are available in a Chili document.

“With Chili, highly automated creation of media documents based on InDesign Templates is possible. With **DALIM SOFTWARE**, on the other hand, we can efficiently implement additional processing of the created document via workflows. But Chili needs a system—ideally a web-based system—in which documents can be viewed. Since **ES** offers such a system, we are now bringing both systems together to complete a total manufacturing process: from media planning to the delivery of the different media variants. This required a connector,” explains Lars U. Braun.

So ist auch die inzwischen 12-jährige Geschäftsbeziehung zu **DALIM SOFTWARE** zu verstehen. **schwabe+braun** ist seit 20 Jahren im Colormanagement unterwegs – von den ersten Proofing-Programmen bis hin zu komplexen Gesamtlösungen mit Colorservern, Hard- und Softproofsystemen. **DALIM SOFTWARE** war einer der ersten professionellen Softproof-Anbieter und entwickelte Freigabesysteme wie **DALIM DIALOGUE** bis hin zum heute aktuellen Workflowsystem **ES**, dem Flaggschiff von **DALIM SOFTWARE** mit der Workflow Engine **ES** (Enterprise Solution), mit der komplexe Herstellungsprozesse abgebildet werden können.

### Gefragt sind Optimierung, Automatisierung und Integration

„Große und neue Betätigungsfelder, wie sie in den 1980er und folgenden Jahren ständig neue Anforderungen mit sich brachten, bleiben seit einiger Zeit aus“, resümiert Marc Schumann. „Viele Technologien sind ausgereift und werden nur noch schrittweise weiterentwickelt. Für uns als IT-Anbieter heißt das jedoch nicht etwa, dass wir Däumchen drehen können – gefragt sind heute Optimierung, Automatisierung und die Integration von Prozessen für mehr Effizienz.“

**DALIM SOFTWARE** stellt mit **ES** eine umfassende Prozesslösung bereit. Das alleine reicht vielen Anwendern aber nicht aus – sie wollen **ES** in ihre eigene Umgebung integrieren, beispielsweise an Bilddatenbanken anbinden und vor allem die Arbeitsabläufe an die eigenen Anforderungen anpassen. „Viele solcher Aufgaben lösen wir durch Eigenprogrammierung“, erläutert Lars U. Braun. Schließlich sei man seit Jahrzehnten im Skripting zuhause. Hier seien die Anforderungen über die Jahre jedoch mit den Anwendungen permanent gewachsen und reichen heute bis zu hoch komplexen Automatisierungen. Dazu kommen web-basierte Steuerungen, Frontend- und Backend-Programmierungen.

Aktuell hat **schwabe+braun** einen **DALIM-Chili-Connector** fertig gestellt. Ausgangspunkt ist die **DALIM Workflow Engine ES**, mit der quasi beliebige Dokumenten- und Projekt-Workflows insbesondere bei der Datenkontrolle, beim Softproof, der Freigabe und der PDF-Weiterverarbeitung realisierbar sind. Zweite Komponente ist der Chili Publisher, im Wesentlichen ein programmierbarer Onlineeditor für InDesign, der Dokumente darstellt und mit intelligentem Vorlagenmanagement glänzt. So sind eine Vielzahl verschiedener Printvarianten in einem Chili-Dokument abrufbar.

„Mit Chili ist eine hochautomatisierbare Erstellung von Mediendokumenten, basierend auf InDesign Templates möglich. Mit **DALIM SOFTWARE** wiederum ist die Weiterverarbeitung des erstellten Dokumentes über Workflows effizient umsetzbar. Chili benötigt aber ein System, idealerweise ein Web-System, in dem die Dokumente sichtbar gemacht werden können. Da **ES** ein solches Web-System bietet, bringen wir nun beide zusammen, um einen Gesamtherstellungsprozess von der Medienplanung bis zur Bereitstellung der unterschiedlichen Medienvarianten zu realisieren. Dazu braucht es einen Connector“, erklärt Lars U. Braun.

### Kundenwunsch: Produktion auf Knopfdruck

So etwas lässt man sich nicht einfach aus heiterem Himmel einfallen, dahinter steht meist ein Kundenwunsch. So auch hier. Die Produktion von Drucksachen im Marketingbereich eines großen Unternehmens mit höchst unterschiedlichen Printprodukten soll effizienter gelöst werden. Gestaltungs- und Inhaltsvarianten sollen dabei einmal festgelegt, im Freigabeprozess überprüft und genehmigt werden, um dann bei Bedarf eine einfache Produktionen auf Knopfdruck zu ermöglichen. Die Lösung: Chili wird für die Gestaltungs- und Inhaltsvariantenerstellung eingesetzt und **ES** stellt den Workflow für den Freigabeprozess und die Produktionsbereitstellung.

