

# NEED FOR SPEED?

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DIGITAL PRINTING  
by

# 4X

**+PRINT ACCELERATED**

**Quantum: Speeding up Digital Presses**

**+PUBLISHING & DISTRIBUTION**

**ADAC MotorWelt:  
The revamp of an institution**

**+ESCAPE**

**Birth of an Artbike**

**+PACKAGING**

**MPO: Resilience meets Automation**



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**DUO on air**  
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## From our Home Offices to Yours...

Dear Friends,

If this special edition of **THEMAGAZINE** reaches you at home, we hope you enjoyed attending the online episodes of our first ever seasons of 'Webinar to Print'. Necessity is the mother of invention. The COVID-19 crisis led us to create this new 'Webinar to Print' concept. We are particularly thankful to **Quantum** in Chicago, IL and also **Hubert Burda Media** in Offenburg, Germany for partnering with us to bring this concept to life. We further hope you have the opportunity to attend many of the episodes of 'DO MORE with Less' that we have recorded. Maybe you also participated in one!

Our users have learned never to settle for the mainstream status quo, and have always ventured outside their comfort zones—quite often, with our help, to do precisely 'more with less'. We are thankful that they have been free thinkers. A comparable endeavor made us complete the move from our home-grown ERP in 2019 to the latest cloud-friendly version of SAP by Design, in just a matter of months. As a result, when we left our offices on March 12, to only return on July 13, we could continue our operations, non-stop, without a hitch. Overnight—and similar to the way our partners at **Blanchard Systems** in New Orleans responded after Hurricane Katrina—we continued devoting 100% of our efforts to support our users. Concurrently, we launched **DALIM DRIVE** in "DO MORE with Less" **S01E01** and also completed the long-awaited version of **DALIM ES6**. Some of our users are already deploying it in its latest beta form, whether beyond all print and publishing applications that have made our reputation, to drive through our API-first approach PIM aware e-Business, automatic catalog making or own-Brand labelling and packaging.

Europe is meanwhile bound like the Americas and Asia to learn to live with social distancing. However, we are fortunate that our software has enabled our global users to practice distancing for quite a while, for their flexible business purposes. For many of our users, our software tools are key components that have made their businesses 'remotely operational'—automated as well as resilient. **DALIM ES** has brought resilience where **DALIM TWIST** has brought extraordinary, reliable automation.

In this **THEMAGAZINE**, it is no surprise that passion, entrepreneurship, automation, resilience and evolutionary workflow configurations are the common denominators of many of the stories. They take us from New York to Chicago, to the outskirts of Minneapolis, to Sao Paulo, Brazil—and then the west coast of France, not to mention many other international locations. The heart of the action takes place in Munich where one of the most respected automotive publications (**ADAC MotorWelt**) shares with us its transformative journey. From an established subscription magazine with a distribution model of 14 million copies published 10 months per year, it became a glossy title available only at premium food and lifestyle retail stores.

**Read on. Hopefully, we'll see you in person in the near future!**

**Dr. Carol Werlé**



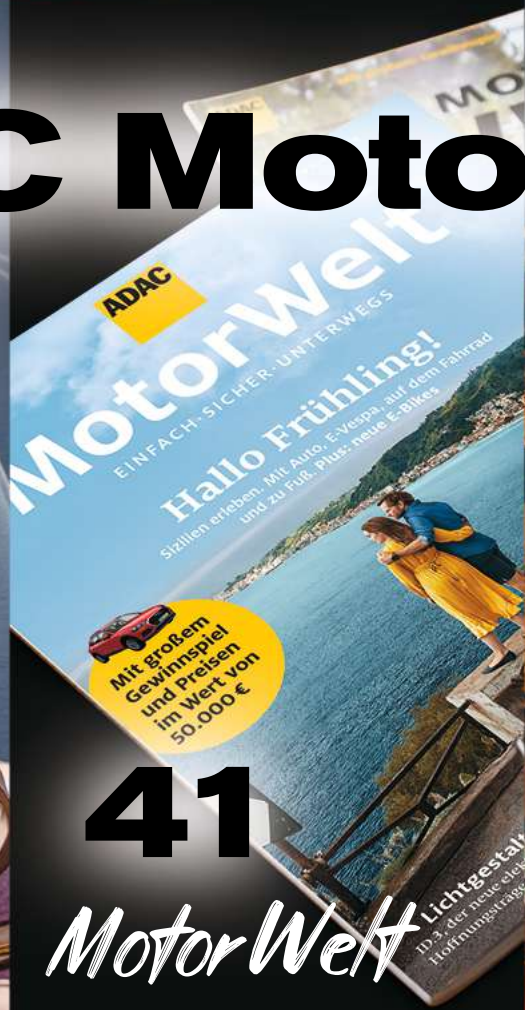


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# Birth of an Artbike







## A Special Tour

**W**hile we all are dedicated to our professions, most of us are also devoted to hobbies or passions outside of the office. For quite a few of us at **DALIM SOFTWARE**, it's both motorbikes and comics. So, maybe it is not entirely by chance that many of us drive among two wheelers, cool motorbikes to the office. Nor, is it coincidental that beyond the intricacies of their production which we have developed expertise at, comics books invade our offices just as much as they used to invade our teenage rooms—when a Marvel movie was, then, nothing more than a dream in the distant future.

As in quite a few other industry segments we serve, we are fortunate that we have been able to combine business with pleasure. Michel Vaillant, just like the popular Marsupilami, Boule et Bill, or les Tuniques Bleues (United States cavalry comic heroes) has joined the roster of Marvel Comics super heroes whose comics have also been widely produced for more than 15 years with the help of **DALIM SOFTWARE** production and monitoring systems.

After years of working with many companies involved in the production of comics, we decided to meld our biking and comics passions together.

The BMW R nine T Scrambler Vaillante, eighth example of a limited edition of just 13 units, was acquired by **DALIM SOFTWARE** in the summer of 2019. This special motorbike was the ultimate realization of many happenstances. First and foremost, was the meeting over a decade ago with Benoît Verleyen, VP of production for the prestigious Dupuis, Dargaud & Lombard—one of the largest comic book publishers in the world. With the help of **DALIM ES**, Benoît's team produced many titles, including motorsport Michel Vaillant's most recent and trending collection, launched on the French hero's 70th birthday.



† 2019 • Benoît Verleyen,

Dupuis, Dargaud & Lombard – SVP Production



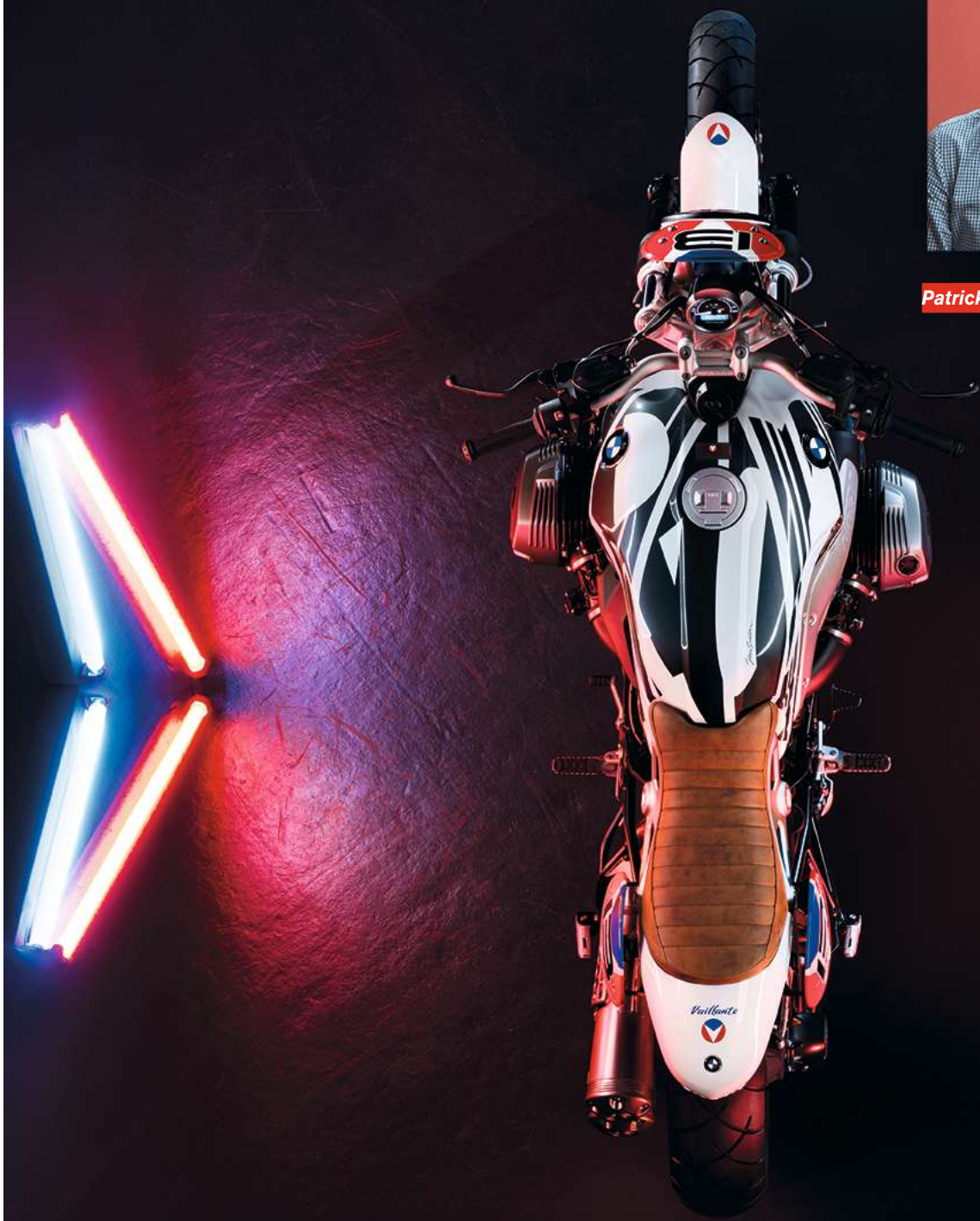


## *A Photographic Tour*

The idea of having our international clients and friends—many of whom had met Benoît from the countless **DALIM SOFTWARE** events he had attended—became a project when, in June 2019, we discussed the possibility of having him participate in an open house event in September 2019 in Kehl. During our conversation, the idea emerged to connect client locations and facilities with scenic tours with this very special motorbike (see the motorbike insert, below). Since many of our own employees and clients are hard-core motorbike enthusiasts, we did not have to look far to find volunteers.

We have been privileged to work with pioneers such as Jim Boyle, VP production at Marvel Comics, and many other friends from Japan to Burbank, CA. Over the years, Benoît and his team helped teach us many of the things we know about comics and book production. Very sadly, a terrible illness took Benoît away from us in late 2019. The 2019 tour of this particular motorbike is dedicated to Benoît, who contributed to its realization with his very special initial spark one June day, last year.

The '2019 Motorbike Mission' included a number of unique destinations, separated only by the Alps. Thus, we had the scenic backdrop that is the dream of the biker in every one of us. We were bonded, just like Dupuis, Dargaud & Lombard, not only by the use of **DALIM ES** applications to ensure accuracy, quality and collaborative efforts on images, documents and video. But, just like the authors of Michel Vaillant, we know a few things about motorcycling.



**Patrick Staud**, *Creative Technologist*  
STAUD STUDIOS



## STAUD STUDIOS Secure access to files

Our 'Vaillante' first stopped at Staud Studios, in Germany—one of the last places on earth without speed limits on thousands of miles of roads. Staud Studios is known as the place where automotive 'supermodels' are immortalized. On the outskirts of Stuttgart, a stone's throw from Porsche and Daimler Mercedes factories and museums, STAUD STUDIOS is the ultimate destination for car manufacturing companies, collectors, and the world's most prestigious drivers and owners. They entrust their mechanical beauties to Patrick Staud and his team for future, defining photographic recordings.

When we arrived on site on a sunny day in July, our Vaillante had to literally slalom between supercars to reach the stage where its defining photoshoot awaited. This day, Felix Alkiberti STAUD STUDIOS photographer, led the team of photographic and video recording experts, themselves passionate automotive enthusiasts. They create the definitive photos that are well-known throughout the world. The quality of their work is only matched by those in the fashion industry, where images are often the only items that sell a product.



But success is not only dictated by the art and science of the photography. Patrick Schüle, workflow manager at STAUD STUDIOS, plays an important role. In the past, the studio would have a problem because nobody could access the images because of the demands of high security. With **DALIM ES**, Staud Studio is able to provide dedicated, secure, certified access. With the correct management, people are able to view and work on the files. Patrick says that this would not be possible without **DALIM ES**. They can work on the photos, create pre-comps, and put image parts together so that they can discuss them immediately, on location, with the customer.

Photoshooting at STAUD STUDIOS





## No picture? No business!

High fashion and photography happen to be the specialty of **DALIM SOFTWARE**'s friends and partner, Hyphen-Italia. Italian high fashion could not live without them. Lake Garda, an hour away from Venice, became a destination of our 'Mission' for our motorbike, because it is where Hyphen-Italia has recently opened its mysterious 'AREA 51'. Beyond the 'Absolutely No Trespassing' sign lies the original concept of the automated recording of fashion accessories. Because they are widely adopted by the majority of Italian fashion designers, Hyphen-Italia has been virtually accepted into the fashion industry hall of fame. If Italian or European fashion ranks among your favorites, the automated techniques developed by Hyphen-Italia are the reason for the proliferation of top quality fashion accessory images on your favorite fashion shopping websites,

Alessio Saraceno, COO at Hyphen-Italia, explains that they help companies and brands with their digitization processes. **DALIM ES** is found within Hyphen-Italia's workflow. When considering photography, they are talking about the product editorial workflow, which starts from product images. There needs to be a process to enrich these images with product information, manage this product information, and offer collaboration between the brand and the external suppliers. At the end of the process, they need to deliver all of the content in a consistent way to different channels. If you are a special brand or retailer, and you do not have the required number of images of your products, you cannot sell them. So, as Alessio says, "Images equals business. No images, no business is our story. You need a workflow system to put together everything and to collaborate with the teams involved in the project."

These are just two of the visits we made with our motorbike. We produced a 5-minute video highlighting our Michel Vaillant/**DALIM SOFTWARE** journeys through the Alps to **STAUD STUDIOS** and Hyphen-Italia. If you are interested in seeing it, please visit <http://dal.im/vaillant>.

Carol Werlé

"No Picture,  
No Business!"



**Alessio Saraceno**, Directeur d'exploitation  
**Alessio Saraceno**, Chief Operating Officer  
Hyphen-Italia







# Michel Vaillant

BENÉTEAU • GRATON • LAPIÈRE

## MACAO



GRATON



# A Historical Partnership



Michel Vaillant and BMW Motorrad have teamed up for “Macao”, the 2019, seventh season of motorcyclist adventures.

In this storyline, the leader of the Vaillante team rides through the streets of Macau on a BMW® R nine T Scrambler—the only one on the streets of the Chinese metropolis—to escape his attackers.

According to David Dumain, when writers Philippe Graton (son of the creator) and Denis Lapière imagined Michel Vaillant on a motorbike in the midst of Macau for the famous motorcyclist’s last adventure, the BMW motorbike was a natural choice. “BMW had already created a cool motorcycle that was not a racing bike—as the scriptwriters preferred—with a beautiful look. The R nineT Scrambler was perfect,” explains Jean-Louis Dager.

To celebrate the release of the comic strip, Graton and BMW have produced a special BMW® R nine T Scrambler in partnership with this new production.

Named ‘La Vaillante’, this Scrambler is adorned with the Vaillant logo on its front fender, as well as side plates displaying Michel Vaillant’s favorite number, ‘13’. A legendary “**VROOO**” monogram adorns the tank, in which is housed a unique plate indicating the serial number of each Vaillante. The thirteen copies of ‘La Vaillante’, produced on request in a strictly limited series by the BMW Motorrad France teams, were all reserved and purchased in less than 24 hours.



**Jean-Louis Dager**, Director of Development Michel Vaillant  
& **Philippe Graton**, Scenarist Michel Vaillant



# Collaboration is Key in Today's Business and Production Workflows

By David L. Zwang

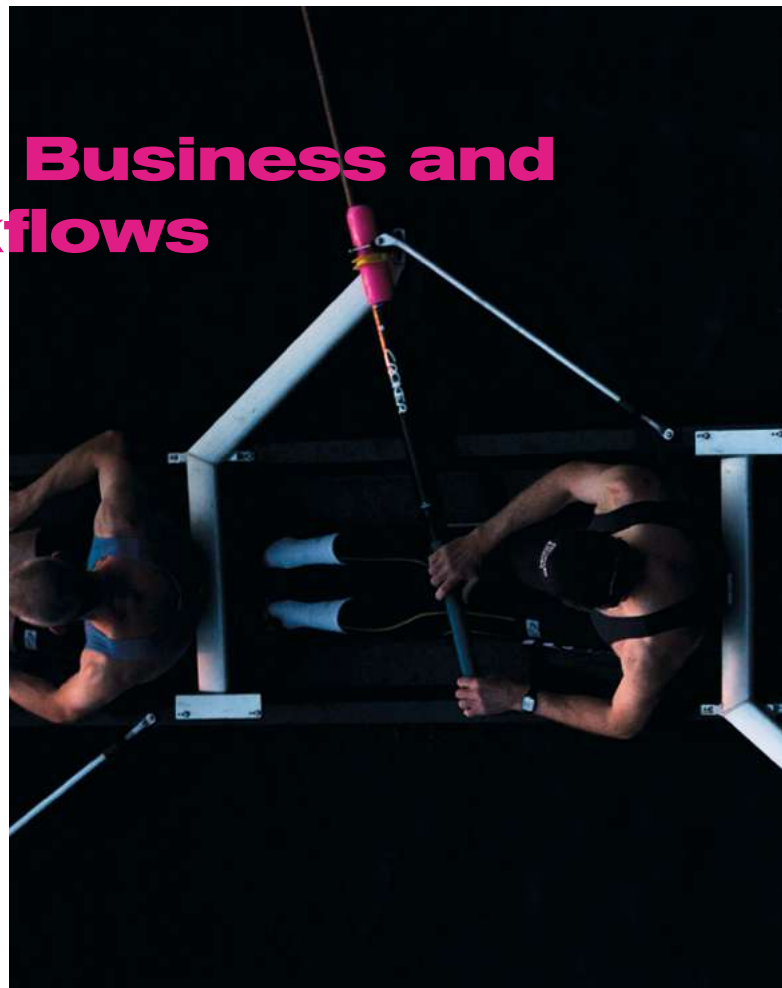
## Background

All indications are that the print industry has stabilized and is actually showing signs of growth, albeit moderate. The 2019 6th drupa Global Trends Report showed that printer's economic confidence was rather high. As usual, the printer forecasts may be a bit over enthusiastic, but generally the actual performance outcome is showing some positive signs as seen below.



