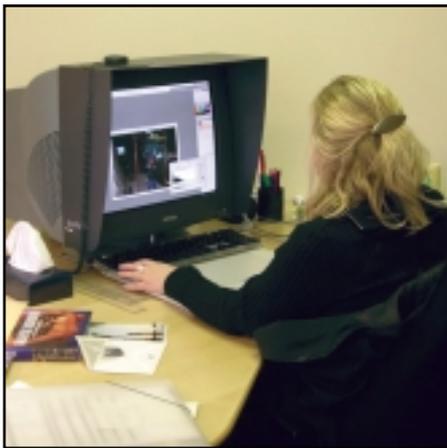


Göteborgstryckeriet were tired of wasting their time:

## We Cleaned Up the Chaos and Generated New Business

*In a declining market Göteborgstryckeriet have developed a successful business model. Their customers have an easy-access portal on the web. Northmann deliver the key software behind the success.*

By Anette Schulin-Zeuthen



Stockholm 2003. An estate agent sits in front of her computer. She elaborates on an advertisement promoting properties for sale within her region. She downloads a range of pictures of houses with accompanying descriptions and adds additional information into templates. She arranges the size and position of the pictures, text headers, logos etc. When satisfied with the layout she pushes the button and mails the file to Göteborgstryckeriet. At the printing house some additional corrections are made according to the approved branding principles. The file is then forwarded to the local newspaper and grabbed by a fully digital printing workflow. A full-page advertisement is born.

The above situation has been a vision for printers and publishers for a long time. But only recently turned into reality. At Göteborgstryckeriet, Technical Director, Mr. Anders Nyström, puts it this way: "We have been on our way with this since the early 90's. Now we have everything we dreamt of". But Mr. Nyström and his colleagues at Göteborgstryckeriet did not craft this solution from any theory book or manual. They struggled their way through chaotic every-day problems and defined exactly what they needed. Northmann provided a system matching the required functionality.

### **Bogged Down in the Nitty-Gritty.**

In 1996 Volvo asked Göteborgstryckeriet to produce memorandum books for their worldwide organisation.

The job caused high pressure within the organisation; since it included the production of 250 books per day, adapted for 27 languages, including various data, pictures etc.

Maria Iversén, Project Manager, explains: "Imagine, what complete confusion it was. We had all these pictures and text pieces on the fax from England, USA etc. And everything had to be correct. After that experience, we had just had enough! That was when we started looking for some viable solutions."

### **Inventing a New Marketing and Production Portal**

After the backbreaking beginning Göteborgstryckeriet made their preferences clear and started developing a web-based portal for communicating with Volvo. Today, Volvo's printed material is specified and adjusted within the framework of a customized portal, the Medicreator®.

Medicreator® is a web or intranet based tool for adapting printed papers and advertisements. Based on the customers specifications of graphic profile and branding principles. Göteborgstryckeriet creates a customized portal, linked to various databases containing text, pictures and other data relevant to the customer. Within the framework of this portal the customer is able to elaborate on his or her own documents and advertisements.



Maria Iversén and Anders Nyström from Göteborgstryckeriet.

Layout, proof reading and final approval are carried out on-line by the customer himself. The produced PDF/EPS file is forwarded automatically to the preferred printing house, newspaper or internal publisher. The service allows simultaneous use by several users. The one thing necessary is a computer with access to the web.

### **There's Money in it**

Maria Iversén, Project Manager, Medicreator, says: "Generally, it is difficult to explain to customers the difference between what we are doing and what a traditional printing house is doing. But when it comes to explaining the expenses they save – then things are self-evident!"

The strength of the business model is based on the systems' ability to integrate with customers existing business systems and to facilitate on-line adaptation of printed material and advertising copies.

The key benefits for both customer and printer are:

- control over marketing spend
- brand protection
- shorter lead times
- reduced administration

Maria Iversén explains: "We have many traditional printing jobs spread over a wide range of segments. This is also where we find the majority of our customers. But returns are definitely high in the new business segment".

### **From a Full Working Day to Half an Hour**

Göteborgstryckeriet inherited one of their biggest customers from a Stockholm based pre-press company who had thrown in the towel. The customer is Förenings Sparbankens Fastighetsbyrå (FSB), a large estate agent who trade around 15,000 Swedish houses annually. An analysis was carried out across target groups to determine what was important to visualise, what was important information etc. That formed the specification and the Medicreator® concept was made to fit those requirements. After one and a half months the system was running. Previously it had taken 8-10 hours to prepare for a full page advertisement. Now it takes Göteborgstryckeriet just half an hour to be ready, and the job can be run at the last minute.