„Das Ziel solcher Lösungen ist, dass sie nicht nur für Spezialisten geschaffen sein dürfen, sondern dass sie auch ohne große Einarbeitung von den Mitarbeitern bedient werden können“, erläutert Marc Schumann. Das sei aber nicht immer einfach. „So lässt sich Colormanagement nur zum Teil vereinfachen. Es gibt zu viele Wege und Profile. Es ist wie ein Dschungel, in den man eine Bresche schlagen

## Customer request: Production at the touch of a button

This is something you cannot just come up with out of the blue. It usually comes from a customer request. That's how it happened here. The production of printed materials from the marketing department of a large company—that produces a variety of print products—should be solved more efficiently. Design and content variants should be defined once, reviewed and approved in the approval process, in order to enable simple production at the push of a button if needed. **The solution? Chili is used for the design and content development and ES provides the workflow for the production and approval processes.**

“The goal of such solutions is that they should not only be created for specialists. They should also be able to be operated by any employee without much training,” explains Marc Schumann. That is not always easy. “This way, color management can only be partly simplified. There are too many curves and profiles. It's like a jungle, where you have to make a path to find a way. But it keeps expanding. The latest developments in color technology have brought back a lot of problems.

**“Ideally, it should work like this: Picture in, calculate, picture out. Once adjusted, you should not have to touch the workflow anymore. But there must be checks in place. In the right places test routines have to intervene automatically or it allow for a visual check,”** adds Lars U. Braun.

## No data, but information

The **DALIM-Chili-Connector** should work according to this principle. The automated production of catalogs or posters include images from a database, layouts from Chili Publisher, and prices from an SAP system. Here you can work with flexible templates that incorporate all the relevant information and data. If images are larger or the headlines are longer, the system automatically switches from a portrait to landscape format and adjusts the remaining elements.

The special features of the in-house development: “Chili documents must first be made visible in the **ES**, because first of all, **ES** does not know any Chili documents. The Chili editor must also be accessible from within **ES**. And, the most important thing is to set permissions for editing Chili documents,” describes Lars U. Braun about the automated workflow.

The entire system is a web-based program. Any number of jobs can share in the process. “Because there is no data—only information—the solution works regardless of whether the data is in a data center or in a cloud,” says Braun.

The connector itself, programmed by **schwabe+braun**, is actually behind the scenes. But it facilitates activity between **DALIM SOFTWARE** and Chili and, thus, is more than a connector. Rather it takes over the task of an intermediary. The complex functionality must be easy to operate. After all, if it were nothing than a mere interface that, alone, would not enhance efficiency. **It is all about extending the process chain in the sense of an Industry 4.0 application. “The beneficial increase in efficiency leads approximately 30% in time savings,”** notes Marc Schumann.

**“From the beginning it was very clear. This would be a separate module that could be generally integrated for every imaginable and configurable DALIM-Chili project,”** explains Lars U. Braun. ■



muss, um einen Weg zu finden. Doch der wächst immer wieder zu.“ So hätten auch die jüngsten Entwicklungen wieder einiges an Problemen mit sich gebracht.

„Idealerweise sollte es so ablaufen: Bild rein, berechnen, Bild raus. Einmal justiert, sollte man den Workflow nicht mehr anfassen müssen. Es müssen aber Kontrollen eingebaut sein, an den richtigen Stellen müssen Prüfroutinen automatisch eingreifen oder auch eine visuelle Prüfung erlauben“, ergänzt Lars U. Braun.

### Keine Daten, sondern Informationen

Nach diesem Prinzip soll auch der **DALIM-Chili-Connector** arbeiten. Bei automatisierten Katalog- oder Plakat-Produktionen kommen Bilder aus einer Datenbank, Layouts aus dem **Chili Publisher** und die Preise aus einem SAP-System. Hier lässt sich mit flexiblen Templates arbeiten, in die alle relevanten Informationen und Daten einfließen. Sind Bilder größer oder sind die Headlines länger, wechselt das System automatisch vom Hoch- ins Querformat und passt die restlichen Elemente an.

Das besondere Merkmale der Eigenentwicklung: „Chili-Dokumente müssen im **ES** erst einmal sichtbar gemacht werden, denn **ES** kennt zunächst einmal keine Chili-Dokumente. Der Chili Editor muss

außerdem aus dem **ES** heraus aufgerufen werden können. Und das wichtigste: es müssen Berechtigungen zum Bearbeiten des Chili-Dokumente hinterlegt werden“, beschreibt Lars U. Braun den automatisierten Arbeitsablauf.