How have your company's revenues, prices, margins, utilisation and paper/substrate prices changed over the last 12 months?

As a further example, in 2019 the US Printing Industry showed shipments in a 12-month moving total increased 3.3% (1.5% inflation adjusted). Of course, success is not just measured by shipments, prices and resultant margins are key factors and vary based on regions and market segments. Some of the increase in shipments can be attributed to print being re-validated as a trusted communication medium, along with its now proven role in omni-channel campaigns. However, increasing margins can only happen with increased shipments, pricing and/or decreased costs. The natural tendency is to increase shipments by decreasing pricing, which usually leads down the slippery slope of competitive pricing wars and the resultant lower margins. The more successful companies look at 'how they operate and find ways to optimize their processes. How you are able to approach these optimizations is dependent on the type of service provider you are, and that designation has evolved. As a result of the changing market demands and technological innovation, there are really two main categories PSPs (print service providers) fall into.



## Printed Products

- Predefined products
- Constrained design products

## Printing Services

- Ad hoc design and production
- Variable production techniques

Each of these can be optimized, but those producing 'Printed Products' will have it easier since there is less variability. Ultimately controlling and normalizing variability is the key to successful optimization.

## Changes in business processes

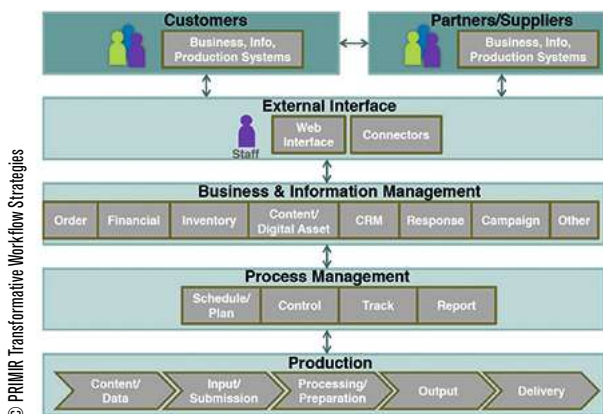
Digital technologies have become an increasing part of daily life and more importantly of business processes. Integrated business systems, whether on premises or in the cloud are being adopted at higher rates. In some cases, this is a result of a desire to better understand operational costs driven by margin pressures, and in others as a way to try to integrate business and production systems. In very basic terms, "efficiency grows margins".

**About the Author**

David L. Zwang travels around the globe helping companies increase their productivity, margins and market reach. With over 40 years of industry experience, he specializes in process analysis and strategic development for firms in the fields of publishing, packaging, design, premedia, and printing. Providing solutions to help his clients meet those challenges and find new opportunities to enable them to succeed and thrive over the long term. He can be reached by email at david@zwang.com



So how do you begin to look at creating that efficiency throughout your organization? An industry study produced by PRIMIR, the graphic arts industry supplier organization, on transformative workflows defined the basic structure for creating those efficiencies in your organization as seen below.



This map highlights the linear requirements of the various processes, as well as the dependence of these processes on the organization as a whole. More importantly, this diagram is not only repre-

sentative of the requirements of the PSP, it also represents the requirements of the PSP's customers, suppliers, etc. to a great degree. What is evident is the increasing need for connectivity. This connectivity is essential as we see the need to integrate disparate systems inside an organization as well as across multiple organizations. Ultimately it is about internal and external collaboration, and in this digital world it is facilitated by data interchange.

**Addressing process requirements and increasing margins**

Whether you are looking at internal or external collaboration systems, the basic tenants are the same; open and modular. If in doubt, look at the diagram above and map any proposed solution against the holistic view to see how it fits. That will ensure that you are designing something that is future proof.

**Connecting Business Systems**

One of the most common and important indicators of the need for business system collaboration is evidenced by the problem of "getting work into the plant", also known as "onboarding". Measuring your success in this area can be easily determined by looking at the time it takes from order receipt to production input. The longer it takes, the more difficult it is to meet reduced turn times and usually increases costs.

Ultimately your business and production processes are increasingly based on disparate modular systems. How you approach connecting or integrating them is the key to building a holistic collaboration system that will support your needs today and more importantly into the future. At a basic level, data is what drives it all so you need to build a system that can bridge those disparate systems and facilitate the data exchange. While some of the older business systems, which can include MIS/ERP and W2P systems, were very proprietary and presented challenges in data integration, those that are available today usually provide support through the use of APIs and/or just XML mapping.

**Connecting and Automating Production Systems**

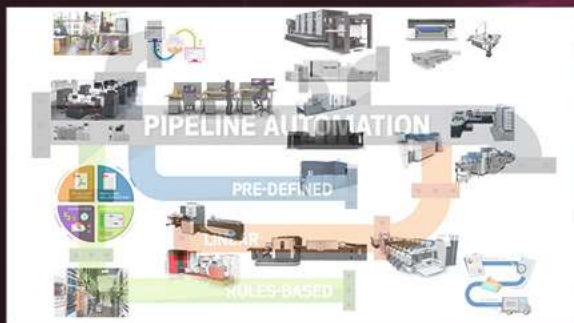
While good business systems are important, the opportunities for optimization and increased margins are usually highest in production systems. Most production 'workflows' have been developed as "engine forward" workflows, which focus on a specific device with the



balance of the plant as a second thought. Likewise, there are “application forward” workflows that target specific verticals like commercial print, packaging, large format, etc., that most often don't take into account the modular and disparate nature of the production systems or the integration of the business systems.

One of the most common misunderstandings production plants have is considering each DFE (Digital Front End) or CTP device as a workflow. In reality those DFEs and CTP devices are a part of the device they drive or connect to, and just another node in the overall workflow. The result of this mistaken approach is the creation of multi siloed workflows.

When looking at solutions to create a holistic and collaborative workflow you are usually best served by an agnostic pipeline automation system. These systems are not tied to a specific device or application and were designed to support the disparate modularity of today's business and production requirements. There are three basic types of pipeline automation systems; predefined offering point to point automation; linear which supports limited point to point variability; and rules based which offers complete flexibility. The most future proof are rule based automation systems that support open standards and platforms.



© Canon Solutions America, Inc. "Inkjet Workflow: How to Make your Work Flow Efficiently"

### Addressing the Current and Future Business Challenges

Lately there has been a lot of discussion around Industry 4.0 and the IoT (Internet of Things). To varying degrees these basic concepts will continue to drive change and the rules of business and production. But you shouldn't get hung up on the marketing terms or acronyms. In the end it is simply all about bridging processes and collaboration between your customers, suppliers and your internal organization. Ultimately your customers are not just customers they are production partners, and as a result multi-level data communication across all of the vertical and horizontal processes are critical. The cloud will continue to play a growing role in facilitating these changes, and you need to 'carefully' embrace this platform as you develop plans for your current and future growth.

As you make plans to address the changes in your operation to increase optimization and margins. Your challenges will undoubtedly include bringing all of your internal and external partners along with you on this journey. Change can be scary to many people, but adoption is a function of adaptation. In fact, I constantly remind all of my clients that "Technology is easy, people are hard".

Before you jump in and start making the necessary changes, evaluate your internal skill sets and available employee bandwidth. Most operations are running very lean in today's business environment and taking your best employees out of the day to day operations to develop and implement new processes can be counter-productive. Don't be afraid to bring in external resources to help your internal staff design and implement any plan. And while you should look at designing a complete solution, always look at a phased approach for implementation to ensure you can more comfortably bring your partners along with you and minimize any effect on day to day business.

The future promises lots of changes and many new opportunities for PSPs, and if you are prepared you can thrive throughout the constant change. ■

Special Edition  
20 Years

# WWTM 20

DISCOVER INFLUENCE NETWORK



The World Wide Technology Meeting is the ultimate community rally of the year for key users, friends and influencers, integrators, innovators and partners. The multi cultural audience has a unique opportunity to learn first hand from product management and engineering about the product line, its application fields and trends, while the latest release is still “spinning”.

Stay in touch [wwtm.dalim.com](http://wwtm.dalim.com)





# Not all PDF Files Are Created Equal

“...We accept files in about any shape...”

THEMAGAZINE 25

**Q**uantum Color Graphics (Quantum) is a digital and conventional offset printer with 203 employees based in Morton Grove, Illinois – just outside of Chicago. About 55% of their work is produced on HP Indigo and HP T240 presses, and they produce a lot of statements, booklets and postcards for their clients.

“We have a business philosophy, based on how we approach our decision making. Is it good for the customer? Is it good for the company? Is it the right thing to do? If the answer is ‘no’ to any of these, it’s not a good decision,” comments **Cheryl Kahanec, CEO**. “We also do not tell customers to do things our way. We work with customers based on their needs, and put them first.”

“We work with different customers who are at different levels and different capabilities. We accept files in about any shape,” notes **Alan Darling, Vice President, Information Systems**. “We have APIs for those customers who are sophisticated with personalization systems. Through a different pipeline we have a storefront. For many of them, we offer an online self-service variable data system. Clients can use it to upload files. Others send us all the raw materials and we put them together. In order to give our clients the best postal rates, we conduct custom sorting and applying the name and address info. The press is selected based on the size and specs of the job. Every morning Quantum never knows the volume of files that will be sent, and individual orders can be from one piece to a couple of million mail pieces. We work under service level agreements (SLAs) of 48 to 72 hours, so time is of the essence.”

Because Quantum batches orders together and prints them in postal sequence, good and bad PDF files are co-mingled. A bad PDF file in the mix can choke the RIPs in front of the HP presses. The PDF files that





Quantum receives are often from their clients' customers—at least second generation and could be as far removed as fourth generation. The PDF engines on which these files are created range from professional to novice—with the commensurate quality and reliability implications ranging from reliable to unreproducible. “Some of our clients' customers do not know how to make a graphic file,” says Darling. “We receive files with GIFs. Some files do not have image rights. We even get some files whose images are watermarked to prevent high resolution output.”

### **Not all RIPs are created equally**

Some of the bad files can slip through preflighting and placed in the same batch with files from sophisticated users. In this case they would not find out what was bad until they went on press and the files filled the RIP. Quantum learned that not all RIPs are created equally. Because of the arm's length relationship that Quantum's clients have with the people who create the PDF files, they are reluctant to return files that can be opened and read in Adobe Acrobat—or any other PDF viewer. Of course, printers know that just because a file can be opened does not mean that it will RIP or reproduce correctly.

“The system we originally used was technically limited. We used available tools as well as we could, but in production there were inadequacies at the back end. We have tried several preflight solutions, but none could perform the level of preflight and correction that comes anywhere near the speed requirements we needed for file processing in as close to real time as possible,” recalls Darling. “We also could be 20-30,000 records off because errant files killed the RIP batches. There wasn't an issue if we could



**Cheryl Kahanec, CEO**

find the problem in prepress and normalize them. But, we were not finding them until we printed them. We caught quite a lot of issues, but with less than acceptable overall performance. That caused delays in the process, which led to many close calls on SLAs.”

During September last year, Carol Werlé and **DALIM SOFTWARE** came to visit Quantum. “Carol described a new process where they had taken the preflight capabilities of **DALIM DRIVE** and had broken them into microservices that were capable of being massively parallelized across a server. Carol understood the impact of receiving millions of PDF pages, processing them through a workflow, with many failures,” remembers Darling. So, they made the decision to install it.

Quantum installed a 64 core, Linux server with many “go faster” accessories like solid state drives and high speed memory. This server was connected to the company's 10 GB backbone, and the system went live with their first client on October 31, 2019.

The proposed **DALIM DRIVE** workflow was important. “We did not want to fix good files, so the process involved preflighting each file to see if it needed fixing. If it didn't, it was passed through to the rest of the process,” explains Darling. “If it needed fixing, it was normalized against a profile that we could vary from client to client and order to order. If it normalized

“...microservices that were capable of being massively parallelized across a server..”


successfully, it was again passed on to the rest of the process. If it didn't, it was quarantined and handled in a different manner. If the quarantined files could not be fixed, the agreement was to return these to the clients and have them deal with their clients appropriately. It was anticipated that the number of truly "unfixable" files would be fairly small.

Speed was most important to Quantum. "Workflow technology has progressed a lot from a couple of decades ago, but finding preflight software anywhere else is just a serial process," continues Darling. "However, we are attaining real time—or close to real time—preflighting of files coming in and dynamically fixing them. Until **DALIM DRIVE** there was nothing available at this speed. The ability of **DALIM DRIVE** to convert the task to a microprocess that offers parallel processing is unique. **DALIM DRIVE** can preflight files, then normalize and output them while applying different profiles for each job. That's immensely powerful."



Alan Darling, Vice President, Information Systems

"... convert the task to a microprocess that offers parallel processing is unique..."



Company	: Quantum Color Graphics
Location	: Morton Grove, Illinois
Type of activity	: Digital and conventional offset printer
Turnover	: € 82,000,000
Number of employees	: 203
DALIM SOFTWARE products	: DALIM DRIVE
Reasons for purchasing	: Preflight and normalization, massively parallelized across a server, and capable of receiving millions of PDF pages and processing them through a workflow.

### Posting fast times

The results were immediate and gratifying. Quantum is capable of preflighting and fixing an average of almost 10 PDF files per second (depending on file size). As of the writing of this article, the quarantined files that could not be fixed number less than 10 from the millions of files that have been received. "Remember, before **DALIM DRIVE** we were dealing with tens of thousands of unworkable files on a monthly basis. This system has made us about four times faster. But, just as important, our workflow is more fully featured and more flexible," adds Darling. "We preflight, normalize and output files—and each of these functions are flexible. If our system finds a file we don't like, it's refined. For example, they found that greyscale files must be normalized and RIPped."

The first client that ran with this solution could not be happier. They have asked Quantum to be their trusted partner to help solve their preflighting problems with their other service providers. "That is part





of our whole package. However, we know that our expertise implementing the workflow is what makes us stand out," says Kahanec. "If you want to be a leader you have to let others know how you are leading. You have to share ideas with everybody. That is how an industry works well. In fact, we are encouraging the customer to put a vendor group together to help them. If the client fails, we fail."

**DALIM DRIVE** has allowed Quantum to meet their clients' SLAs and provided them with the platform to, as a trusted partner, expand their existing business. Real-time preflighting has given them a real differentiator over their competition. The reliable processing of PDF files has freed up time on their presses that would otherwise be tied up with reruns and delays. That "reclaimed time" can be sold to their other prospects and clients.

"We're continuing to build our infrastructure. We have purchased the first perfecting Landa press in

the Midwest, so the stakes just went up," says Darling, looking forward. "It requires a lot of data, and I need to process it quickly and get it to the press. We are now running a 256-core server."

"**DALIM SOFTWARE** has been a great partner. We try to put our customers first and solve problems for them and develop the solution in front of it. It takes a team effort. We knew and trusted Carol Werlé and the company. Carol asked how he could help us—what problems we needed to address. They understood the risk going into this and shared it with us. They continue to be responsive on any issues that we have had—usually resolving new and inventive ways people have discovered to create PDF files that cannot be processed," enthuses Kahanec. "The name of the game is constant improvement, and the addition of **DALIM DRIVE** to Quantum's arsenal has definitely improved our ability to meet and exceed our business partners' expectations." ■



# MPO: Adding Resilience to Automation

Company	: MPO Group • Tours, France
MPO Group	: France (5 industrial sites including Spain, Portugal)
Type of activity	: Creation and manufacture of audio-video media, packaging and logistics for entertainment, cosmetics and spirits.
Turnover	: € 82,000,000
Number of employees	: 650, including 500 in France
DALIM SOFTWARE products	: DALIM ES, DALIM TWIST
Reasons for purchase	: Evolution of DALIM DIALOGUE to DALIM ES
Integrator	: Galilée









**F**ounded in 1957 with the manufacture of vinyl audio records, **MPO**'s growth today is a result of its strategic diversification. The brand designs, produces, packs and distributes objects for the entertainment, beauty and fine foods markets worldwide. **MPO** is located in five countries, including four industrial sites in Europe.

We interviewed **Joelle Foucoin**, prepress manager for the **MPO Group**.

**What issues led you to acquire DALIM ES?**

Our digital heritage was scattered, and we wanted to have a common center in which everything could be located.

**Did you study other solutions before making this choice?**

Yes, we quickly reviewed another possibility, but as we were already well automated with **DALIM TWIST**, we preferred to keep this production workflow engine, and to evolve with **DALIM ES**.

