

Workflow Step 2:

Design/Page Production/ Preflighting/PDF Creation



2008 Gravure Premedia Conference
Naples, Florida – January 14-16, 2008

Your Panelists

- Moderator:
 - **James Lockman**, Adobe Systems
- Panelists:
 - **Jason Sawtelle**, Sales Manager, Quad/Graphics, Inc.
 - **Doug Bell**, Creative Process Specialist, Hallmark Cards, Inc.
 - **John Costa**, Senior Director of Business Development, Quebecor World, Inc.



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Workflow Challenges

- Design
 - Often out of your hands...
 - Communicating production requirements to designers
 - Content and asset management



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Workflow Challenges

- Page Production
 - Automation candidate
 - Content and asset management
 - Database driven page creation
 - Content repurposing



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Workflow Challenges

- Preflighting
 - Manual or robotic?
 - Push preflight onto customer's desktops
 - Prefer native files or PDF?



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Workflow Challenges

- PDF Creation
 - By customer or by your prepress staff?
 - PDF/X standard
 - Propagate PDF Profiles
 - Distiller VS Export
 - Adobe vs Quark direct export
 - As part of automated page production



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Workflow Successes

Your panelists tell about particular successes they have had in Workflow Step 2

- Jason Sawtelle
- Doug Bell
- John Costa



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Success and Challenges

Doug Bell, Creative Process Specialist,
Hallmark Cards, Inc.

• Successes

- 100% digital deliverable.
- A simplified deliverable.
- Still flexible for hard target or monitor target workflow.
- A consistent deliverable.

• Challenges

- Some users wanting to maintain hard copies in house for comfort.
- Setting up process control with vendors.
- Overcoming the obstacle of change.



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Success and Challenges

Jason Sawtelle, Sales Manager,
Quad Graphics, Inc.

Content Management/Database publishing

- **Business Challenges**

- Demand for increased page production without increasing staff
- Need to reduce planning to production time for better market read
- Growing need for accurate on-the fly content repurposing (catalog, web, VDP)

- **Obstacles**

- No copy database/ no links to Application files.
- Disparate data sources
- Disconnect between merchandising and creative/production

- **Successes**

- Client A: Staff of 15. Used to produce 1,900 pgs/yr. Now produces 3,900 pgs/year
- Client B: Increased page throughput by 25%. Also cut 2 weeks out of their internal catalog process (cross 30 catalogs/year)

- **System analysis Challenges**

- Where is the ROI
- How big or small (cross-departmentally speaking) is appropriate ?
- Implementation roll-out; segmented or all at once ?



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Success and Challenges

John Costa, Senior Director Business Development,
Quebecor World, Inc.

- **Successes - PMC2**
 - WIP asset management
 - Task Management
 - Email alerts
 - Soft proofing - online approval
 - Workflow automation
 - Flat planning
 - RIP / Preflight / Approve / Ship
 - Archival asset management
- **Challenges for Comics**
 - International artist base
 - Template driven
 - Simultaneous language production
 - Simultaneous color / text production
 - Automated naming
 - Automated art / copy merge
 - Paperless approval
 - ERP - enterprise resource management



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Questions for the Panelists

If we don't answer all of your questions today, feel free to talk with us during the conference or e-mail us later.

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- **Doug Bell**
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- **John Costa**
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