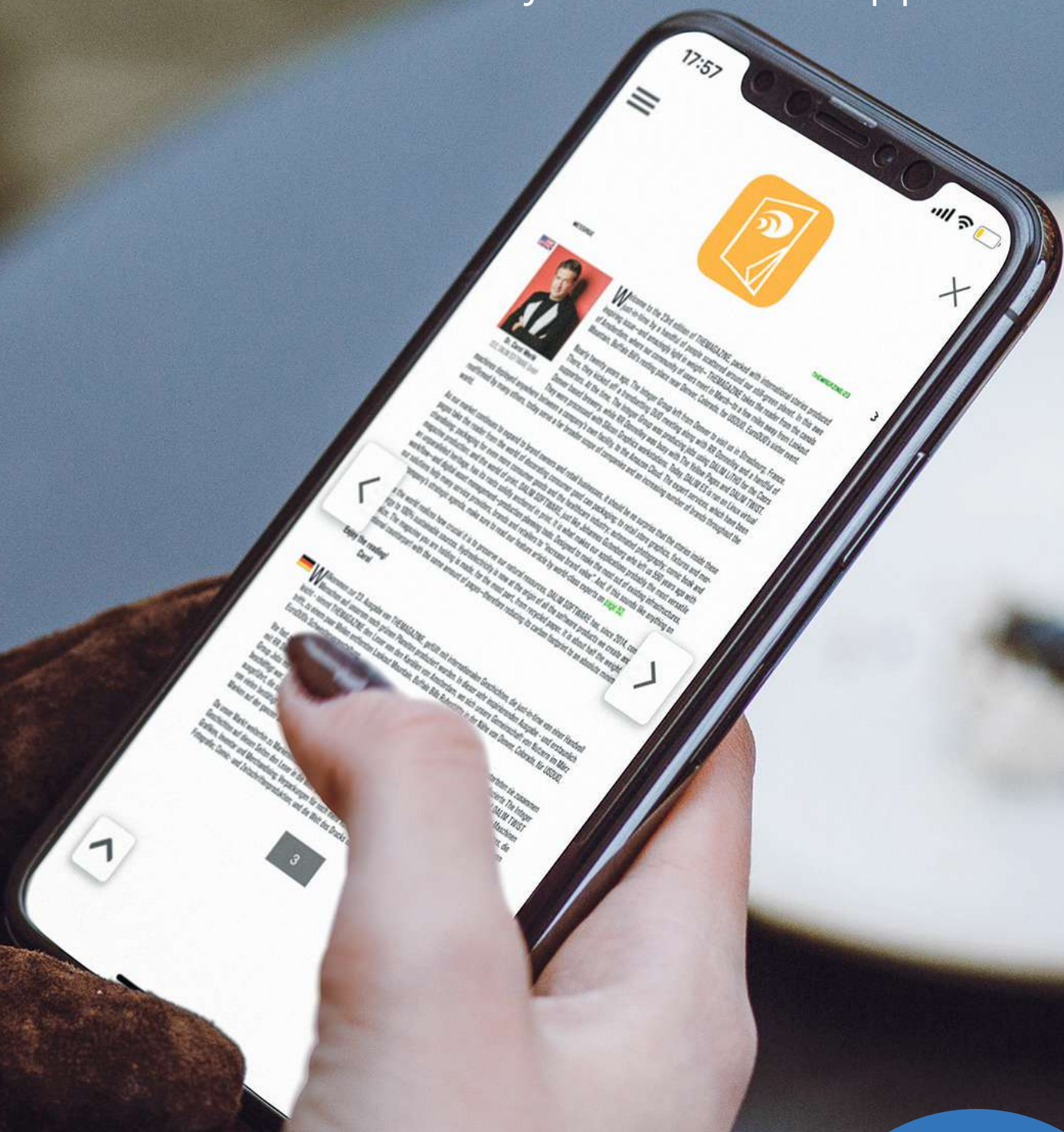
Das gesamte System ist webbasiert programmiert. So können beliebig viele Stellen am Prozess teilnehmen. „Denn es fließen keine Daten, sondern nur Informationen. Damit funktioniert die Lösung unabhängig davon, ob die Daten in einem Rechenzentrum oder in einer Cloud liegen“, so Braun.