**What other features tipped the scale towards DALIM ES?**

Primarily, it was the online validation and the collaborative portal. We are a multi-site business, and we needed a place where all information could be centralized and accessible to everyone.



**How does DALIM ES meet your expectations from a business perspective?**

We have created a common database to store all of our templates. Our first development task was to create a location for all our specifications. Today we have roughly 5,000 specifications stored on a server. We wanted some of these specifications, considered standard, to be accessible from the outside—first for users of the **MPO Group**, and then for customers.

Our previous centralized site that 'housed' our specifications had been written by a collaborator in HTML language, at the time of Web 1.0. After his departure, it had become complicated and tedious to maintain the site. We looked for a tool that was easier to update—and by prepress professionals, not experts in HTML. For that, **DALIM ES** greatly facilitates our user experience!

**What does the DALIM ES DAM \* offer you on a daily basis, in addition to its user-oriented interface?**

**MPO** is just beginning to integrate **DALIM ES**. For specifications, today the DAM allows us to centralize the data and make it available to users at any time, in a secure way. Tomorrow, the production part of DAM will allow us to store customer information and share it internally.



**And on the client side?**

Of course, **DALIM ES** will soon allow our customers to connect, upload their files, and validate them online.

**Will the DALIM ES environment at MPO reduce maintenance costs?**

Definitely, yes. For example, we had developed a temporary backup on our **DALIM TWIST** engine, which allows us to manage an average of 800 jobs that are awaiting processing on the system. However, currently a network failure can erase this and force us to reload all these jobs manually. Tomorrow, by centralizing these jobs in its database, **DALIM ES** will allow us to access all these jobs at any time.

**Is this a specific development?**

Actually, it is an integration of **DALIM TWIST** into **DALIM ES**, brought to us by Galileo, our reseller. Galileo has updated **DALIM TWIST**, allowing it to be integrated into **DALIM ES**. Better still: until today, if we noticed an error after loading a job into the system, we had to stop everything, modify, and then reload the job. With **DALIM ES**, we will be able to interact during processing, on information to be added to the file.

**Can we go back to online customer review and approval via DALIM ES?**

Proof files are big problem for us. According to the software available to customers—and according to the system parameters of each workstation—no one sees work the same way! We were looking for a common application to achieve the same result on the screen.

The online review module for proofs will resolve this, especially for viewing overprints. We will have the same screen rendering, through a common platform.

Each client is referenced in the DAM with a user account and a password. When this proof is processed for review, customers will automatically receive an email, with a link. This link allows them to see the file in **DALIM ES**, corresponding to the print-ready file completed by the **DALIM TWIST** engine.

**On what scale are you going to deploy this service?**

For the moment, in France; then our German and English subcontractors will soon use this system. Finally, our Spanish subsidiary will also be working on it in the future.

**How do you see the future with DALIM ES?**

In the long term, in addition to our internal use, we envision that certain customers may themselves process their own work from A to Z. For this, we benefit from very good support of the Galileo team, whom I thank. They are people who listen. Fortunately they are there to help us in our development. And we have also been working, with confidence, with **DALIM SOFTWARE** for almost fifteen years: a big thank you to them! ■

*Interview by Didier Destabeaux*

\*DAM: Digital Asset Management





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# LOJA DA LATA and Digital Asset Management

*Cans on demand*



THEMAGAZINE 25

*Customized steel cans  
with digital printing*



"...enable the digital printing of a steel sheet before the formation of the can..."

## Background

In order to diversify its market (cans for paints, chemicals and aerosols) Brasilata, the largest manufacturer of steel cans in Brazil, decided to increase its portfolio and enter a new market segment.

It was identified that one of the primary barriers into a very promising market was the minimum quantities linked to the production of steel cans. The steel can industry was built for large volumes and standardized printing.

Pursuing this idea, Brasilata initiated research that could enable the digital printing of a steel sheet before the formation of the can, thus breaking all previous concepts of the production of steel cans, and allowing the printing of variable data in short runs.



After three years of research, Brasilata decided that this was a different and promising business. It needed a new team that would be focused on serving small to medium customers who were interested in cans. So, **LOJA DA LATA** was born.

The technology made it possible to serve even individuals, which led to the design of a new business model to allow for the customization of cans for non-graphics. Thus, the need for digital asset management became a priority.







"...the need for digital asset management became a priority..."

## Digital assets, online customization and workflow management

During the second half of 2019 we understood that the LOJA DA LATA business was going through some very important prerequisites:

- 1 ▪ The purchase of a graphic product on the Internet needed to be as simple as buying a pair of shoes, cell phone, or computer
- 2 ▪ The market for cans in shorter runs is of significant added-value. However it needed a scalable business model with a minimum of human intervention.
- 3 ▪ Efficient management of workflow and digital assets was essential to adding value to the service offering, and scaling up the business model.

As part of this project, we chose **DALIM ES** as our solution to manage our workflow and the digital assets it generated. In this sense, we have the following workflows that are controlled:

- 1 ▪ **B2B:** Higher volume sales to medium-sized companies that require face-to-face service
- 2 ▪ **Website:** B2C and Small Business - Customized cans ordered online and sent directly to production without service intervention and without proofing.

So, today we have the digital assets generated by all our customers, stored in just one place, reducing the possibility of production errors and achieving productivity gains in the following ways:

- 1 ▪ With the native file versioning control of **DALIM ES**, everyone involved in the process has access only to the latest version of the files for production. That way, there is no longer the possibility of printing incorrect files.
- 2 ▪ The location for making files available for production is unique. This also minimizes the possibility that previously approved jobs would be forgotten and not scheduled for production.
- 3 ▪ There is a reduction of communication and rework done by email, because the entire workflow—from the approval of the order—is generated on a single platform.
- 4 ▪ The integration of **DALIM ES** via an **API** is extremely open, which allows flexible integration with other technology solutions. It also provides access to all details of e-commerce orders, on a single platform.



From left to right: Bruno Coutinho, Chayene Santos, Tathiana Inocência, Chrisley Figueiredo, Carlos Sorocaba, Daniel Speicys, Fabio Andrade, Richard Geraldo

We hope to put the whole project on a trial run starting in March 2020, but we are already quite pleased with the level of automation we are achieving to make the business model possible. ■

### Daniel Speicys

General Manager

daniel.speicys@lojadalata.com.br

www.lojadalata.com.br



SPECIAL

# ADAC MotorWelt

*Refresh of  
a magazine*

*Storyboard*

**P26** **Tight and efficient project  
management**

*MotorWelt*

**P33**

**A meticulously planned lifestyle  
magazine**

*BurdaDruck*

**P40** **When the reader comes  
to the magazine**

SPECIAL



NR. 1 Frühling 2020

ADAC

WWW.ADAC.DE

SPECIAL

# MotorWelt

EINFACH · SICHER · UNTERWEGS

## Hallo Frühling!

Sizilien erleben. Mit Auto, E-Vespa, auf dem Fahrrad  
und zu Fuß. Plus: neue E-Bikes



Mit großem  
Gewinnspiel  
und Preisen  
im Wert von  
50.000 €

Gratis und  
nur für ADAC  
Mitglieder



### Lichtgestalt

ID.3, der neue elektrische  
Hoffnungsträger von VW



### Premierengäste

Kinoreif: Elyas M'Barek  
und Simon Verhoeven

### Berliner Nächte

Unterwegs in der Hauptstadt  
mit einem ADAC Partner

SPECIAL



*Storyboard*

**Tight and efficient  
project management**





It still remains a huge order, even if the **ADAC MotorWelt** edition is more than halved and the member magazine is published only four times—instead of ten times—a year. After all, about five million copies are to be printed and distributed every three months during 2020. The interest of German publishers was similarly significant—half a dozen media houses are said to have bid for the order. The pitch was won by **Burda** subsidiary **BCN**, which is now the general contractor for the **MotorWelt** project. This involves marketing, printing and distribution. But, it also includes the editorial concept and ongoing editorial production, including prepress. **BCN** brought the Munich-based content marketing agency **Storyboard** on board.

The strategic partnership between **Burda** and **ADAC** was concluded in summer 2019. Since then, the new **MotorWelt** has been developed at full speed. The club magazine, which has been upgraded to a lifestyle magazine, is now published quarterly, but with a significantly upscale feel and look. It is more diverse, more extensive, and offers a mixture of «information, inspiration and service» (see, also, the article 'A meticulously planned lifestyle magazine').

### Editorial concept of **Storyboard**

“We know how to produce good content. That is why we develop content concepts and complete media, digitally or in print, from the idea to publication,” explains Dr. Markus Schönmann. He is the founder and head of the **Storyboard** agency, which was established almost ten years ago. «Our hearts beat for high-quality media—and even stronger for printed ones.»

This setting fits one hundred percent with the new **ADAC MotorWelt**, professionally. The **Storyboard** team creates about 80 magazines annually (in up to 14 languages). So Schönmann knows what he’s talking about. “Our 32 employees carry out a wide variety of projects. We cover the entire range of skills that are required for magazine production: text editing, image editing, graphics and project management. This enables us to implement enormous assignments ourselves, such as **MotorWelt**,” he explains. “Depending on our needs and customer requirements, we also rely on a strong network of freelance editors, art directors, programmers, photographers and translators. Over 120 freelance specialists currently work for us on a regular basis.”

**Dr. Markus Schönmann,**

Founder and head of the Storyboard agency

**“We know  
how to produce  
good content...”**



The focused expertise of **Storyboard** was also required for the new **MotorWelt** concept. The declining advertising market, increasing shipping costs, and changed behavior of readers no longer fit together. With the new editorial concept supported by market research, the improved, contemporary appearance, and the innovative sales model, **MotorWelt** now has a breath of fresh air in its sails.

The first edition of the new **MotorWelt** was already in print and published on March 5th. In the meantime, the «**MotorWelt**» editorial team at **Storyboard** has long been busy with the next issues. «We conduct feature editorial planning for the magazine in close coordination with Martin Kunz, the editor-in-chief of **ADAC MotorWelt** and his team,» explains Schönmann. «Our editors are immersed in the matter and think like the customer. We are quasi **ADAC**.»

### Fast-paced agency

**Storyboard**, which is based in Munich at the Englischer Garten, is a fast-paced agency. The processes are designed for efficiency and there is a team for every project: editorial, design and project management. However, the creation of a magazine is only one side of the coin—the review and approval process is the other.



Marie Bressemer  
Marketing & Production Director at Storyboard Agency

**Storyboard** uses the well-known programs from the Adobe Creative Cloud for the actual artwork. When communicating with customers, **DALIM ES** comes into play as an important interface with which **Storyboard** has been controlling projects and production since 2013. The software plays a key role, especially in complex approval processes and final print approval.

**DALIM ES** is a cloud-based digital asset management solution that supports the production and management of cross-media content. Project management, workflow automation, content review and the creation of user-defined templates are among the most important functions. Project development can be displayed on calendars, diagrams and boards, which makes planning projects and allocating resources for the required production process enormously easier. In addition, tasks can be assigned and the progress of ongoing projects can be tracked.

Digital assets such as text, images, layouts and correct versions are stored in a central repository, which the production teams can access, add notes and comments, and submit requirements or requests for changes. With the virtual comparison function, teams can detect changes or errors at the pixel level and archive versions for future reference purposes.

### Optimizing the communication process

«The constant sending back and forth of emails with attachments is a thing of the past and makes management of a project so much tighter and more efficient,» says Marie Bressemer, Marketing & Production Director at **Storyboard**. «**DALIM ES** is the only source of content, layouts and versions in the entire production and approval process. All of the feedback from everyone involved can be traced at any time.»

“The constant sending back and forth of emails with attachments is a thing of the past...”

In addition, according to Marie Bressemer, **DALIM ES** offers world-class soft proofing. “We hardly print any proofs anymore. If the softproof approval is carried out with calibrated monitors, it is in no way inferior to the printed proof. “However, this is not always possible for every customer. But, this deviation from production is fully functional in «restricted mode».

In addition to the main product, **ADAC MotorWelt**, which is produced by **Storyboard** and coordinated with the project team at **ADAC**, seven regional supplements are also supported. The regional clubs of the **ADAC** are involved, step by step, in the production with **DALIM ES**. “We already had a lot of respect for this task—and it went wonderfully. In any case, we have had good experiences when we put customers on a computer to optimize our communication processes with them via **DALIM ES**,” explains Marie Bressemer. “And when it came to awarding the **MotorWelt** order, it wasn’t a disadvantage that **Burda, BCN, ADAC** and we were all working on a common software platform,” she says. “In our opinion, **DALIM ES** is indispensable for structured collaboration with customers, especially for large productions—because smooth organization is just as important as first-class content.”

### Content and visual storytelling

And that doesn’t apply just to **MotorWelt**. As an agency, **Storyboard** specializes in high-quality customer media. In addition to **ADAC** and other publishers, **Storyboard** customers include Jaguar, Land Rover, Douglas, LfA Förderbank Bayern, KPM Berlin, Stadtwerke München, Bora and many more.

“Above all, we support high-volume, high-quality print projects from idea generation to printing, create digital content hubs, or support social media presence,” says Schönmann, describing the work of the content marketing agency. “We offer comprehensive advice on how to establish a medium or make an existing one even more successful.” In addition, **Storyboard** deals with new concepts, with the further development of existing looks or updating visual language and design. In any case, it’s about storytelling—about content and visual storytelling, explains Dr. Markus Schönmann. “There are many levels and an enormous range—from more sales-oriented solutions to support eCommerce, to high-quality journalistic magazine formats—as is now the case with **MotorWelt**.” ■



# MotorWelt

## A meticulously planned lifestyle magazine

AUTO & INNOVATION TECHNIK

### Eine ID. weiter

Mit dem ID.3, der Mitte des Jahres auf den Markt kommt, will Volkswagen bei den Elektroautos weltweit den Ton angeben. Er soll Lichtgestalt und Aushängeschild der E-Revolution der Wolfsburger sein. Grund genug für uns, den Stromer schon vorab ins Fotostudio zu holen und ihn ordentlich in Szene zu setzen

Text: Martin Tröckner Fotos: Studio Amos Fricke

**77**  
kWh Energiegehalt soll die große Batterie des ID.3 aufbringen. Die kleinere Variante wird mit 45 kWh verfügbar sein

**30**  
Minuten soll es im Schnelllademodus dauern, um 200 Kilometer Reichweite zu erzielen. Ist man nach dem Schnellladen nur auf der Autobahn unterwegs, reicht es für 200 Kilometer

**750**  
Lumen Leuchtkraft bringen die interaktiven LED-Matrix-Scheinwerfer des ID.3. Mit dabei: die Fernlichtregulierung (Dynamic Light Assist), die sich ab Tempo 60 selbst aktiviert

**160.000**  
Kilometer oder acht Jahre Garantie gibt Volkswagen auf die Batterie seiner ID.3-Modelle

**310**  
Neufachmeter leitet den E-Antrieb, der die Beschleunigung „APF 20“ trägt. Der Elektromotor des ID.3 hängt auf Basis des modularen E-Antriebskonzepts (MEB) produziert, den auch andere ID-Modelle nutzen werden

**2,76**  
Meter misst der Radausschlag des Stromers. Damit ist dieser fast so groß, wie der eines VW Passat und bietet den Passagieren im Innenraum mehr Platz als Normal üblich. Zumal die Fahrzeuglänge von 4,26 Metern der eines VW Golf entspricht

**150**  
kW (204 PS) leistet der E-Motor in der Spitze. Die komplette Antriebsbrücke ist samt 7-Gang-Getriebe so kompakt, dass sie in eine Sporttasche passen würde

**550**  
Kilometer Reichweite (WLTP) verspricht Volkswagen seinen Kunden, wenn sie sich für die größere Batterie entscheiden. Bei der kleineren Variante sollen ihm mithin 330 Kilometer möglich sein

THEMAGAZINE 25

“...we want to play a role in people’s everyday lives...”



**M**otorWelt, the magazine of the ADAC club, is a unique publication for several reasons. It has always been in its 95-year history - and will probably remain so. In the past, it was distinctive because of its print run alone. Even now, over 13 million copies, more than any other magazine in Europe, were printed and sent to three gravure printers for last year’s December’s issue. And, that was repeated ten times a year.

In terms of content, too, **MotorWelt** was unique in the magazine world. The magazine was, at the same time, the official publication of the association, provider of test reports and advice about driving issues, and a sales platform co-financed by advertisements. Each magazine’s content remained consistent for years. It could, because it didn’t have to prove itself to its readers all the time to be purchased. **ADAC** members received each issue free of charge. Nevertheless, **MotorWelt** could not avoid changes in the media market and the behavior of consumers over the years.

## Lifestyle coffee table magazine

So, there became a significant challenge: In its previous form, **MotorWelt** no longer exists. In the future, the magazine will only be published once a quarter in its usual quality format. A much smaller edition of about 5 million copies will no longer be sent by post, but will be distributed through cooperative partners and businesses.

On February 4, 2020, the onset of printing the new **ADAC MotorWelt** at **Burda Druck** in Nuremberg was a milestone in the club's history. The new magazine, with two years of preparation, planning and implementation, had come to fruition. So, it is not possible to speak of a relaunch of the magazine, but of a completely new beginning after an intensive transformation process.

At the same time, **MotorWelt** makes an enormous leap in quality—in the selection of topics, a more lavish layout, the paper quality, the binding, and sales. The logo has also been changed. In order to give the world, in general, more weight, rather just to the engine, but it is still titled **MotorWelt** (MotorWorld).