Göteborgstryckeriet has chosen to introduce the portal into FSB, and to run a test on the two most important market areas, Stockholm and Göteborg. Now the system is proven and ready to be distributed to all local estate agencies within FSB: They will now create their own advertisements ready for press.

A key element in the Medicreator® concept is software from Northmann. The software forms a tool that makes it possible to search, download, edit and reproduce pictures in high quality. Not only as a stand alone solution, but as an integrated part of the multimedia workflow and - most importantly – as a service easily accessible on the web.

## Benefits

How does Northmann's software generate benefits? To understand that - one must understand the workflow in a pre-press department. Typically, when a new job arrives at the pre-press department everything is chaos. Previously the pre-press department used to receive a large envelope with loads of scraps - some text, some pictures. Nowadays materials come in via e-mail, FTP, floppy disks, CD-ROM, etc. Sometimes the customer will want the press company to find a job they had sent before.

Much of the confusion and uncertainty surrounding an order concerns whether the colours are correct and consistent. This is an ever increasing problem along with the growing range of application variations available to produce and edit pictures.



Anders Nyström demonstrates the system to William Schulín-Zeuthen, CEO & President, Northmann.

Technical Director, Mr. Anders Nyström explains about Northmann's software: "The task of a pre-press department is to transform chaos into structure. It makes no difference what kind of job it is, it is a matter of getting everything under control and producing the final PDF file. For that purpose this product is certainly fantastic"

External users do also benefit from the system. Customers have on-line access to their pictures or they can order their files on CD via a web browser.

## One Digital Master - Accessible Everywhere

The Northmann software system arranges all repro work in one format: RGB. This enables you to sit comfortably at your desk and work through all stages of the pre-press workflow. The system creates, on-the-fly, the following file formats: CMYK, Tiff, PDF, PowerPoint, PhotoShop Native and offset print jobs. Anders Nyström points out: "Many types of databases allow you to manage the files by means of, for instance, Explorer. But I am not especially interested in that. When I have picked up the relevant material I want to make use of it. That is the very strength of Northmann's system".

## A Matter of Course

When Göteborgstryckeriet started investing in Digital Asset Management databases they expected it to be possible to invoice their customers some of the costs. And in the beginning they actually collected a fee for the use of their databases.

Anders Nyström: "Today it is no longer possible to charge our customers for that. Customers simply expect a company like us to have a database. Within half a year a database has changed from being a service we could bring to the market to being a prerequisite for a modern printing house, and a thing we are forced to have. Customers expect us to store their pictures, and it is up to us to solve the problems we may have in keeping everything in order"

In Anders Nyströms opinion things are moving on very quickly now and much will depend on how web facilities will develop. And customers no longer hand over their pictures without reservation. Now they want specifications on the data environment.

In the long run he wants customers to take responsibility for their own pictures and to create the final PDF-file on their own. He is convinced that he will get customers from a wide scope of market segments. With regards to the ease of use of the system he says "If you are capable of searching a phonebook on the web, you can make use of this system as well".

**Göteborgstryckeriet** is one of the leading printers in Western Sweden founded in 1918. The company is a high tech offset printing house, with its own pre-press and finishing plant. In the stable you will find two Komori's and a Heidelberg SM52. Pre-press and CTP is executed by a Fuji drum scanner and an Agfa Galileo.

The company has 35 staff and an annual turnover of Euro 6.6 million in 2001 and Euro 6.8 million in 2002.

**Northmann A/S** are a Danish based company developing Intelligent Media Management Systems supplying some of the world's leading companies including: LEGO Systems A/S, IKEA, Grey Global Group Nordic, SCA (Liberio, Libresse, Edet and others), GPB (a company in Roto Smeets De Boer Group) etc..

Northmann took over former Digital Zone® A/S in 2002. William Schulín-Zeuthen is the President and CEO of Northmann.

Our philosophy centres on delivering intelligent and simple to use solutions that clearly and consistently demonstrate return on investment for our customers. We aim at rationalizing workflows and securing quality irrespective of the media involved.

In our team we have some of the best engineers in Denmark. Combined with a very experienced and internationally founded management with a long, successful track record within the IT, Software, Content and Graphic Art Industries.

[www.goteborgstryckeriet.se](http://www.goteborgstryckeriet.se)

[www.northmann.com](http://www.northmann.com)