Der Connector selbst, den **schwabe+braun** programmiert, ist eigentlich unsichtbar. Er vermittelt aber zwischen **DALIM SOFTWARE** und Chili und ist damit mehr als ein Connector – eher übernimmt er die Aufgabe eines Mediators. Dabei muss die komplexe Funktionalität einfach darstellbar sein. Schließlich handelt es sich um mehr als eine bloße Schnittstelle, die alleine keine weitere Effizienzsteigerung bringen würde. Es geht um die Erweiterung der Prozesskette im Sinne einer Industrie-4.0-Anwendung. „Dabei führt die Effizienzsteigerung zu gut und gerne 30% Zeitersparnis“, bemerkt Marc Schumann.

„Von Anfang an war klar: Das wird ein eigenes Modul, das allgemein eingebunden werden kann für jeden denkbaren und konfigurierbaren **DALIM-Chili-Einsatz**.“, erklärt Lars U. Braun.■

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# A case for automating retail marketing workflows



## Preface

**D**ALIM SOFTWARE production systems, particularly **DALIM ES**, have been successfully implemented at a number of retailers for quite a few years. While a retailer might not have an in-house production system, it is quite possible that they have been unknowingly using these systems: **many creative agencies and printers that retailers work with operate ES collaboration systems in their own departments.**

This white paper explains where an automated marketing production system makes viable sense for

retailers. **We define production from the time work leaves the creative department to the time it is delivered as the final file**—print, online, video, or other.

As distribution continues to expand to newer areas—most notably throughout the Web—retailers need to be able to react nimbly. These systems take on even greater significance, offering to make omni-channel efforts easier to manage.

## Introduction

Operating a retail business of any kind and size requires tight cost controls. This means careful over-

sight in merchandising, in-store operations, finance management, and many other areas.

One production area seems to be overlooked at times, although it significantly impacts sales success—is advertising production. Here, time to market does not refer to warehousing logistics deadlines but, instead, the time to assure that promotional materials—flyers, newspaper inserts, direct mail, online, POS, etc.—arrive on time to reach the customer.

## How can production automation support creative operations?

Nearly any retailer of moderate (or larger) size could use an automated file-processing engine. The process of creating catalogs, flyers and inserts is repetitive. A tool that offers a way to consistently and reliably automate that process is vital. Companies have their own workflows and processes, but they want to be more efficient and faster. Automated solutions allow retail advertising departments to better manage, track and collaborate their activities.

A retailer must be assured that a file at the back end of the process is the same as it was intended in the front. Copy and images have to be reviewed and approved. Even positioning on the page is important for co-op partners who contribute funding based on logo placement. The ad insert and the website must be similar.

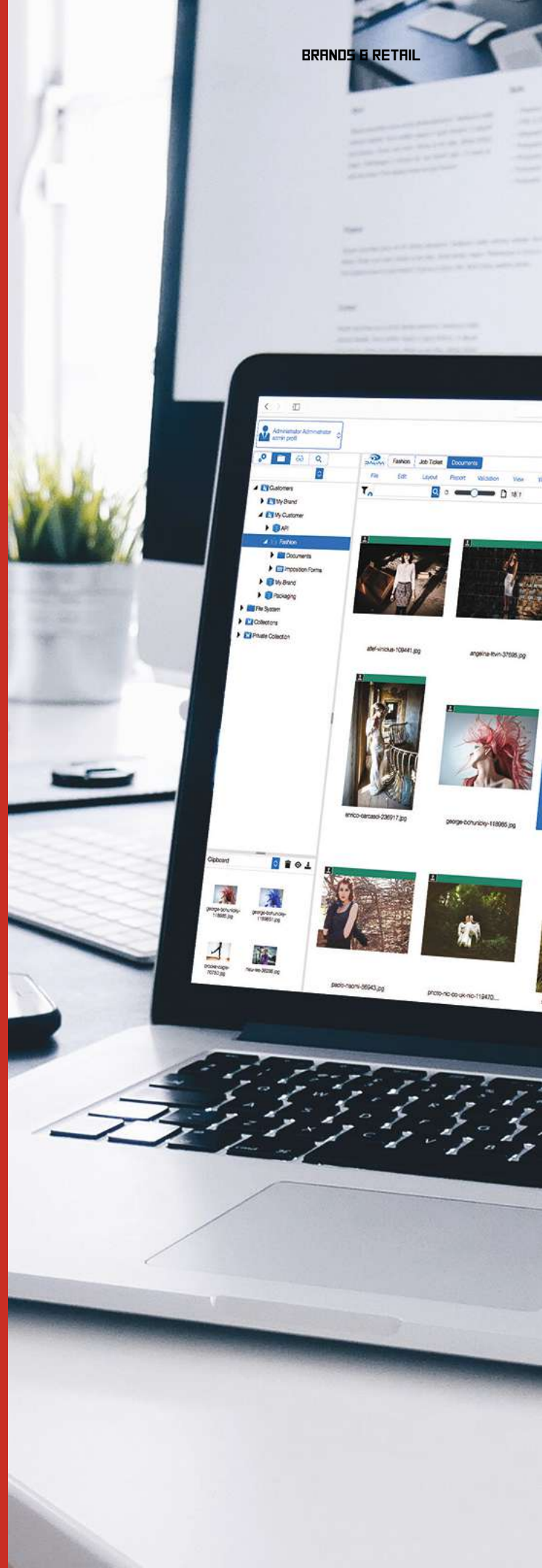
Retailers frequently ask for a better process including everyone. This raises security issues. How do you share controlled work to multiple domains? Well-designed solutions take this into consideration.