“The new **MotorWelt** remains the club magazine of the **ADAC**, but it is now a coffee table magazine positioned to the upscale market. That alone distinguishes it from the old **MotorWelt**,” explains Martin Kunz, editor-in-chief and head of **ADAC** communications. “The magazine now covers more lifestyle subjects, after we broadened the range of topics. In addition to the typical stories related to driving and **ADAC** club themes, lifestyle, culture, travel and leisure now also play a role, depending on the season. In the first issue, nutrition, interviews and a new column will find their places.”

“...The new MotorWelt received a super rating from test readers...”

The new mix of topics sounds fresh. After all, the magazine will also talk to women and those under 40 in the future. “We tested the magazine concept. And, the results of market research demonstrate that we are right. The new **MotorWelt** received a super rating from test readers,” explains Martin Kunz. “In the past, **ADAC** club members only contacted us if their cars broke down or if **MotorWelt** did not end up in the mailbox. In the future, however, we want to play a role in people's everyday lives,” he explains. “To do this, we also needed to get closer to our readers.”

From the first day of publication on March 5, 2020, this is to be assured by seven regional supplements that are included in the approximately 100-page **MotorWelt**. Each issue contains a booklet of at least 20 pages, which covers the **ADAC** regional clubs, with additional information and reports on the club's activities in the various federal states.


## General contractor BCN

The repositioning of content was a feat that the **ADAC** could hardly have achieved alone. At the beginning of 2018, the Presidium and the management of the **ADAC** ordered the communication of the driving club to be future-proof. Last but not least, this also affected the members' magazine. During a readers' survey, it turned out that not everyone was satisfied with the print, the topics and the presentation. For many **ADAC** members, the magazine ended up in the waste basket, unread.

“With the immense costs that were incurred for printing and postage, it was painful when about 20 percent of the magazines ended up in the bin,” says Martin Kunz. “So we thought about **MotorWelt** 2020 and put the project out to bid in the summer of 2018. **Burda** put a lot of effort into it, came up with extraordinary concepts that swayed us, and ultimately won the contract.”

After that, the **ADAC** remains the publisher of the magazine, but **Burda Community Network (BCN)** is responsible as general contractor for the entire production process, marketing, sales and marketing (see THEMAGAZINE article ‘When the reader comes to the magazine’). The general contractor's responsibility also includes the editorial concept,



A portrait of Martin Kunz, a middle-aged man with grey hair and glasses, wearing a blue blazer over a light blue shirt. He is leaning on a metal railing with his hands clasped. The background is a blurred industrial or architectural setting.

**Martin Kunz,**  
Editor-in-Chief and Head of ADAC Communication



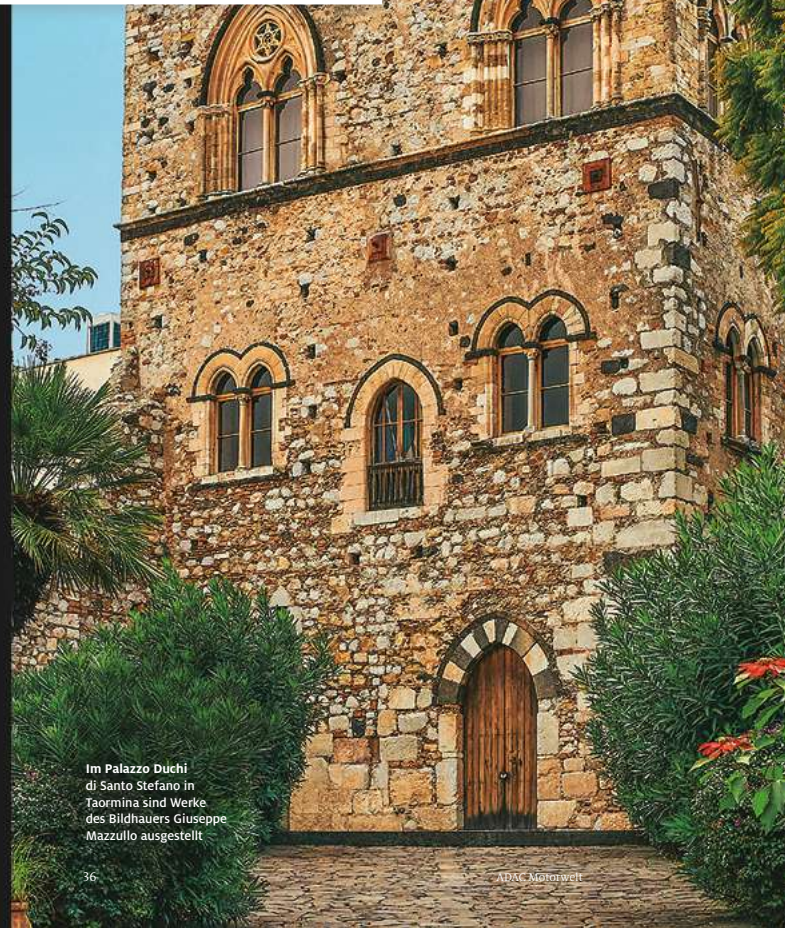


and all design and manufacturing tasks for the new **MotorWelt**. **BCN** has thus commissioned Storyboard agency, the Munich content specialists (read the separate article about them in this issue) who, of course, work closely with editor-in-chief Martin Kunz.

## Communication Tool DALIM ES

In the communication department at **ADAC** headquarters in Munich, all the threads come together before and during magazine production. A project team takes care of all trades (manual and technical work) in the new **MotorWelt**. Finally, the articles and stories developed by **Storyboard** have to be checked and released. For this purpose, everyone involved in **MotorWelt** (**Storyboard**, **ADAC**, **BCN** and **Burda Druck**) at the various locations use **DALIM ES** as a common communication tool.

**DALIM ES** software is a cloud-based digital asset management solution that supports publishers and agencies in the production and management of content in a magazine. Key features include project management and workflow automation that all the teams communicate with. Digital assets such as text, images and layouts are stored in a central database so that the teams can add notes and comments, and submit changes. All steps, comments and versions are clearly visible. A sort of 'traffic light' system signals progress in the approval process of **MotorWelt** and its regional issues.



"For us, **DALIM ES** makes work much simpler and is an easy-to-use tool for those involved in the project," says deputy editor-in-chief Thomas Paulsen. "And, that is just as important on work on a current issue as it is for planning upcoming issues. "Even if **MotorWelt** now only appears four times a year, the lead time for magazine production is considerable. "We are already working on topics of issues into Winter 2021," says Paulsen.



“...For us, DALIM ES makes work much simpler and is an easy-to-use tool for those involved in the project...”

# Das Glück ist eine Insel

Von Dolce Vita über Kultur bis zu Traumstränden und Vulkanwanderungen: Sizilien ist äußerst vielfältig. Unser Autor besuchte mit seiner Partnerin die Mittelmeerinsel, die schon im antiken Griechenland als Land der Götter gepriesen wurde

Text Andreas Haslauer Fotos Constantin Mirbach



THEMAGAZINE 25

### REISE & FREIZEIT



**Alghero** prägen die Conca di San Giovanni. Die Insel hat eine reiche Geschichte, die bis in die Zeit der Phönizier zurückreicht. Die Stadt ist ein Ort der Vielfalt, der die Spuren der verschiedenen Kulturen, die hier gelebt haben, zeigt.



Die Parks in Palermo sind ein Muss für alle, die sich für die Geschichte der Stadt interessieren.

### TITELGESCHICHTE



Genau im Zentrum des besten Fisch der Stadt.



Mandorlen so groß wie Orangen. Und so weich, dass man gleich eine Kleinigkeit mit

händeln war. Taormina ist ein beliebter Winterort für die besseren Kreise. Im Hochsommer quillt der Ort über von Touristen, aber im Frühjahr hat man ihn noch fast für sich. So sind wir auch die einzigen, die an diesem Tag den beeindruckenden Palazzo Ducale in Taormina besuchen. Im 14. Jahrhundert von einem spanischen Adelfamilien erbaut, wurden hier sizilianische Renaissance und Gotik wild gemischt, was dem Bau das Flair eines arabischen Palastes verleiht. Mittlerweile ist dort die Fondazione Mazzullo untergebracht, die die Werke des sizilianischen Bildhauers Giuseppe Mazzullo zeigt. „Die Herr Skulptur“ schlage in seinem Atelier, hat die italienische Tageszeitung „La Stampa“ mal über den Bildhauer geschrieben. Seine großen Skulpturen aus Quarz oder gelber Langenit sind oft lebensgroße Abbildungen von Mäusern und Frauen, die sich wie ein Leben im Garten des Par-



Der Park in Palermo ist ein Muss für alle, die sich für die Geschichte der Stadt interessieren.

g pausieren  
straßenrand.  
spa Elettrica  
ldig darauf,  
zu erkunden

“...We are starting with five million copies...”

### Mobility required

If all of this wasn't enough change, the BCN concept also provides for a completely new sales model, including the logistics behind it. Beginning in March, the **MotorWelt** will no longer be delivered by post. If you want to read your magazine as a member, you have to 'hit the road' on your own. **MotorWelt** can, in future, be picked up at the 320 **ADAC** branches and driving safety centers, upon presentation of the membership card; or simply, free of charge, when shopping in Edeka and Netto supermarkets. That is over 9,000 branches across Germany. "We also thought about filling stations as sales outlets," says Kunz, "but grocery stores appeared to be the better sales channel.

"We are starting with five million copies—with a buffer of a few hundred thousand more. We are very optimistic that the circulation will remain at this level in the medium term," assures Martin Kunz. "If the concept starts to fly, the circulation might increase. After all, the **ADAC** now has over 21 million members."

At the moment, none of the parties involved knows exactly whether the sales concept will work. And, **ADAC** members also have to be sufficiently informed about the new steps. A massive advertising campaign is being launched, covering TV, radio, print and online. The numerous **ADAC** channels, such as the new website, also provide information.

**MotorWelt** is also advertised in supermarkets. "We are using all the channels available. And not just at the start, but regularly before the next issue comes out," explains Kunz.

NR. 1 Frühjahr 2020

ADA

# Bayo



## Wir sind f

Was Ihr Club alles m

### Gegen Gaffer

Nein zu Schaulust  
und Sensationsgier

### Sim-Ra

Steigen Sie ein in  
Cockpit eines Re



“...it is now a coffee table magazine positioned to the upscale market...”

### Digital was not an option

The change process will also have an impact on the overall appearance of the magazine. Small classified ads no longer exist. Of course, one would prefer to have full-page ads, but formats from 1/3 page are offered. “In view of the still huge circulation, our attractiveness is unrivalled. We want to recapture our core passenger car market and are seeing initial success with the new format,” says the editor-in-chief. So, it was possible to win over a large German premium manufacturer that had not advertised in **MotorWelt** for many years. Many others have also expressed interest. And, advertisers who are not directly involved in driving are considering it.

The **ADAC** communication mix should be complete on March 5, the date of the new **MotorWelt**. The **adac.de** homepage is currently being expanded into a large mobile platform with new technology and structure. The first version of the website is already running well, and new features are added almost daily.

But to provide **MotorWelt** digitally—with or without print—was not an option for the **ADAC**. “Print stands for quality, depth of content, and credibility,” emphasizes Martin Kunz. It is also fitting that the UPM paper stock for the new **MotorWelt** comes from a regional producer. “With this, we can credibly convey the topics of sustainability and recycling within the new magazine,” says Kunz. The new **MotorWelt** is just a premium magazine that fully exploits the value and benefits of the print medium, around the topic of mobile life. ■

“...Print stands for quality, depth of content, and credibility...”

ADAC ADAC.DE/VOR-ORT

# vern

d für Sie da  
alles macht und kann

n-Racing  
ein in das virtuelle  
nes Renn-Boliden

Wasserstoff  
Der Antrieb der  
Zukunft?



*BurdaDruck*

# When the reader comes to the magazine



Since 2020, the **Burda** subsidiary **BCN** has been responsible for editing, production, manufacture and printing—as well as for the commercialization, marketing and distribution—of the new club magazine **MotorWelt**. **ADAC** remains the publisher of **MotorWelt** and continues to be responsible for the content through Martin Kunz, editor-in-chief.

The **ADAC** entrusts the largest magazine in Europe with five million copies to the **Burda Community Network**. **BCN** is the marketer of **Hubert Burda Media**, one of the largest media groups in Europe.

As experts of the **Burda** titles, tailor-made communication solutions are developed and consumers are addressed for all channels. **BCN** develops creative concepts that keep companies on the road to success in the rapidly changing media landscape. **BCN** also spans a full-service network to include a wide range of **Burda** experts and partners, as required.

**BCN** developed a concept for the new **ADAC MotorWelt** by bringing along a wide range of competencies and fields of expertise from **Burda**. Among other things, they already have functioning distribution in retail food markets through titles such as «Lust für Genuss» (“Enjoyment”) and «Meine Familie & ich» (“My Family & Me”).



## Communication channel to the members

The printed **ADAC MotorWelt** should continue to be an important communication channel for **ADAC** members. Due to its publication frequency every quarter, a significantly superior, premium quality feel, and a wider range of content, the new club magazine will have an appeal closer to its readers. This is achieved, among other things, through supplements that offer content from the eighteen **ADAC** regional clubs.

The new **ADAC MotorWelt** is sold through approximately 320 **ADAC** branches and travel agencies nationwide, the **ADAC** driving safety centers, as well as through Edeka and Netto supermarkets. The magazine will cease to be delivered to the households of the approximately 21 million **ADAC** members. This, in turn, requires sophisticated logistics. Even the printing—for which all the pieces come together at **BurdaDruck** in Offenburg—is a tremendous logistic challenge.

The printing of the five million copies is also associated with the use of a significant amount of material. **BurdaDruck**, inspired by the amount of paper they processed, made a vivid comparison: The bound booklets, stacked on top of each other, would create a gigantic stack 25,000 meters (82,021 feet) in height—which would correspond to 85 Eiffel Towers.

## A versioned product

**Burda** sales manager Ingo Raab outlines the production stages of the magazine, which take place every three months. In Munich, the editorial content is created by the **Storyboard** agency and checked and released by the project team, managed by editor-in-chief Martin Kunz. In Nuremberg, the magazine pages are produced in **Burda's** gravure printing plant. The regional magazines are produced in Offenburg (also on a gravure press at **BurdaDruck**). The cover is printed on an offset press by a partner in Ottersweier and, in Vaihingen an der Enz, all components of **MotorWelt** are finally put together in an industrial bookbindery. The magazines are finished with perfect binding.

Along with **ADAC MotorWelt**, seven different regional magazines appear with regional content. These are distributed in the northern German states with an edition of «Norden» (“North”) in North Rhine-Westphalia, in the area of Hesse, Saarland and Rhineland-Palatinate in Baden-Württemberg, Bavaria, Berlin-Brandenburg as well as Saxony and Thuringia. Depending on the size of the area, the regional supplements are printed in different editions and enclosed within the main issue.

This means that the new **MotorWelt** is basically a versioned product, which makes distribution even more demanding.

“...DALIM ES brings people, processes and data together...”



Ingo Raab,  
Sales manager at Burda

Ingo Raab uses digitally printed samples to show where this could lead to, in the future. **Burda** is working with partners on its own digital printing press, which could also be used to version the envelope, for example—or even personalize it. But, that is still a dream of the future—as well as other ideas from **BCN**: to combine the distribution of the magazine with the onset of the barbecue season, or schooling along with traffic safety training for first grade students.

### **BurdaDruck is part of the network**

But, back to current production: Before the magazines go to print and after finishing their journey to the more than 9,000 Edeka and Netto branches—as well as the 320 **ADAC** branches all over Germany—preliminary stages and cylinder engraving are necessary. Storyboard is responsible for the production of the magazine and, thus, also for prepress (see also the article “Project management, tight and efficient”). After approval, **Burda** in Offenburg is automatically informed in **DALIM ES** and can view and download content via the online communication platform.

With the software, many participants can work on a project concurrently in the cloud, making corrections and granting approvals. This greatly simplifies production, and enables faster processes and more effective collaboration. As a cloud-based digital asset management solution, **DALIM ES** brings people, processes and data together, enabling creative collaboration, content review and approval, and version control from a single source.

With the **DALIM ES** solution, **Burda** in Offenburg conducts incoming preflight inspection, color inspection, and imposition for the gravure cylinders. If something is wrong with content, **Burda** can note this in the approval process and arrange for the corresponding content to be corrected. By the way: **Burda** has been producing print with **DALIM SOFTWARE** tools since 1990.

### **Win-Win-Win-Situation**

The distribution of the 100-page magazine is an integral part of the **BCN** general contract and an essential cornerstone of the concept. The new **ADAC MotorWelt** is available exclusively for **ADAC** members, free of charge upon presentation of their membership cards. For the release date on March 5,

“...With the **DALIM ES** solution, **Burda** in Offenburg conducts incoming preflight inspection, color inspection, and imposition for the gravure cylinders...”

2020, prominent and eye-catching yellow displays with dispensers for the new magazines will be set up in the supermarkets.

This sales concept may have appeal. In any case, it is extremely innovative. However, Deutsche Post suffers in the **MotorWelt** distribution changeover, losing about 50 million euros in postage income each year.

The winners are the **ADAC**, which saves an immense amount of costs compared to the previous distribution model. Also winners are **Burda** and **ADAC** members, although they have to prove their mobility. «It is a win-win-win partnership for three parties,» says Ingo Raab. «We provide additional frequency in the supermarkets, but also benefit from the nationwide coverage of the Edeka and Netto stores, and **ADAC** members can simply take **ADAC MotorWelt** home with them after shopping.»





That could work. According to a **BCN** market study, there is a large overlap between **ADAC** members and shoppers in Edeka and Netto markets. Eighteen and a half million of the approximately 21 million **ADAC** members have shopped in one of these markets in the past three months. This corresponds to how long the markets will carry each issue of the magazine.