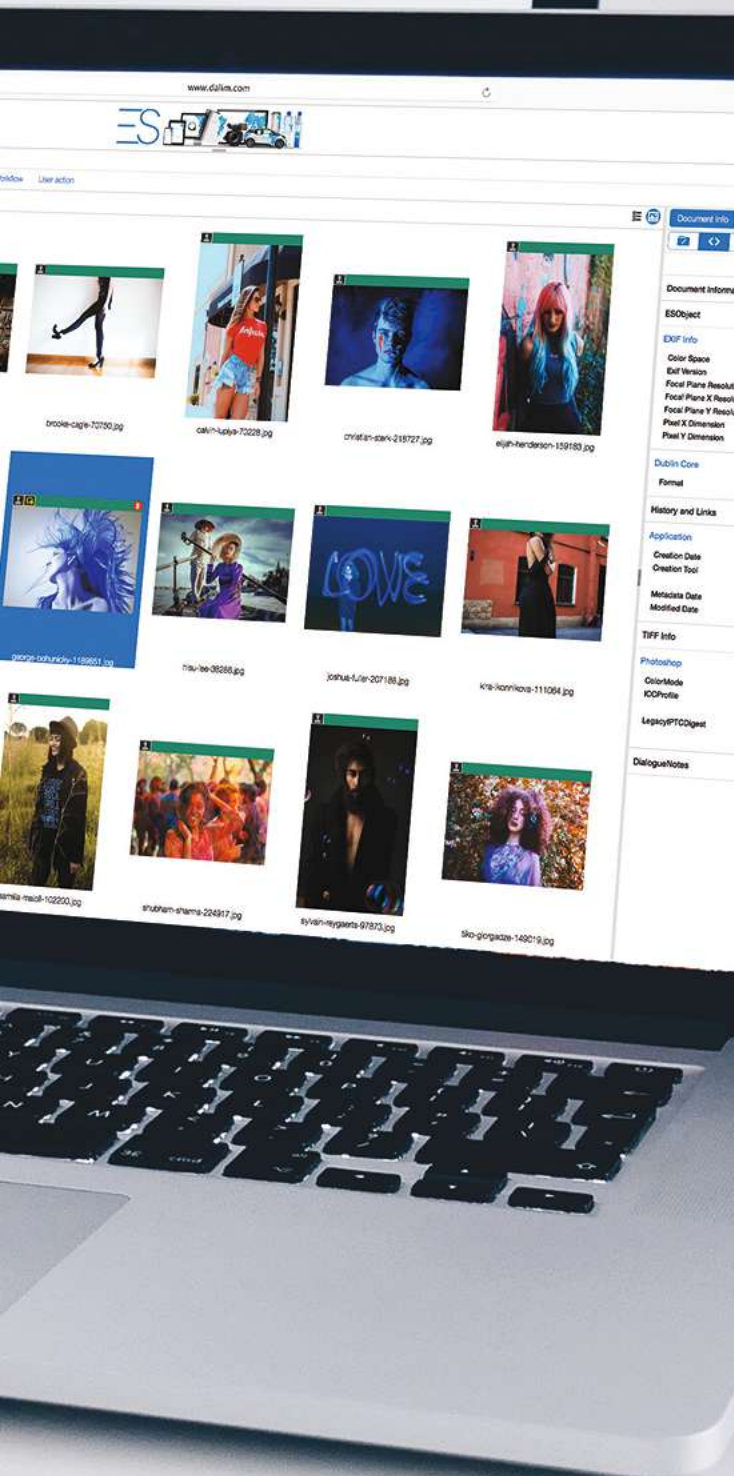
## Why are systems implemented?