### **Leading medium of a mobile world**

The definition of mobility is changing. And the new **ADAC MotorWelt** is also changing. This can also be seen in the innovative reference system. In the future, the magazine will focus on society's new mobility needs. And, so, the new **ADAC MotorWelt** is developing into a leading innovative medium for a mobile society. Anyway, they have to travel to pick up the club magazine wherever they go every day. The magazine no longer comes to the reader. The reader goes to the magazine. ■



# Workflow: The evolution of production

THEMAGAZINE 25





**T**his often discussed, sometimes ill-understood, part of “getting things done” has become increasingly more important. Workflow, and our ability to tune, tweak, improve, and change it is what makes us agile. Sometimes underestimated as a not critical part of a business model, a “workflow” becomes the backbone upon which one can reliably plan, estimate, schedule, and ultimately depend upon facility’s capability. In order to truly appreciate where we are today, we really should look to the past as a comparison.

In the old days, 20-30 years ago (grin), the pool of variables in “production”, particularly as digital prepress became available, was vast. It was a wild-west of rogue file formats, inept content creators, glacial network connections, unreliable media, and computers and RIPs straining to keep up with ever increasing file-sizes and output resolutions. These were heady days, wherein one would get amazed looks at producing a set of 2-up fully-imposed film negatives, ready to be sent off for proofing. While it took an immense amount of effort to achieve the negatives, that little detail was overlooked, and the honeymoon of “Wow! You did that on a Mac?” moved swiftly to “How many imposed flats an hour can you get out?” It made for a lot of poor decisions, and reactionary versus tactical planning.

This is overall, of course, how all new innovations become normative, and mundane, but also where decision makers and owners began to take a more than casual look at their workflows. It is important to remember; we got to where we are today by hacking, kludging, and inventing ways to get things done (workflows) by trial-and-error refining the results into the near fully automated solutions we have today.

#### **Then cameth the “Systems”**

Once the concept of digital prepress and printing became less of an experiment, and more the way things were to be, people began to assess the workflows they had either built or inherited. It became woefully obvious that standardization and refinement were the next low-hanging fruit. So, people began to build “systems” that were turnkey, all-in-one solutions that worked together more natively without convoluted interfaces, and it reduced the rogue variables tremendously.



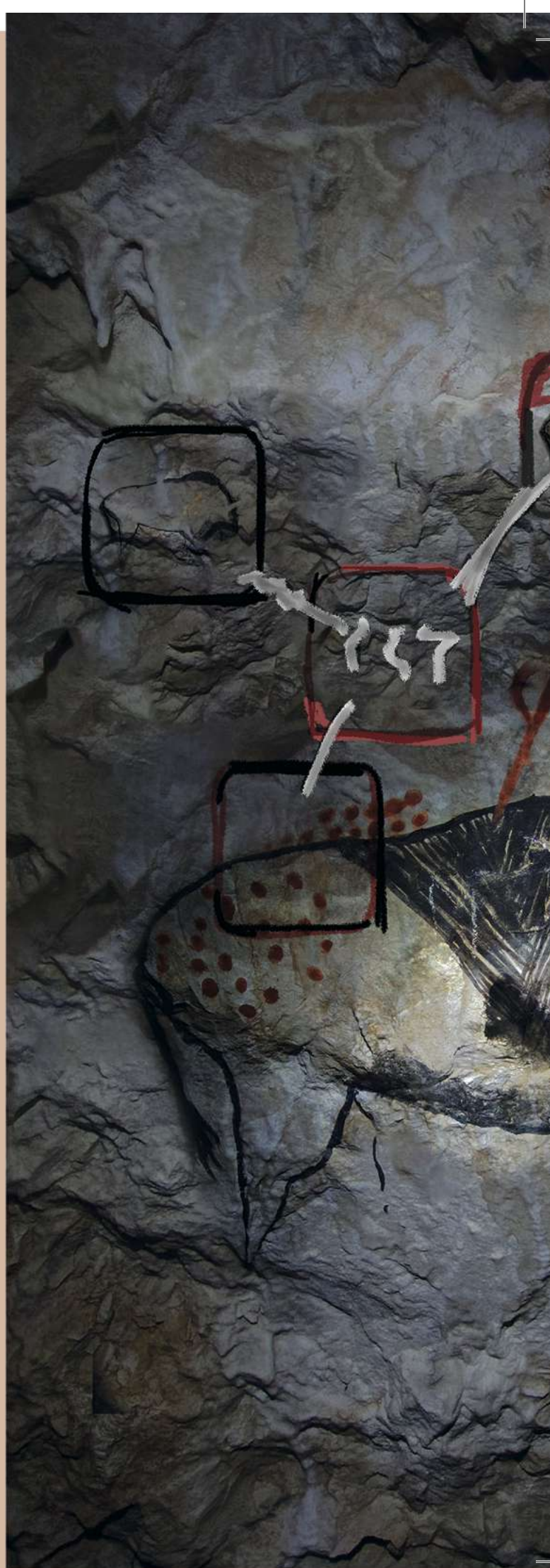


People would go to the major trade shows “shopping” for the latest and greatest offerings from large enterprises that offered soup-to-nuts systems. People used their systems as an adjective when meeting other colleagues at other events. “We are an Agfa shop”, with a response “We are a Scitex shop”, or “a Crosfield shop”, etc. It was how people bought things back then, and it got us to where we are today. The analogy of these became “dinosaurs” as time progressed, as the market became more nimble, and the customers more demanding. Dinosaurs are big, they eat a lot of greenery (\$€), and they move slowly.

#### **Nearly 66 million years ago:**

An asteroid hit the Earth. It created such an upheaval in the climate and the food chain, that many of the most firmly-established, well-fed dinosaurs began to discover food difficult to find. Even the vegetarian dinosaurs were finding it difficult to have enough foliage, and carnivorous dinosaurs, other dinosaurs to eat every day. Food was becoming scarce, and with the environment not providing enough growth, they began to feed off of one another, eventually becoming extinct. After this asteroid hit, nothing larger than 10 kilograms survived. These smaller predators were agile, they were clever, and they were willing to look around and scrounge together an existence by adapting to their new environment. Sure, maybe they did not find the large quantities of fruit and nuts they used to enjoy, but they adapted to eating seeds, grasses, insects and the like. This meant survival; a survival that was only possible by thinking outside of the box, and thinking “You know, maybe I can eat some of that, rather than what I ate before that ball in the sky exploded.”

The point of all of this is that a similar thing happened to digital print and media production. We transitioned from an industry of multiple-million dollar/euro “systems” and into a more fragmented industry. An industry where cooperation, integration, standardization, and agility became more important traits than size and lineage. The days of buying one large “system” were over, and the new method to work was modular. People began to buy a scanner from one vendor, a proofer from another, a DAM and MIS from another, and a press from another. Much like what happened when the Earth encountered tremendous change almost instantaneously, the customizable, agile solutions began to establish dominance.





**Software is that 10 kilogram, clever animal today.**

Software is everything the industry needed in order to solve the global crisis of forced efficiency. Software solutions can be changed, updated, patched, and integrated with others in order to string together an almost unimaginable methods to produce media. Software can be nimble in the ways that it can adapt or change by altering settings or configuration files. Software can be cooperative by using standards and common interfaces, and it can evolve and grow as one's needs do. It really is the natural evolution. Software solutions have several other really nice advantages as a result. They are virtual, usually scalable, and they are infinitely portable.

**“Software is just a good idea”**

I have been saying this for decades, and it is still true. Software is only real once it is implemented. And when you look at it strictly at the deliverable of software workflow solutions, it is nothing more than instructions that tell a computer or set of computers, how to automate something.

Take a folder full of 2,000 images, index, preflight, tag, re-res, sharpen, distribute, ad infinitum, and make it completely cooperative with other parts of your workflows.

**That used to be a machine... a system. Now, we call it a “feature”.**

Think about it. In the days of heavy iron, to the days of Quantel Paintbox, or Signastations, or even digital imagesetters, platesetters and presses; significant parts of the investment were hardware. These were things that aged, that wore over time, that needed expensive maintenance, engineering, and they were obsolete in frightfully short ROI time-planning.

But here we are, where it makes absolute sense to invest in a virtual thing. A software solution, if you distill it into its most elemental state, is virtual. It is really, in essence, just a good idea implemented. A software workflow tool is a robot in another metaphor. It provides 24/7 automation, access, and action, accessible globally, scales, and changes with ones needs. It sounds like magic. Software is magic. Really, however it is a lot more than that. It never wears out. It can typically run faster or better by running it on upgraded hardware or cloud cycles. It can be remote maintained and upgraded. Most importantly however, it can evolve.

### **Sometimes history is one's best teacher.**

Software does not remain stable, and thus does not entrap its user-base into final, end-of-life solutions like hardware does. It grows, it changes according to the attention of the needs of users and developer clever ideas. It evolves.

This is how a company like **DALIM SOFTWARE** has a decades-long history of workflow and automation that was built for media, and now is adaptable to many diverse and efficient environments. The new release of **DALIM ES6**, which I recently was given a good look at, is a great example of this flexibility and resultant viable usage in multiple media and space. I was given similar deep-looks of earlier versions of **DALIM ES** in the past 10-15 years, and evolving from **DALIM TWIST** and **DALIM MISTRAL**, to today's amazingly fast **WWW-based workflow tools**, it is remarkable remembering the strides it has made. If you take a step back and look, there are still portions of great legacy software techniques and knowledge lurking under the hood of modern software like **DALIM ES**, while providing .

I am also pleasantly surprised to see **DALIM SOFTWARE** customers giving first-hand feedback to the development teams, and those teams paying careful attention to noted comments. That is how software can be, should be, and almost never is.

I work with a lot of software developers. In many cases, they have great tools without the experience and expertise of the needs of the end-user. Media production and management; be it prepress and print panning, or DAM and job tracking, is much more difficult to know, than to know how a software "workflow" is developed. I find that domain knowledge, the understanding of the roles of the industry or user requirements, and making them reality with software requirements. That is not something that one can just put man hours into, that takes experience.

### **So, great, workflow has evolved... What's next?**

Well, it is great. Now we don't have to use command-line tools to modify config files. We live in a world with integrators that can integrate a round peg into a square hole, and a host of standardized developer tools and technologies make words like "Not back-

ward compatible" a much more rare occurrence than in the days of the "systems". In the history of using a "system", asking for a new feature was just about impossible, and when you needed additional functionality, it was not uncommon to be presented with "Our system does not do this."

Think about a computer, or even a mobile phone. A phone used to be a phone, a calculator used to be a calculator, a map a map, a camera a camera, ad nauseum. Now, we have a device that fits in our pocket, that has consolidated all of those things, and a million we have not yet thought of, into a system. And whether you use Apple iOS, or Android, you are using a system, and a workflow. Now, rather than carrying a rucksack full of gear, we can carry a laptop and a phone, and we are a mobile studio. That leaves the last missing piece. How to deal with the content.

I remember in the early days of Apple's iTools, and they introduced iPhoto. Here was this great tool, entry level asset management for the masses! Tag your friends, your places, your info! But soon, the problems began to arise. Slowness. iPhoto didn't scale well. As people began to add photos... LOT and LOTS of photos, the program would become glacially slow. At the following MacWorld keynote by Steve Jobs, he humbly (for Steve Jobs), admitted, that iPhoto was "a little slow", and referring to digital images, said "Apparently, these things are pretty easy to take!" They announced an upgrade, but again, poor planning for the future even shows that Apple, underestimated the seriousness of managing large amounts of image and video assets. Apple was dipping their toe into the world of asset management, and didn't realize how complex an issue it was.

### **Standards, are a good thing!**

This also is a rarely-heard phrase in the world of modern software workflows. Using standards allows low-level integration between legacy systems and modern tools. These are all massive benefits. Let us not forget how difficult what we now see as mundane or normal was just a few short years ago. If you have been involved in system design for content and media production, you are familiar with the nearly infinite pool of variables involved in designing a reliable workflow. There are so many variables that it truly is too daunting a task to start over. So the industry began to focus on standard files, standard





**Chris Heric**

Author, application architect, and consultant.

Chris is a 25 year veteran of the media production community, and a specialty in print and publishing, Chris has a long history in transitioning media into digital production workflows. As an application architect, he is experienced at working with software developers to refine their solutions towards the needs of the user and building awesome features for software solutions. From some of the first PostScript production systems to some of the most modern PDF, XML and HTML solutions, Chris has been integral in transitioning these technologies from proof-of-concept into production-ready technologies. In addition to being active in many standards organizations over his career, he is a dynamic speaker about numerous media topics and historical perspectives.

tools, and standard measurements. It was essential to adopt those standards in the mindset that nobody was a dedicated “Scitex” shop anymore, and we had to make a potpourri and mélange of tools into a workflow. Standards make this all possible.

**Modern software is not an application, or a tool, it is a solution**

Let’s look at just one of the major changes: Preflight. Preflight was once one of the most critical, and most important parts of any automated workflow. It was a role, a task, an essential need. Nearly every job that came in was created by someone new to the software (the software was new to begin with!), so every job was an adventure.

This had to change, and soon, change it did. By Standardization, and Adobe PDF. In the mid 1990s, a job hit preflight as SOON as it hit the shop. Now, we have requirements and preflight/PDF preferences. It is increasingly rare that a savvy prepress operator or media professional has to preflight a job intensively as soon as it enters the workflow. We accomplished this by standardizing the Wild West. We began to say “Sent a PDF with these settings”, and there it was. Reliability was to be had by being clever, agile, and willing to standardize.

Because of the near ubiquitous usage of PDF, many of preflight’s requirements were pushed upstream to the content creator. Now, as a result, most “Workflows” have preflight built in as just a given. That is a massive change, in just a few years, if getting tired of fixing jobs for customers. We invested in products like **DALIM MISTRAL** and **DALIM TWIST** for automation of that role into those custom workflows, because they were necessary. Now, not only is that considered a given, but also our use of standards has made it reliable.

**But I’m not a dinosaur...**

If you are reading this, you are already likely of the type that considers ideas and new approaches well in advance of implementing a software solution. My goal in this piece is to make people aware that the diversity of a product as complex and all-encompassing as **DALIM ES** and accoutrements, make it almost intimidating. It is kind of like saying, “What can you make with metal”, or “What can I do on a computer?” Those are open-ended questions that illustrate the world we live in.

The sky has cleared, the asteroid remnants settled out, and the clever creatures have evolved. Now, we have thumbs, and workflows, all because we were clever. We have now evolved into software tools that can do virtually anything, so a tool that works in synchronicity with workflow requirements like **DALIM ES** becomes ideal.

We have learned a lot, and now that we have things like refined, modular software solutions rather than a folder full of one-use applications, we are ready to truly appreciate what those before us have built. We are standing on the shoulders of giants, and the view from here looks pretty magnificent.■



# Splashlight

amplifies the power of  
**DALIM ES 5.5**  
to create the ultimate  
content creation system

## A FUTURE OF INTELLIGENT IMAGERY

THEMAGAZINE 25



- Company** : Splashlight
- Location** : New York (headquarters), Baltimore, Montreal, Miami, and Toronto
- Type of activity** : Leading visual content creation company
- DALIM SOFTWARE products** : DALIM ES
- Reasons for purchase** : Provides clients with efficient workflows and crystal-clear visibility into the entire production process
- Specialism** : Award-winning grounding in high-fashion photography and video
- Brands and retailers who have shot at Splashlight** : 350+
- Distinction** : First visual content company to specialize in e-commerce
- Client examples** : Target, Macy's, Victoria's Secret, the Aldo Group, David Yurman, Under Armour and Aspenia Retail group







**S**plashlight is one of the world's leading content creation companies, with headquarters in New York and offices in Miami, Baltimore and Montreal. Their ability to deliver high-fashion photography and video in the high-velocity, high-volume world of e-commerce is made possible by a unique suite of technologies that extend and amplify the power of **DALIM ES 5.5**.

"Our clients are some of the most demanding luxury, jewelry, fashion and athletic brands on Earth", explains Splashlight Co-Founder Benoit Lagarde. "Brands like Target, Bloomingdale's, Under Armour, Macy's, Victoria's Secret, David Yurman, and The Aldo Group need us to deliver quality, variety, at the scale and speed of e-commerce – at a cost that makes sense to procurement. Without our long technology partnership with **DALIM SOFTWARE**, none of this would be possible."

Indeed, the **DALIM/Splashlight** partnership has blossomed over a full decade. The purpose-built, battle-tested technologies have evolved to provide clients with efficient workflows and crystal-clear vi-



sibility into the entire production process. Clients gain time to efficiently plan and organize their creative assets and generate stronger images and videos on set. They can track enormous amounts of merchandise in deep detail, empower their creative process, automate content creation and create their own, personalized systems of accountability.

But efficiency is just the beginning of **Splashlight's** ambitions. Their system, aptly named Intelligent Imagery platform (or I<sup>2</sup>) is designed for a future defined as much by brilliant data as by gorgeous models, artful lighting, and superior styling. With that vision in mind – and deep experience creating assets every day – **Splashlight** has expanded its technical capabilities to include a powerful Inventory Manager and is investing in creating a soon-to-be-debuted encoding system called Genome Agent that will embed creative intelligence into every asset. **Splashlight** aims to deliver a complete, end-to-end solution for assets that get smarter every time they are touched along the way.

To advance toward that goal, **Splashlight** has upgraded from **DALIM ES 4.5** to 5.5, and has migrated technical operations to the cloud.





“We are not managing hardware, but virtual servers, and headless services,” states **Splashlight** VP Strategic Technology Peter Gunther. “You can cluster virtual hosts to look like one data center. Because the services are virtual, they can move transparently.”

Rather than continue to operate their own data center, Splashlight made a decisive shift to the cloud. In addition, gaining dramatically improved development speed and scalability, they can now leverage a full stack of advanced tools and services on which to build, none of which would be available in an on-premises data center.

Critically, **DALIM ES 5.5** lets companies use the AWS Simple Storage Service (S3) for data storage – by far the most popular standard object storage API for keeping unstructured data in the cloud. Unlike traditional file system interfaces, it provides application developers means to control data through a rich API set.

“**Splashlight** did a lot of customization to maximize **DALIM**’s APIs to build services that augment and enhance the functionality of **DALIM ES** for our users,” says Splashlight VP Strategic Technology

Peter Gunther. “Our close partnership lets us push the capabilities of **DALIM SOFTWARE** to their absolute limits with complete confidence that their next version will be able to handle anything we can throw at it.”

Part of the power of the **DALIM ES** database is that it’s designed to store, retrieve, and manage document-oriented or semi-structured data. When you use Elasticsearch, which is included in **DALIM ES**, you store data in a JavaScript Object Notation (JSON) document form, which is easy for people to read—and for other machines to parse.

“Leveraging Elasticsearch has allowed us to build services for reporting that provide essential metrics to clients that were all but impossible to gather before.”

“Our vision of creating a world of Intelligent Imagery is an incredibly ambitious goal”, says **Splashlight** Co-Founder Benoit Lagarde, “and one that wouldn’t be possible to realize without the talent, dedication, and enthusiasm of our friends and partners at **DALIM SOFTWARE**. It has been a fantastic adventure so far, and we’re excited to continue building the future together.” ■



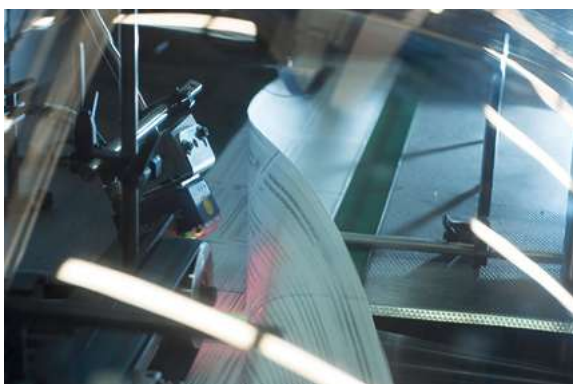


# DALIM ES posts an easy and flexible way to help IWCO Direct submit Informed Delivery content to the USPS

**B**ecause it is so flexible, **DALIM ES** finds itself in many different corporate environments. While many of the traditional workflow tools are helpful in many places, the **DALIM ES DAM** and its ability to assign URLs to specific assets has found itself within a unique workflow at **IWCO Direct**.

**IWCO Direct** ([www.iwco.com](http://www.iwco.com)) is a leading provider of data-driven direct marketing solutions for the nation's largest users of direct marketing across all channels. The company's full range of services includes strategy, creative, and execution for omnichannel marketing campaigns, along with one of the industry's most sophisticated postal logistics strategies for direct mail. Through Mail-Gard®, **IWCO Direct** offers business continuity and disaster recovery services to protect against unexpected business interruptions, along with providing print and mail outsourcing services. The company is ISO/IEC 27001 Information Security Management System (ISMS) certified through BSI, reflecting its commitment to data security.

**IWCO Direct** is not your traditional **DALIM ES** user. More than ten years ago, they began adding full-color digital print to complement their traditional printing platform, which used offline laser personalization. Customer needs were met by using a managed file share with folders for each customer project to store the assets to be variably printed for their customers.



"In the traditional print world, there is a prepress department responsible for all print versions. In our variable document environment, workflow management also includes data processing steps for data manipulation and postal sorting, asset management, and letter composition to create virtually limitless output versions," notes Carroll Schiley, Director, Production Technology Applications. "We don't maintain an asset library like an agency, nor are we printing set quantities of static print versions as is done for magazines. Our core business is data-driven marketing services and direct mail production. Every record may call for a different image, partner code, and other variable. We utilize **DALIM ES** more on-demand, while supporting customers' change management."

Three years ago, **THEMAGAZINE** reported that to manage the increasing demand for true one-to-one marketing, **IWCO Direct** re-engineered their front-end workflow. **DALIM ES** was introduced to help with preflighting and managing assets. **DALIM SOFTWARE**'s suite of **ES** and **TWIST** was integrated into **IWCO Direct**'s full digital workflow along with other tools to build an end-to-end digital solution.

Lately, **IWCO Direct** has been involved in a growing facet of direct mail—Informed Delivery. "We are validating and normalizing assets to assure that what we send to the U.S. Postal Service (USPS) meets their very strict criteria for assets," says Kurt Ruppel, Director Postal Policy and Marketing Communications. "We utilize **DALIM eTWIST** and hotfolders in **DALIM ES** to ingest assets and place them in the **DALIM ES DAM**."

The fully automated Informed Delivery asset proofing and delivery process is quite simple. An asset is created internally or by a client, meeting USPS specifications—including naming conventions. The asset is dropped into a hotfolder that is overseen by the **DALIM ES DAM**. From there, the asset is processed by the **DALIM ES eTWIST** workflow that loads the



asset to the DAM, and preflights it to make sure it is the correct size, resolution, and file type, among other specifications. If necessary, it normalizes the file to meet required specifications.

“We go through a proofing process outside of **DALIM ES**, and link the proof status of that asset back to **DALIM ES** via a Python script if the asset is approved or not,” comments Schiley “Once the asset is approved, that URL and asset are locked and cannot be changed.”

Many people could be accessing an asset. To ensure security, the system protects the asset name. If someone wants to upload a new asset with the same name, **DALIM ES** will alert the operator that an asset by that name already exists and cannot be touched. It can be renamed as version 2, or any other descriptive filename, to ensure that the new project will not refer to the same, original asset. That helps **IWCO Direct** to preserve the integrity of that asset.

From there it creates a sharing URL—a secure link that downloads the asset locally when clicked—and writes it to the asset’s metadata. The sharing URL is then called from the **DALIM ES** database and used to generate proofs. It is also used to provide the asset to the USPS via the RMB mail.dat file from a secure URL link.

“We create color “ride-along” images to accompany the B&W scan of what will be arriving in the recipients’ mailboxes. Informed Delivery also allows businesses to add a color representative image to replace the B&W scan and a URL link to the client’s website,” explains Ruppel. “If a client wants to participate, we give the USPS color images and clickable promotional links to turn the scanned image into a second marketing touch that complements the mail a person receives.”

“Our system makes sure that the proof also includes these assets for client approval,” adds Schiley. “What we find is that, with USPS requirements for smaller resolution images, some do not scale down well. We have the ability to show our clients what these smaller images look like before they are submitted to the USPS—and make image changes, if necessary.”

“...Over the past year we conducted more than two million actions on more than 135,000 assets...”



“Actually, a nice surprise was that we could easily create URL links to any asset. We know of other companies trying to create internal website links to deliver content to the USPS. However, **DALIM SOFTWARE** showed us how to create an https external link for a downloadable asset that has already been normalized,” comments Ruppel. “**IWCO Direct** turned some heads within the USPS in the way we handled the Informed Delivery asset management. **DALIM ES** was the key tool for this portion of the workflow.”

“**DALIM ES** has an extremely flexible toolset, and we can assign a wide variety of metadata to assets. An agency might use a lot more assets, but we have to connect various assets onto 4 billion pieces of mail each year. These are a variety of assets— such as company logos, executive signatures, and agent photos included in the images that we manage for an on-demand, dynamic world,” reports Schiley. “**DALIM ES** is truly a hands-off system, normalizing each image for a campaign. It has saved countless hours of Adobe Photoshop time by preflighting and normalizing our assets automatically. Over the past year we conducted more than two million actions on more than 135,000 assets.” These actions could be tasks such as confirming the color space, assuring that the resolution of an asset is appropriate, or making sure a font is correct.

**IWCO Direct** looks forward to providing a seamless connection between its composition software and the assets within **DALIM ES**. Currently they write assets to a secure file share system from which the composition software can work. They also are hoping to migrate to a multi-site production environment from a single centralized DAM.

“We control metadata to company specific requirements rather than canned fields that are pre-set within the software,” concludes Schiley. “**DALIM ES** has lots of flexibility for us to adapt a workflow, rather than having to adapt the way we work to the toolset used.” ■

“...It has saved countless hours of Adobe Photoshop time by preflighting and normalizing our assets automatically...”



The **IWCO** team that works most closely with **DALIM ES**, from left to right: **Manny Tabi**, application engineer II; **Jenn Weinberg**, application engineer II; and **Carroll Schiley**, director, production technology applications.



- Company** : IWCO Direct
- Location** : Chanhassen, MN
- Type of activity** : Leading provider of data-driven direct marketing solutions
- DALIM SOFTWARE products** : DALIM ES
- Reasons for purchase** : Originally to help with preflighting and managing assets; now to preflight, normalize, store and provide direct URLs for USPS Informed Delivery



DALIM SOFTWARE unveils DALIM DRIVE and introduces DALIM ES 6, the next generation of its advanced content production system, in a groundbreaking series of **DUO on air** 'Webinar2Print'. You may be holding (you can tell by the cover) one of the uniquely personalised edition of THEMAGAZINE.

State of the art high performance production workflows have always come from one source: **DALIM SOFTWARE.**

**D**ALIM SOFTWARE ([www.dalim.com](http://www.dalim.com)), makers of highly efficient, scalable software solutions for the creation, production and management of print and cross-media content, **introduced DALIM DRIVE within the first episode of season one's DUO on air, the online 'Webinar2Print' series.** DALIM DRIVE is a JDF device that it scalable in performance to match the speed requirements of any printing company. With processing speeds for optimising and normalising up to 50 pages per second, DALIM DRIVE will ensure that all presses are running at maximum speed. .

**DALIM ES6**, the new, advanced project planning, production workflow, and asset management system will also be introduced during the season. **DALIM ES** is the very backbone of the video, magazine and online content featured during each episode.

The **DUO on air "Webinar2Print"** series broadcasts regularly from April 14th, 2020 into the summer and brings some of the content meant originally for DALIM SOFTWARE user event DUO which cancellation was due to the global.... **DALIM SOFTWARE**

events that were cancelled due to the global effects of the COVID-19 virus. During each episode, inspirational speakers, prominent executives and technologists across all verticals served by **DALIM SOFTWARE** explain how they managed their digital transformations. In doing so, they are producing and managing their content faster, reliably, and quite often remotely..

Software developed by **DALIM SOFTWARE** is used by print providers, agencies and brands to oversee all facets of print and online projects. This ranges from project planning to reduce time to market, to tasks to help with the design and production of print and multi channel materials to enhance the value of a brand. Key performance indicator (KPI) dashboard reporting tools help monitor department performance—teams or equipment—and provide real-time transparency of processes, all in one interface, tailored on-demand to each user.

"Software developers often hype 'ground-breaking' graphics editors and workflows, although **DALIM SOFTWARE** has been introducing them since its first **drupa**, over thirty years ago.



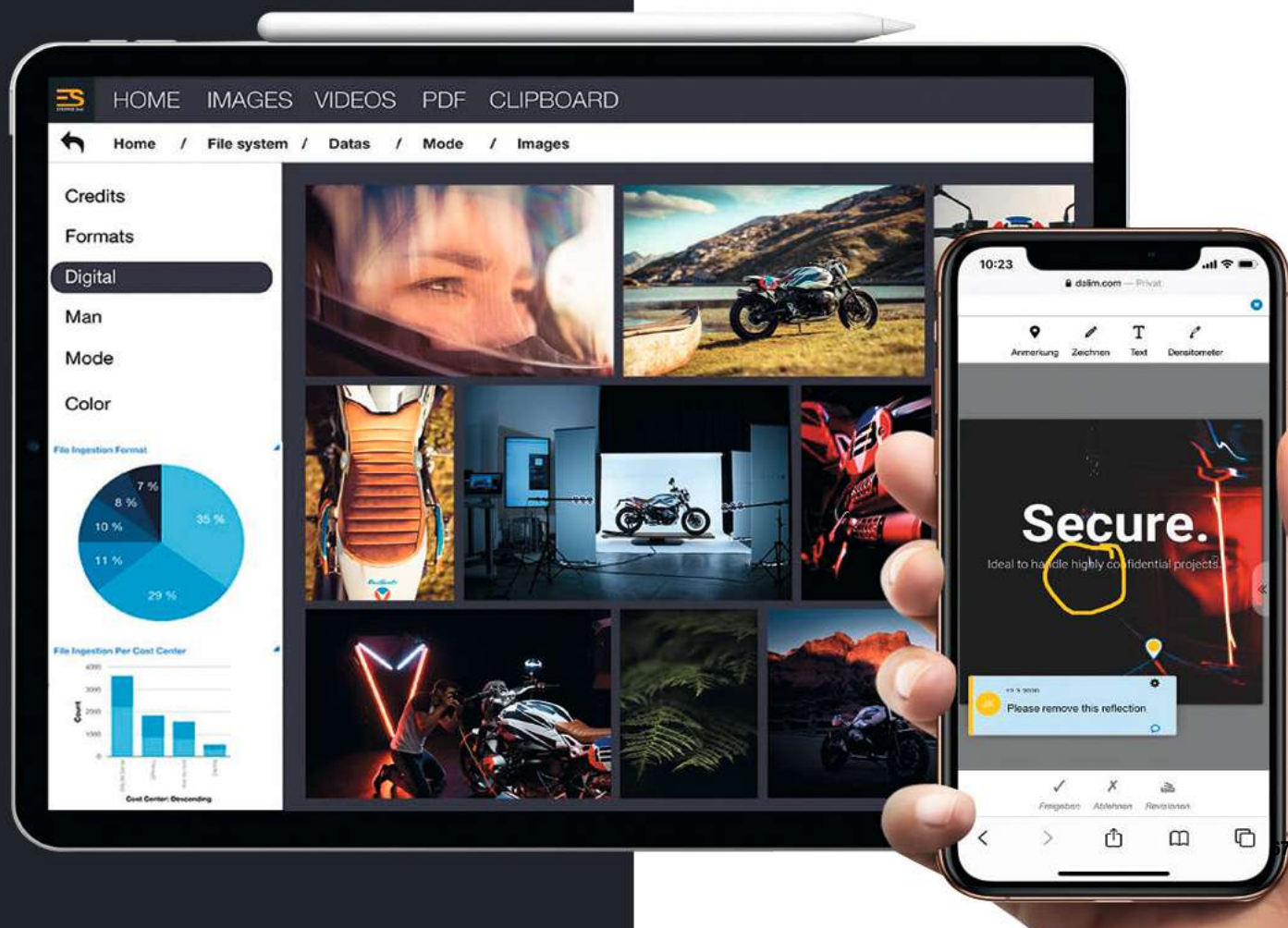
Anticipating the trend to digital prepress, and leveraging PostScript and PDF file processing with its award-winning technology, **DALIM SOFTWARE introduced DALIM TWIST, the first workflow automation tool for printers in 1994,**” comments Carol Werlé, CEO of **DALIM SOFTWARE**. “We were the first to introduce the graphic tool interface 25 years ago, the first to construct and organize publication production flatplans—and the first to combine a full-featured rules based\* production workflow, project management and asset management system within the same application, with **DALIM ES**. It’s why so many of the industry’s largest corporations, for whom print is just as crucial as ever, rely on our software. Either directly or via competent service providers, our users are online 24/7, and are far less impacted by COVID than anyone that has had to “re-tool”. This is, in part, because **DALIM SOFTWARE solutions allow nimble and agile organizations to let people work productively from virtually anywhere** without an impact on throughput or quality.