There are usually two reasons that retailers decide to implement automated advertising process systems. One is to meet deadlines. It seems everything is compressed and needs to be published quickly. Outside of the marketing department, often no one cares how it gets done—as long as it does, without impacting quality.

Most of the time, when we approach retailers, the biggest challenges are speed to market and brand consistency.

Senior executives want to reduce costs. They know the promotional materials will get done. However, if a technology can increase margins, they're interested.





## Can we prevent mistakes?

Marketers do not consider risk aversion—until they have been burned for the first time. After that, it becomes critical. Workflows reduce the human factor.

For example, certain operators prepare files a bit differently than others. Sometimes the color profiles of images are not the same. The result? All you need is one flyer where a corrupt product image appears, and the results can be devastating.

Errors are not just associated with content. What if an operator mistakenly deletes a file? Can it be recovered? What did the most recent version look like?

## How can a system improve collaboration between partners?

The group of reviewers can get pretty involved—as many as ten or twelve, or even more.

Most of the time, the prepress department will review proofs internally to make sure each component is reproducing acceptably. Marketing ‘policies’ the final project. Merchandising reviews images and adjusts items for pricing. Legal often gets involved. And, the designer receives all changes and returns a final version for approval—sometimes by senior executives.

It’s amazing how much reliance is still on printed copies during the review and approval process. A very common method of reviewing content is to create proofs on a digital printer and pass them around to everyone for review. This wastes time and the cost of toner or ink to print proofs can get expensive. Those who work remotely are usually sent proofs via courier services. Eventually, when pages are returned, all the handwritten edits need to be consolidated. Misinterpreting corrections can often lead to more proofing cycles.

Often, a remote, web-based soft-proofing system is implemented. The most common review process involves automatic notification systems with pointers to act on. The ability to see everyone’s comments on the artwork is extremely beneficial—either triggering new ideas or confirming that all content has been carefully inspected. The idea of looking at an ad on a screen takes getting used to. However, over time, people do adapt and like the new process more.

The other facet of automated collaboration is the ability to collect a digital history and audit trail. Key per-

formance indicators allow retailers to quickly discover bottlenecks. Who takes too much time approving content? Who is inordinately responsible for errors?

#### How important is digital asset management (DAM)?

Retailers who look into a DAM often do so because their current, decentralized system becomes too complex. Images are often moved through production via hard drives, which can take up a lot of room and are often unidentified. If work is brought in-house from an outside source, very often the assets stay with the service providers. Not having those final assets in-house can be a time-consuming, expensive challenge.

Retailers who already own an asset management system want to ensure that they know which image or piece of text is the 'single source of truth'. The challenge is how to interface with the asset management system. Often, missing is an automated workflow to make use of the content. Is a customized metadata schema identifying or finding a file? Are the images normalized? Can files be moved from the photo studio directly into the system? Can it be used to build social media content?

### What do retailers accomplish with their new systems?

Automated workflows can solve a variety of problems, pretty much limited by your imagination because they can perform a wide range of tasks. For example:

- **Softproofing** PDF files and images, and overseeing approval cycles.
- **Preflighting** and **normalizing** images, and comparing them to the original for accuracy.
- Producing **print** and **online** files for the Web.
- A collaborative platform, managing the **review process**.
- **Tracking** status of pages, and **assigning** accountability for changes made.

### What results can you expect?

Retailers report significant increase in efficiency and time—and decreases in costs.

For example, as much as 75% of the manpower needed to complete a job from preflight to file preparation can be saved. By gaining control of schedules,

retailers have **saved as much as 33% of production time**. They also experience significant communication improvements.

For many retailers, the results are much simpler. **By automating tasks** and adding more servers to the system, **the marketing and advertising staffs can go home at a reasonable hour**. Others have explored expanding into video, audio, and 3D and web store content.

### Why is ES different?

#### So, why would a retailer want to work with ES?

Today, businesses are learning that they must reinvent retail, enabling them (and their products) to connect with customers at every stage of the shopping journey—whether in store, on apps, or across the Web. **ES allows retailers to easily repurpose final content from print to other areas. It becomes the hub to aggregate all product information as retailers move towards Product Information Management.**

In many instances, it's the entire breadth of functions. **ES** can offer file management, page processing, and development of flat plans from which printers go to press. **ES** can **process Adobe InDesign files**, and **manage the review and approval process**.

**ES** is solid, stable, dependable and proven technology. Most marketing departments do not want to experience any risk.

### Conclusion

Production automation is often a missing piece within retailer marketing departments. Given the flexibility and robustness of a good system, they can find an effective place in almost any retailer's headquarters. Most important, they **can contribute to the financial health and marketing/sales productivity**.

Want to learn more? Ask **DALIM SOFTWARE** for the complete white paper or download it on **www.dalim.com**

Integrate, Automate, Collaborate



# Accelerate your Creative Operations Workflow



Projects



CMS



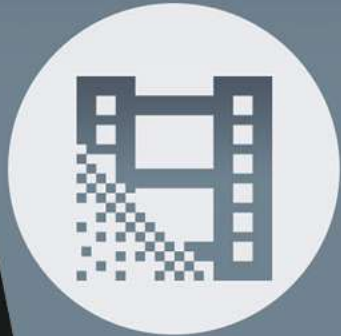
eCommerce

Artworks

DAM



Workflow



Media



KPI

Brands

Time to Market



# Splashlight Delivers Creative Intelligence and Client Profitability with SPL2



In a world where data and fashion seem to be at odds, one visual content and technology provider intuitively understands the importance of leveraging technology to help retail brands exceed their goals. **Splashlight has been creating high-quality content and transforming production systems for nearly 15 years, developing world-class technology with an insatiable mission to deliver creative intelligence at every turn.**



With its integrated platform called SPL2, Splashlight has created a unique customizable solution that provides clients with efficient workflows and crystal clear visibility into the production process. Ultimately, clients are able to more efficiently plan and organize their creative assets and generate more relevant and accurate photography output. SPL2, in conjunction with platforms like DALIM ES, enables brands that manage enormous amounts of merchandise to not only track their assets in incredible detail, but create their own, personalized system of accountability.

According to Peter Gunther, Senior Director of Strategic Technology at Splashlight, "Brands come to us with a desire to create beautiful images that help sell products. But they don't always know that the technology we offer can also help them better track their merchandise, deliver results on set more efficiently and support their bottom line by planning, creating and routing assets that go to the right place, at the right time to drive conversion."

To find out more, we spoke with Benoit Lagarde – Splashlight's Co-Founder – about how SPL2 is making a crucial difference for retail clients like Victoria's Secret, David Yurman and Target, among others.

### What is SPL2 and how does it work?

SPL2 is a creative production tool that allows Splashlight to work with clients more transparently when managing merchandise, increasing photo asset quality and customizing the production process to fit specific needs. By tracking workflow and production, it offers insight and clarity into the creative production process.



SPL2 SNAPSHOT (call out box – our goal is to call out the very best of what SPL2 offers in an easy to digest format)

- Custom dashboards
- Tagging technology
- Merchandise management
- Live inventory management
- Dedicated team of experts

Plus,

- Workflow efficiencies
- Transparent production process
- Organized photo management
- Tailored asset package
- Better planning and profitability







We're proud of the fact that SPL2 is not your average digital asset management tool. The system serves as a central nervous system, aligning everyone involved (merchandise teams, photographers, post-production, the client, etc.) on the production schedule to support faster delivery of assets and allow for real-time adjustments to marketing strategies.

### What should companies know about the SPL2 and the flexibility it provides?

At the heart of the technology is Splashlight's customer service ethos. We are constantly adjusting how it works so that we can exceed client expectations on workflow, transparency, accuracy, planning and feedback.

SPL2 does many things, but **its ability to transform and integrate into existing systems allows us to improve collaboration with every use and every client.** It provides a substantial value to our clients in that they do not need to invest in new systems to work with us. We make SPL2 work for them. And, if brands don't know exactly what they need, the Splashlight team of developers, production experts and best-in-class creatives work closely with them to extract the most value from the technology.

**SPL2 is web-based, but we also offer further technology from our desktop application called Slingshot,** which allows us to connect other applications to SPL2. This integration offers us the ability to push and pull information between capture and SPL2 utilizing the SPL2 DALIM ES API – something no one else is able to do within our field.

By using the SPL2 platform, our clients get the benefit of inputting their own processes with minimal change. We can apply numerous inventory flags to SPL2's merchandise data and provide unlimited visibility into their own processes, creating a dynamic workflow prioritization. This is our way of alleviating any stress a client may have about how new technologies work with theirs – we created SPL2 to play well with everyone, not just Splashlight's products.

### What are the different ways brands can customize SPL2?

We can customize virtually any element of the process that the client desires from how we inventory merchandise and establish workflow to how we mark-up, create 'selects' and package assets.

For example, we can provide (or limit) real-time access according to client needs to ensure quality control and streamlined processes on both sides of the partnership. We can also adjust the delivery method of the files, ensuring they are sent directly to the location of the client's choosing – whether that is to the art director, the photographer or another client representative in the format required.