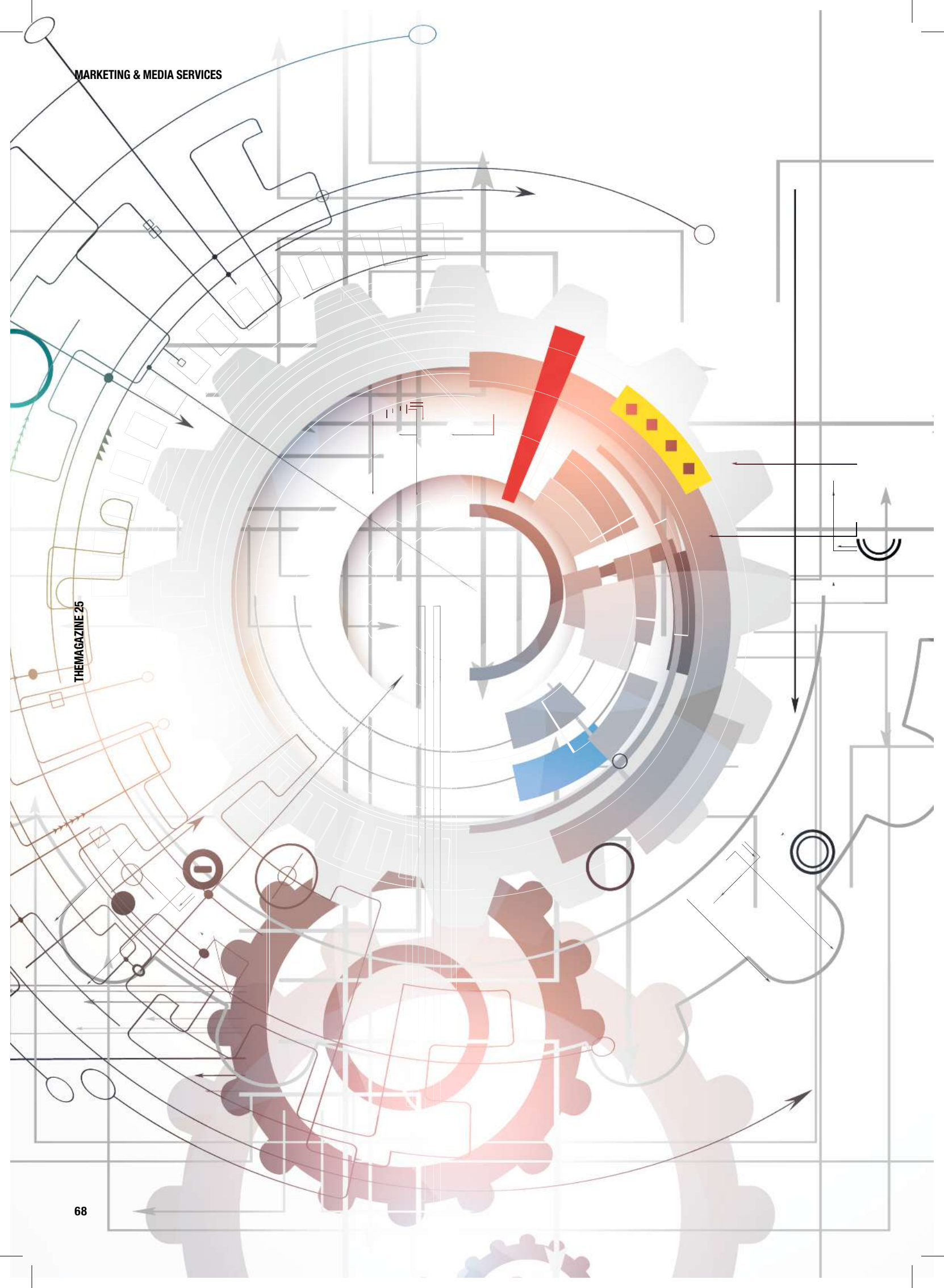
“I have visited more media houses, creative studios, marketing departments, print and production sites

than I can count,” adds Werlé. “Every time I make new friends and learn something new. This is also why I love attending conferences. It’s for all the unexpected conversations, and the business or technological discoveries they may bring. This year we will miss the users and friends whom we would have met during our **DUO World** users group and **drupa 2020**. But, we have a good substitute. If anyone wants to really see the state of the art of workflows and marketing-driven digital transformation from a company with a legacy and ‘DNA’ of innovation, they can learn a lot from the episodes of **DUO on air ‘Webinar2Print’**.” Those interested can register at [duo.dalim.com](http://duo.dalim.com). Every attendee will also receive at home a complete, personalized copy of **DALIM SOFTWARE’s THEMAGAZINE**.

**DALIM SOFTWARE** will release more information about products and features during the upcoming months. In the meantime, anyone interested in discussing **DALIM DRIVE, DALIM ES, DALIM TWIST with DALIM SOFTWARE can do so by contacting [info@dalim.com](mailto:info@dalim.com)**. ■

\*Page 8 - “Collaboration is Key in Today’s Business and Production Workflows” by David L. Zwang







# Automation at OLIVER

## A workflow system for an agency located everywhere

Founded in 2004 and headquartered in London, OLIVER provides clients with dedicated, on-site agencies that are built from the ground up. The traditional agency outside-in model means that huge quantities of time are wasted in the back and forth and linear processes between agencies and clients. These agencies live and work right at the very heart of its clients' organizations—delivering precisely the skills and capacity they require, complemented by brand talent from our whole business on everything from planning to execution.

With over 3,000 strategic, creative and digital experts, powering brands in over 200 sites globally, OLIVER

trally in London, where the infrastructure was located. “We were working with a lower-end workflow which worked fine, but we weren't really saving any money. It didn't allow us to scale out. It was much easier to scale out with a **DALIM TWIST** service,” remembers Porter. “And, it was easier for our technical guys to integrate.

“We created a proof of concept with **DALIM TWIST**, tying everything into one server in the UK and sending files from the agency's different locations,” comments Porter. “As time progressed, we sent other groups' work to a server at a wholly owned extension of OLIVER productions.”

“...We created a proof of concept with **DALIM TWIST**, tying everything into one server in the UK and sending files from the agency's different locations...”

knows that agencies work better on the inside. They call this ‘inside intelligence’. This unique formula has allowed it to grow to over fifty separate agencies all around the world—delivering fully-integrated brand and communications solutions, working in the worlds of clients like Unilever, Marriott, Adidas 3M, and more. With the support from “Hub headquarters”, which houses its extensive creative, strategic and production departments, they are able to be what its clients need in numerous ways.

In New York resides a Hub resource office for OLIVER. “I grew up working with **DALIM LITHO** somewhere in the 1990s and quickly graduated to **DALIM TWIST**,” recalls Dave Porter, Chief Operating Officer, based in New York. “I knew when I moved to OLIVER we needed a workflow that could fit with the transactional work we did. But, unfortunately, **DALIM TWIST** was a bit robust for us, at the time, so we went down some other roads.”

It was not until a year later that OLIVER North America had the volume of work to invest in a **DALIM TWIST** server, and when they did they decided to place it cen-

Once newer, larger clients were on board, OLIVER had ample volume to add a third server, based in the US. By that time, they were responsible for massive projects—about 6,000 documents and 15-20,000 pages of content—that rebranded an insurance company. Every single one was processed on **DALIM TWIST**. It conducted a QC check and created different files. For a hotel chain, **DALIM TWIST** preflights and processes files for projects like catering or conference brochures, converting the PDF files to e-books that are posted as flip books that the reader can download.

In the Oliver Marketing Gateway (OMG), the agency imports files and sends XML metadata to the server, so the **DALIM TWIST** workflow knows exactly what to do with them. **DALIM TWIST** knows the proof, size, spec, ink weights and preflights the files. Very accurate normalized files are returned to the user and to all the agency's other servers, everywhere. **DALIM TWIST** also offers an audit trail for everything. “It fixes simple mistakes from designers, such as four-color blacks. It's a lifesaver,” notes Porter.

While the ability for **DALIM TWIST** to normalize PDF files is tremendous, there was one instance where a certain PDF normalizer—not a workflow—does a different job with a very specific type of file need. OLIVER integrated that software inside **DALIM TWIST**. It can send out via command line that one type of file for normalization. “The app will fix the job and tell **DALIM TWIST** exactly what it did,” adds Porter.

“**DALIM TWIST** is very robust and doesn't go down. It's very rare that a server cannot cope with any file. Perhaps it happens once every three months when someone foolishly generates a poorly designed file—like an Adobe Illustrator image with 50,000 paths,” explains Porter. “Thus, **DALIM TWIST** also allows our people to worry less about exporting PDF files so they can concentrate on designing. It takes all file types it creates and pushes them out to the OMG and the correct production servers based on the XML data that OMG gives **DALIM TWIST**.”

“When we took over a financial services account they would create a lot of versions of a file every time a PDF file was created—a low resolution viewing/approval file, a high resolution file, a file with watermarks and one with crop marks—each with a different purpose. Instead of letting the designer get it wrong, they can now export the file once, and **DALIM TWIST** will make and place all the versions in the right place, ready for approval and release,” comments Porter. “Once the client approves the file, we can send it out in hours rather than in days. **With tens of thousands of jobs, we're taking out human error from every one of them.**”

Checking the page size is critical. OLIVER has a global media database in its system that can easily refer to magazine page sizes for correctness. The system also knows that the financial service 8-page brochures always fold to 8 1/2" x 11". Their airline client creates in-flight brochures that are always slightly smaller. **DALIM TWIST** checks all of these based on the XML request.

Since the end of 2016, Porter has installed four systems. All of OLIVER's offices are interconnected. With **DALIM TWIST**'s web interface, people can work from home. They can send files via a VPN to a hot folder to the correct **DALIM TWIST** server. “I have a lot more experience than the typical user. That doesn't mean that the people at **DALIM SOFTWARE** are not help-



“...I love **DALIM TWIST** because it gives us repeatable, predictable results”

ful,” admits Porter. “Sometimes I might be stuck. They might find something as easy as something wrong on one of the workflow branches.”

For the agency's Canadian-based insurance and financial services client, they are creating brochures, leaflets, and other collateral. “**We were able to make the production team much more efficient and saved them a lot of money.** Speed to market is much faster,” remarks Porter. “**We're able to create five PDF files from one InDesign document.**” Their production people were each involved with 350 projects a month, which could contain up to ten pieces of collateral or ads. It allows them to allocate more designers for more creative and upstream creative services. The agency has taken away variability and replaced it with repeatability.





“Now, we’re rolling out a proof of concept for **DALIM ES** for photoshoots. Because I am not quite as experienced with it, **DALIM SOFTWARE** is helping with the implementation,” says Porter. “We will use **DALIM ES** to complement our client-facing system, but for in-house production. **It will manage the review and approval of images that are taken and processed through Adobe Photoshop.** Once an image is ingested and selected, the retouching group will upload them. After they do their work, the files are sent for approval, again. If we get it right, it will transform the way we work with photo shoots, which can be very manual and time consuming.

“On our Ecomm Workflows we need to create many different-sized final versions of a Photoshop file. We

are, again, creating this using an ‘export once create many’ methodology,” states Porter. “Basically, our users export different image sizes and formats. We just export the one and let **DALIM TWIST** do all the hard work. All the workflows and processes are intertwined with our core platform, OMG.

**“DALIM SOFTWARE** has a very solid background with an exceptional pedigree. I love **DALIM TWIST** because it gives us repeatable, predictable results. Quality comes from predictable repeatability,” wraps up Porter. “We do not have as many problems as before. It eliminates them in minutes. **DALIM TWIST’s** ROI is almost unmeasurable because it saves us from the human errors that will always occur when you use manual processes.” ■



# Ellerhold AG

Willingness to experiment, coupled with standardized processes

THEMAGAZINE 25









The name Ellerhold is inextricably linked to the billboard posters, but three decades were enough for the company to establish itself in other market segments, as well. In 1987, in Zirndorf near Nuremberg, Frank Ellerhold founded a printing company that used web screen printing to produce large format posters. From its beginnings as a regional poster printer, the company group has grown to about 580 employees at six locations (Radebeul, Zirndorf, Witten, Wismar, Glücksburg and Berlin). The history of the company, which has been operating as a publicly held corporation since 2005, is strongly shaped by the company's founder's willingness to experiment. For him, new technologies were always an incentive to recognize advantages, and to use them for the interest of its customers. One example was digital printing, which was introduced in Zirndorf in 1993.

### Posters, packaging and labels

On the way to today's reputation, there were many decisions that significantly influenced the company's success. This included, for example, the establishment of the Radebeul production site in 1999—today the headquarters of the corporation. A pioneering achievement was the development of the so-called billboard poster factory. Instead of stacking the individual parts of the posters directly on pallets, Ellerhold began in 2003 to cut, fold and collate them after printing, so that they are delivered perfectly prepared for affixing onto billboards.

To increase production capacity, in 2004 the company installed the world's largest format offset press—the first Rapida 205 from Koenig & Bauer. A very slightly smaller Rapida 185 is also used in Zirndorf. In order to reduce its significant dependence on poster production, the company also established product areas focusing on displays and packaging. Above all, it adopted the advantages of large-format offset printing. With its entry into the label business, the company is spread over even more segments.

But how do large format posters and labels fit together? Labels have the same brand appearance as posters, but in mini format. This definition may be a bit unique, but in Ellerhold's case it is a recipe for success. Originally, posters in their various shapes and formats were the company's focus. Today packaging, displays and, above all, labels represent an ever-increasing portion of the group's product mix.



### Specially designed digital printers

As far as the willingness to experiment, the company always discovers new innovations for the poster industry. This is how Ellerhold, as a digital printing pioneer, constructs and builds his own digital printing machines for the production of almost nine square-meter posters in the format of approximately 3.6 by 2.5 meters. With Eigenbau, a unique machine technology brand (founded by Ellerhold Maschinenfabrik GmbH in Radebeul) the company is equally built for large campaigns, quick jobs, and personalization. All locations where posters are produced are equipped with two „Mega-Light-Maker MLM 2600 NG“ machines.

That is also a result of well-thought-out logic: First, it offers the security of greater production as a backup, even during peak loads. Second, Ellerhold prints all nationwide poster campaigns at four production sites, regardless of the print run. The posters are made in





the region where they are posted. Above all, this offers ecological advantages.

“Our aim is to meet an ever narrower budget with flexible and sustainable production. We achieve this by making the best quality production available using automated and optimized process controls,” explains Benjamin Mally, Prepress Manager at Ellerhold in Zirndorf.

### Print-on-demand for poster production

In addition to the one-piece and 4/4-color printing of the Mega-Light printers, the MLM 2600 NG provides the posters with inline reinforcement and perforation all around the pieces. Alternatively, a classic 18/1 large-format poster can be printed directly on the machine, and cut. Depending on requirements, the machine produces ready-to-display 18/1 posters,

stretch posters, 8/1 stretch column posters or Mega-Light posters (CLB) from a lot size of one, all the way up to large campaigns.

Advertisers appreciate the advantages of the one-piece and 4/4 color Mega-Light posters from Ellerhold: thanks to the 4/4 colors—the reverse printing—they retain their color and radiance even in the illuminated showcases at night. In addition, the artwork, when backlit, is not visually destroyed by unsightly adhesive edges, as with four-piece posters.

Since there is no need to glue the sheets of paper together, production times are shorter, cheaper and more flexible. The MLM\_2600\_NG prints a complete poster in about two minutes, is assembled inline—and waste is history. Poster campaigns can be implemented or changed at short notice and with variable content.

## Demanding and automated production

This long digression into poster production was necessary to be able to correctly explain the demanding tasks that DALIM TWIST performs at Ellerhold. After all, the CtP systems have to be fed with all image data and control elements for offset printing and the enormous amounts of data have to be made available for digital printing. „In the future we will probably only use our digital printing machines for poster printing,“ Benjamin Mally says, convincingly. A uniform machine facility would lead to even more efficient processes.

But, he is already quite satisfied with the work processes. With **DALIM TWIST**, the production automation module from **DALIM ES**, Ellerhold makes use of the high throughput, reliability, flexibility and automation software tools in its demanding production environment. The possibility for an almost unlimited number of workflows, the modular scope of functions, and the automation of recurring tasks such as preflighting, file optimization, file conversion, color management, image transformation and trapping (just to name a few)—are all characteristics that provide more efficiency.

## Workflows for digital and offset printing

After all, the software requirements are not trivial—which you would not suspect with posters, at first glance. The preflight check is an essential element, but is largely comparable with other preflights. „In the meantime, PDFs have been delivered by agencies and via our Web shop,“ explains Mally. „We have to check if the format is correct, the fonts are embedded, the color profile is correct, the resolution is sufficient, which format the file is created, and if it can be enlarged.“

If all these criteria are met, the file is prepared for production. **DALIM TWIST** provides self-configured workflows for processing the respective jobs. „We have defined about 15-20 different workflows for digital printing (MLM\_2600\_NG, HP Scitex, Durst Rho etc.) and large-format offset printing for each location. These are based on the format of the posters and the application. When printing Mega-Lights on our own digital printing press, for example, we do not need divided pieces, but with multi-part formats in offset printing, the poster pieces are imposed and labeled according to a special scheme,“ explains Benjamin







Benjamin Mally, Prepress Manager at Ellerhold

Mally. “There may be other process loops within these workflows. If a proof is required, or trapping is necessary in which overlaps are required, we have to create an additional file for the reverse counterprint—and much more.” This way, each poster variant has its own peculiarities. At Ellerhold there are at least 20 of them—from classic posters for outdoor advertising in different formats, backlit posters, hollow chamber posters, indoor posters and much more—digitally or in offset.

### Extremely short lead times

With the Rapida 185 Jumbo and its sheet format of 1,300 x 1,850 mm, City-Light, Mega-Light, 18/1 and small formats can all be covered in poster production. The large format reduces the number of parts of a poster. Larger posters, such as the typical 18/1 poster, are produced on the Rapida 185 in just four sheet parts. However, after offset printing, further processing of the poster parts, and sometimes manual work, is necessary.