SPL2 allows teams to attach metadata to imagery, giving our clients the ability to call out unique identifiers that make categorizing specific images, such as by holiday, color and types of clothing an almost immediate process for current or future use.

### What do clients love about SPL2?

Every client seems to have something just a little different that they appreciate about SPL2. But the most resounding feedback is that **SPL2 allows them to focus on what they do best: generating the best work and getting their product quickly to market.**

They no longer have to expend precious time and resources dealing with the workflow issues that have traditionally been necessary evils. Instead, our clients can present the best and most relevant content to generate better marketing results, which means more engagement and more revenue.

To me, there's no greater feeling of success than when a client tells us that SPL2 has liberated them from the things they have to do, to doing the things they are most passionate about – and that their business is growing because of it.

### **How long has SPL2 been in the works?**

When we first started developing a creative production tool back in 2003, it was clear that the technology just wasn't there to support our ideas. The software available was not to the standards we demanded to deliver on our vision to provide faster, heightened levels of customized service. Now, 13 years later, **with the addition of DALIM ES as one of the integrated platforms, I can confidently say SPL2 helps us and our clients deliver outstanding visual content more rapidly than ever before.** It is pushing creative intelligence forward for both Splashlight and the brand teams with whom we work.

### **Splashlight focuses heavily on creative intelligence. What does that mean to you?**

Creative has traditionally been a mystery and something that is very hard to explain to others. We see creative intelligence as a future-casting tool that links the technology we offer to the creative that resonates with consumers. At its heart, creative intelligence uses data to make smart creative choices – rooted in rigorous observation, measurement and analysis to complement creative judgment and instincts. The easier we make it for data to be infused into all parts of the production process, the more productive and successful our clients will be. SPL2 is just one of the tools we employ to help clients do this.

### **What is the future of retail and technology?**

Plain and simple – it is personalization. We are hard at work to evolve the technology behind one-to-one digital marketing; to present giving consumers with imagery based on their demographic, location, purchase history and behaviors. **It starts with having the right content and the right integration tools to share relevant, inspiring, motivational images with consumers.** ■





# EVENTS WITH DALIM SOFTWARE IN 2019



**EuroDUO 2019**  
March 20 - 22 // Lisbon, Portugal



European Brand & Packaging  
Design Association  
**EPDA Breakfast Talk**  
March 26 & 27 // Paris & Hamburg



**NAB Show 2019**  
April 6 - 11 // Las Vegas, NV



**U.S. DUO 2019**  
April 3 - 5 // Nashville, TN



**Retail Expo**  
May 1 - 2 // London, United Kingdom

A banner for DAM New York 2019 with a dark blue background and a grid of light blue and white squares. The text "DAM New York 2019" is in white, and "The Art and Practice of Managing Digital Media" is in a smaller white font below it.

**DAM New York 2019**

The Art and Practice of Managing Digital Media

**DAM New York**  
May 2 - 3 // New York City, NY

**HOW DESIGN LIVE**

**HOW Design Live**  
May 7 - 9 // Chicago, IL



**Print & Digital Convention**  
May 7 - 8 // Düsseldorf, Germany

A banner for DAM Europe 2019 with a dark blue background and a grid of light blue and white squares. The text "DAM Europe 2019" is in white, and "The Art and Practice of Managing Digital Media" is in a smaller white font below it.

**DAM Europe 2019**

The Art and Practice of Managing Digital Media

**DAM Europe 2019**  
June 4 - 5 // London, United Kingdom



**33<sup>e</sup> RENCONTRES  
LA ROCHELLE**  
**UNFEA 33th Rencontres**  
May 23 - 25 // La Rochelle, France

# MEET US THERE!

# think.

**think Forum 2019**

September 16 - 18 // Boca Raton, FL

## DAM Chicago 2019

The Art and Practice of Managing Digital Media

**DAM Chicago 2019**

September 24 // Chicago, IL

## PRINTINGUNITED

OCT. 23-25, 2019 • DALLAS, TEXAS

**Printing United**

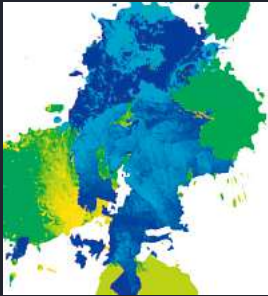
October 23 - 25 // Dallas, TX



## LABELEXPO EUROPE 2019

**Labelexpo 2019**

September 24 - 27 // Brussels, Belgium



# WWTM19

DISCOVER INFLUENCE NETWORK

**WWTM 2019**

December 2 - 4 // Kehl, Germany



# Meet us on drupa 2020

June 16 - 26 2020









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