„We constantly question the processes in order to optimize them,” says Benjamin Mally. “For this reason,

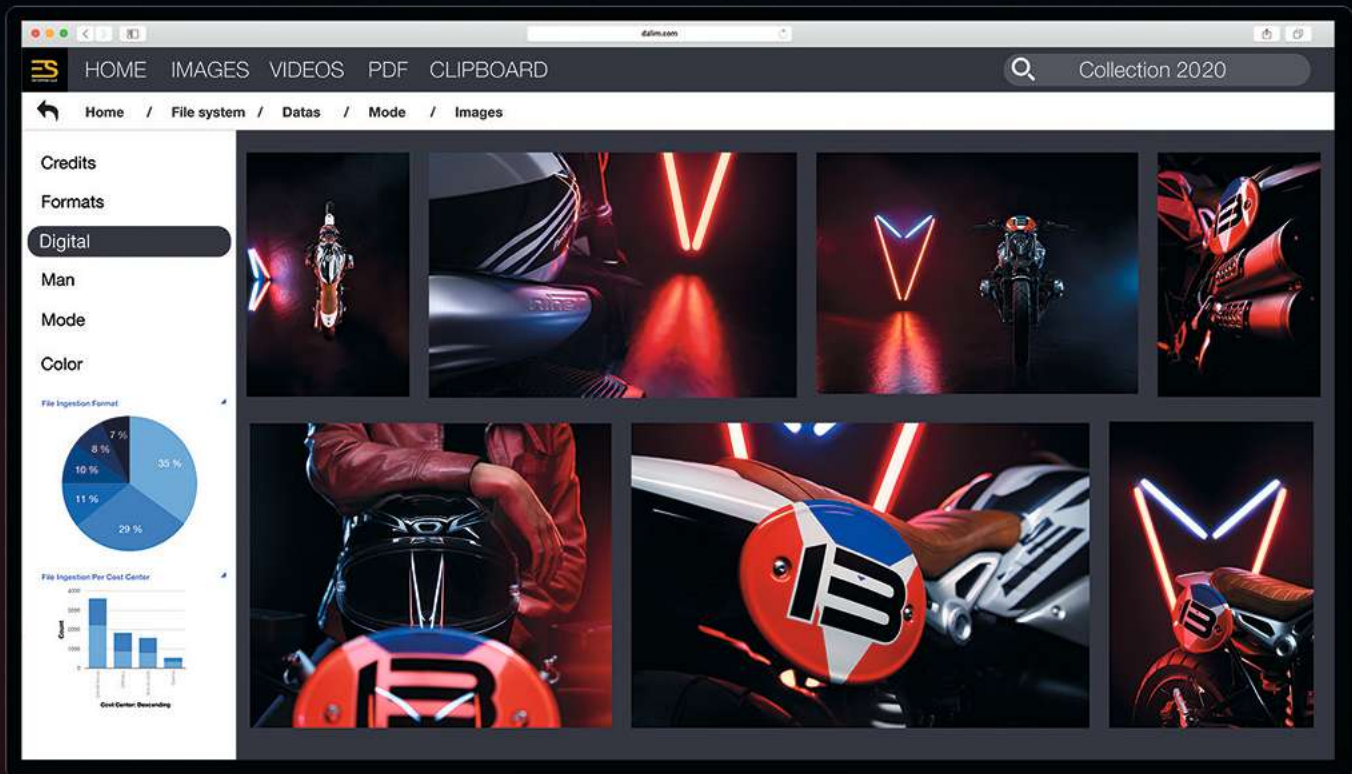
we have been using tools from **DALIM SOFTWARE** since 2002. Back then, the solution was the only one with which had a labeling tool at hand. With it we could individually mark the imposed sheet parts in the way we wanted. We automated this with **DALIM TWIST** so much that it has eliminated our manual involvement.”

Of course, Ellerhold also uses the other software tools that have been added since then. After all, not only have print runs become smaller, which has resulted in an increase in orders, but also the time windows have become shorter and shorter. In addition, because of this Ellerhold also produces print-on-demand. “We always work with what we call the same ‘mother file’. This is created in the location where the job was received, and made available to the three other locations for poster production. The whole thing is supported and controlled by SQL-based databases in Radebeul. All locations work with the same, standardized processes. This makes production at the various locations safe,” explains Benjamin Mally. And he also reveals something about the company’s philosophy: “Our goal is to print for as many customers as possible; not just for a few large customers with very sizeable print runs. This requires a lot of flexibility on our part. So, of course, we are pleased that with the help of **DALIM SOFTWARE**, we have extremely short throughput times.” ■



# DALIM ES

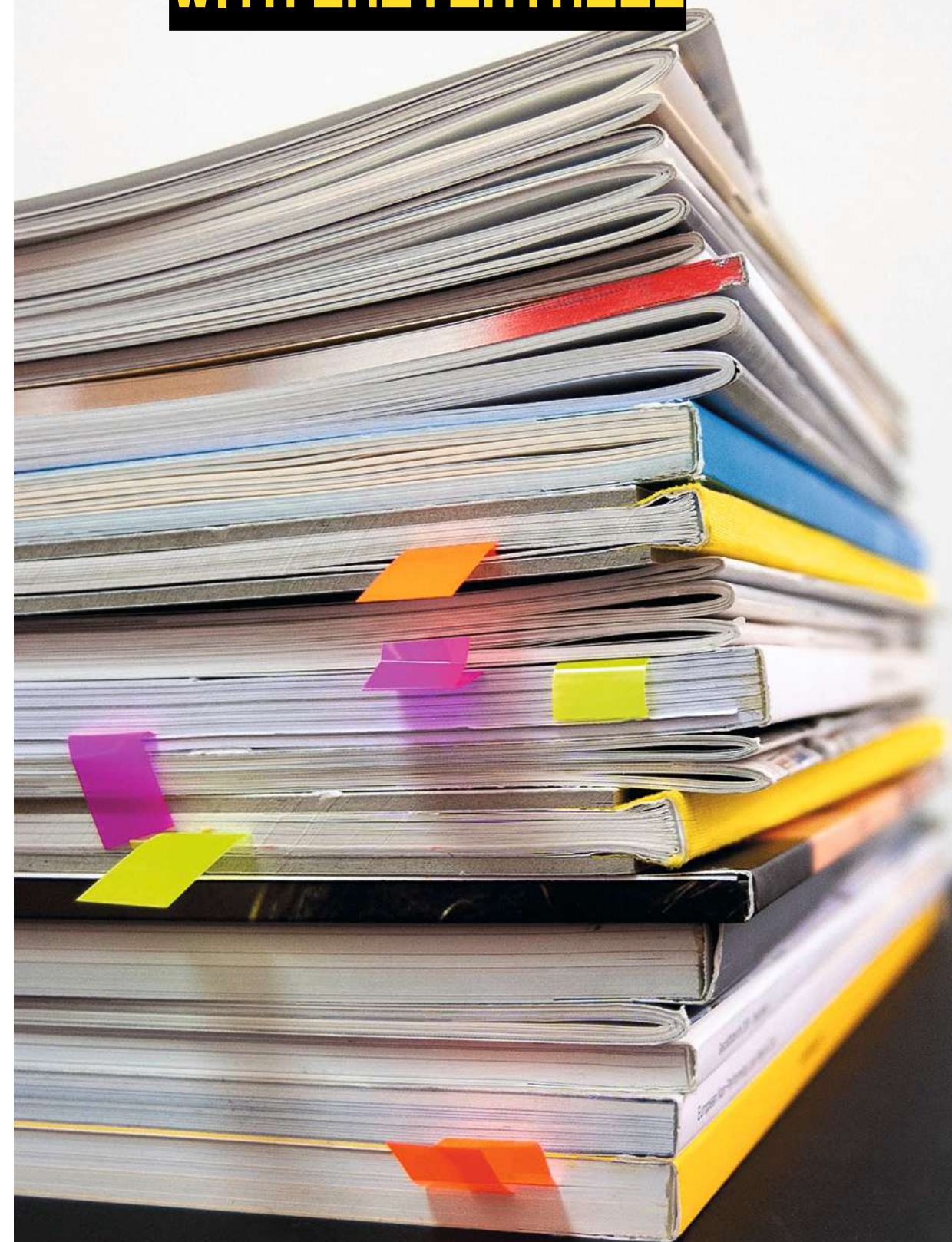
## Next generation content production

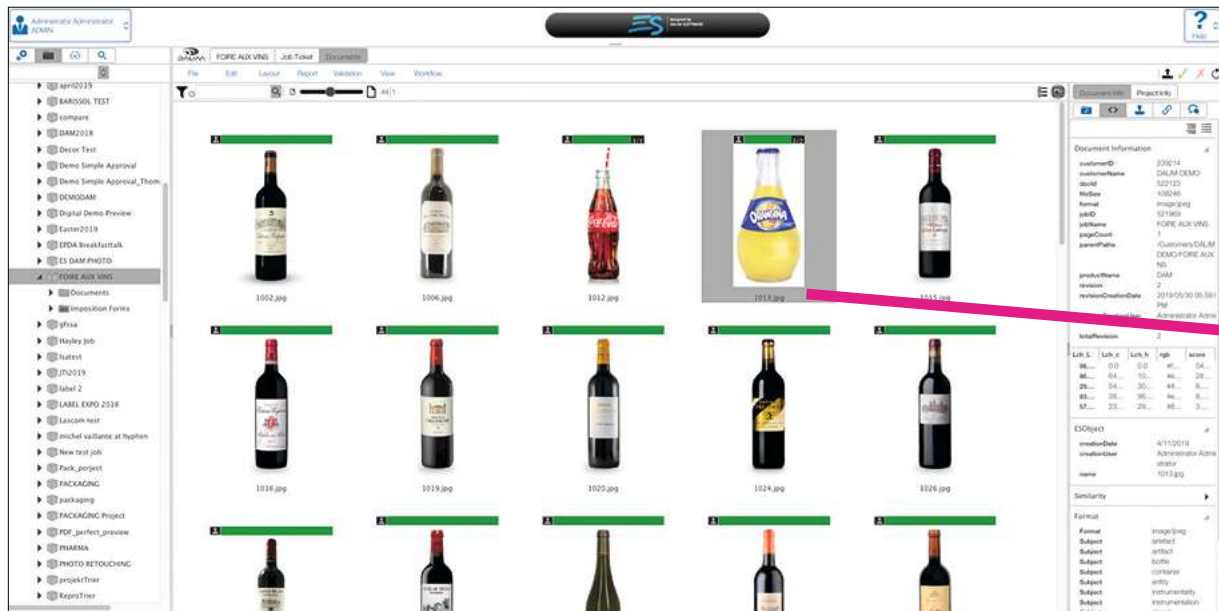


Learn more [es6@dalim.com](mailto:es6@dalim.com)



**PRODUCING MULTIPLE VARIATIONS OF  
PRINT PROJECTS EASILY IN DALIM ES  
WITH EASYCATALOG**





DALIM ES files

Imagine this: You need to update a few data sheets that are localized for different countries. Each one looks pretty much the same, but the copy is different. An Adobe® InDesign® template has been created by the design firm, and the brand owner has uploaded a sales document into the **DALIM ES DAM**.

Immediately, and seamlessly, **DALIM ES** makes the changes to all of the documents. All of the text is synchronized. If images were edited, the new ones replace the old ones. Almost instantaneously, everything has been updated.

Now, approvals are needed. **DALIM ES** automatically sends email messages to those who must approve the data sheets. Someone says, "It looks good, but I wish the new logo was bigger." The agency is notified by **DALIM ES**, a designer resizes the logo—and any copy blocks, if the logo is hiding some of the text—in InDesign®, and the file is automatically uploaded to **DALIM ES**.

Without any manual intervention, **DALIM ES** takes the new InDesign® file, repopulates everything with the correct content, and sends the files out for review again. This time, to make sure everything has been

done correctly, the brand manager is able to use the **DALIM ES Compare** feature, to see what has been changed. Everyone is happy, the design has been approved, and now the project is released to the next step in **DALIM ES**—perhaps producing the necessary print-ready PDF files, and delivering them to the printer.

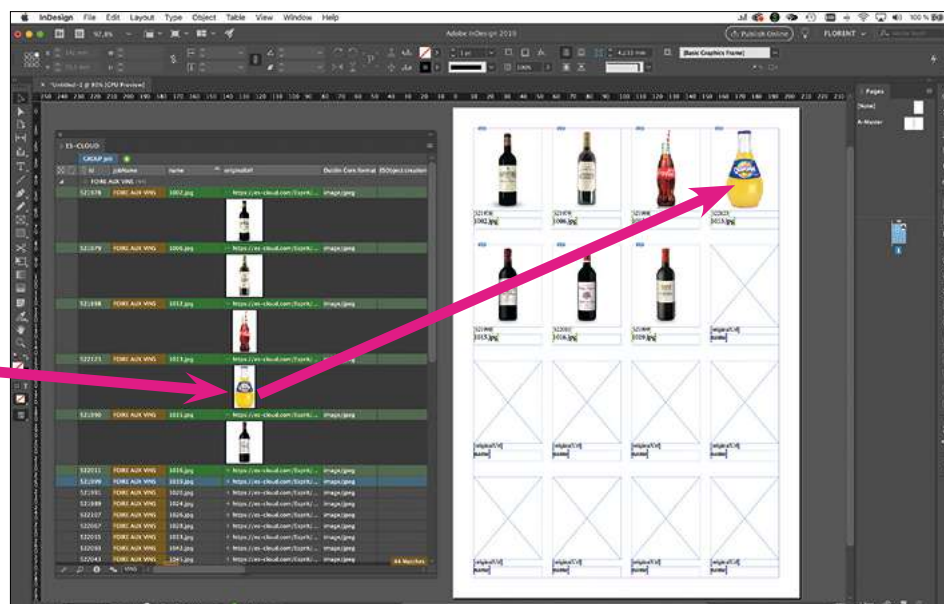
If data changes, **DALIM ES** can drive the automatic revision of documents. Based on simple Excel files, or on a direct connection to data silos like a PIM, server-side catalog generation allows the output of on-demand editable files, using an InDesign® 'robot' that will generate packaging materials, catalog pages or spreads, or even full libraries of datasheets. The brand gets any outdated datasheets updated with much less effort.

It's all possible with **DALIM ES** and EasyCatalog, one of the best third-party tools to automate page production for Adobe® InDesign®, created by UK-based 65bit.

### COMBINING DESIGN WITH AUTOMATED DATA VARIATIONS

International companies want the best design, wherever the brand touches the user. Throughout the world, designers are relied upon to add their creative and





InDesign and EasyCatalog plug-in

influential touches. In the printed world, this is usually accompanied with manually adjusted production, where designers must make sure that the correct text and images are in place.

When a brand owner needs to produce marketing materials in multiple languages for a variety of target countries, all these versions need a lot of human 'man-hours' to be deployed. For example, with perhaps thousands of packaging designs of different sizes, shapes, and variants that need to be updated to any new brand design—or copy—quickly, the workload is massive.

To face the challenge to be both creative and efficient, creative agencies often build partnerships with their clients, with a workflow-based approach to the process, utilizing a data-oriented strategy. The agency can also connect an up-to-date, approved photo with the most recent text, like new product descriptions, prices or translations, to generate effective marketing—and correct to regulation—materials. Data-publishing resources have utilized marketing production tools to handle the workload of languages, prices or country variants.

This is where the combination of **DALIM ES** and EasyCatalog shines.

### **EASYPUBLISHING: CREATING A MAP BETWEEN INDESIGN DOCUMENTS AND ASSETS IN DALIM ES**

EasyCatalog can manage and map the content between the **DALIM ES DAM**, or any type of source (database, xml, spreadsheet, text file, etc.) and an InDesign® layout. EasyCatalog can dramatically accelerate document make-up time, and ensure they remain error free. It is able to automatically create multiple versions of the same packaging by looking for differences in the source data. In doing so, it provides a more advanced option than the data merge feature within InDesign®. The image blocks can accommodate JPG, TIFF or PSD images, as well as PDF or InDesign® documents. EasyCatalog can even allow the import of snippets.

Used by most big agencies, this Swiss-army knife data-publishing tool can increase production of collateral and packaging projects by 80%, without any increase of staff. EasyCatalog is appreciated because it is scalable and makes data-publishing easy to handle by a designer, without any programming knowledge. It is remarkably easy to create professional templates.

## THE DALIM ES DAM IN ADOBE INDESIGN: THE EASYCATALOG CONNECTOR

In 2019, the **DALIM ES** EasyCatalog Connector— included in the “Enterprise” version of EasyCatalog —was launched. This new **DALIM ES** data source allows operators to access **DALIM ES** asset metadata directly into InDesign®. Users manage and combine content and design by editing and maintaining text from outside InDesign®, directly linking to a text object. With a user-friendly check in/check-out feature, operators can quickly and easily integrate approved assets into new projects. It dramatically accelerates page make-up time. Within InDesign®, users can benefit from conditional text, threads, paragraph backgrounds and a variety of styles—much more than from Adobe® Illustrator®, and with greater performance and ROI.

With EasyCatalog, you can also edit and maintain text outside of InDesign® by linking the text to **DALIM ES**. Thus, **DALIM ES** becomes the data source for EasyCatalog to streamline the text flow in InDesign®. A designer can lay out any type of custom metadata—for example, translations, localized descriptions, variable, dynamic product information and more. All the information helps to manage a packaging/collateral project. EasyCatalog creates the link with the **DALIM ES** database to directly link to the block of copy text.

For example, as soon an asset is tagged with the product SKU, an Excel price list can generate InDesign® documents to create a page reflecting up-to-date pricing. The pages can be reworked in InDesign® when needed. Updates to documents can be run in case of short-term changes to data or information (for example, ingredient changes). Last-minute corrections are no longer a nightmare and designers can allocate more time for creativity.

### APPLICATIONS IN PACKAGING

Variable texts in packaging are a big challenge, which make InDesign® a major tool in the packaging design process. InDesign® is the best tool for typography, and its text blocks can adapt to variable text volume and font. That allows InDesign®-based packaging templates to be very powerful for automatic variants like ingredients, by keeping the ability to manually make-up the design in native InDesign® format. Data-publishing is also pertinent with InDesign® because it splits graphical (creative) and text (legal) elements. In a context where every package has to handle multiple languages and symbols, every text variant can be kept connected to its personal translator.

### AN EFFECTIVE COMBINATION

The advantages of **DALIM ES** and EasyCatalog are clear. Data can be imported quickly and efficiently from a variety of data files within the **DALIM ES DAM**. The time-consuming process of manually entering data is eliminated. Errors are minimized as the information comes directly from the data source, without having to be re-entered. As part of the workflow, EasyCatalog can highlight any fields that do not match the original data. It can either automatically correct errors or just leave them highlighted, so that people can review and correct them in the document, manually. And, users have the advantage of combining the **DALIM ES** approval process to immediately send out files for review and approval.

Today's global marketing challenges include too many personalized pieces of collateral and packaging—whether due to geography, demographics, product variants or regulations. **DALIM ES** and EasyCatalog can help.

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