schlütersche
Verlagsgesellschaft mbH & Co. KG

WOODWING

Challenges:

- The workflows in book publishing are very image-driven.
- Existing images often are lost and purchased again.

Solutions:

- WoodWing Enterprise
- WoodWing Elvis DAM

Benefits:

- IT managers enjoy full flexibility with support for Mac, Windows, and Linux plus distributed storage
- High user acceptance thanks to tremendous ease-of-use

Schlütersche Verlagsgesellschaft

The German media company is a long-term user of WoodWing's multi-channel publishing system Enterprise to create magazines, books and more. In the image-intensive book division, the company now also uses WoodWing's digital asset management system Elvis DAM in order to reduce costs and significantly improve efficiency.

The customer at a glance

- Founded in 1747, the Schlütersche Verlagsgesellschaft based in Hannover (Germany) is a medium-sized media service.

- The modern media house provides small and medium-sized companies with professional cross-media marketing solutions.

- The company produces trade publications in print and online about topics such as trade, business, industrial, automotive, veterinary medicine, nursing and health.

- In addition, the publisher creates a variety of books in particular about health and care, veterinary medicine, as well as about other topics such as job and career, parents and child, psychology and life advice, information and knowledge through its brand humboldt.

DR. MED. HEIKE BUESS-KOVÁCS · BIRGIT KALTENTHALER

Gicht im Griff
in 10 Wochen
Das Selbsthilfeprogramm für Betroffene

Viele leckere Rezepte: Purinarme Tagespläne selbst zusammenstellen

schlütersche

In a combined environment of WoodWing Enterprise and WoodWing Elvis DAM, the Schlütersche Verlagsgesellschaft creates a wide range of books on various topics.

schlütersche
Verlagsgesellschaft mbH & Co. KG

WOODWING

> "
> *With Elvis DAM we were able to reduce re-purchases of lost images significantly. In addition, we save many work hours for image retrieval and complex data transfers.*
> "

Klaus Kraus,
Publishing Director,
Schlütersche
Verlagsgesellschaft

Project

- Implementation of a powerful digital asset management system that can be used together with WoodWing's Enterprise publishing system.
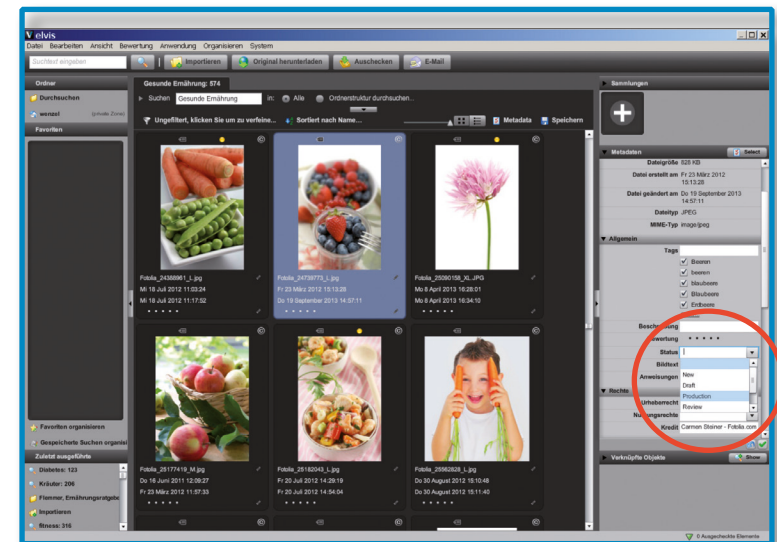
Goals

- Increase the efficiency of the very image-intensive workflows in book production – for each book the team has to handle up to 500 images.

- The system must be able to seamlessly cooperate with WoodWing's publishing system Enterprise.

- Writers and photographers send their images on CD/DVD or upload them to the FTP server.

- Reduce the number of lost images, and optimize handling of duplicates by leveraging the systems metadata options and category features.

- The system should also run on Linux.

Evaluation

- After a comprehensive presentation by WoodWing partner CORE-LAB, Hannover (Germany), the Schlütersche Verlagsgesell-schaft selected Elvis DAM.

Implementation

- The implementation of Elvis DAM ran smooth-ly and was completed in just a few days.

In WoodWing Elvis DAM, the team of the Schlütersche Verlagsgesellschaft can also specify the status of the images.

schlütersche
Verlagsgesellschaft mbH & Co. KG

"

Initially the team only thought about a simple image archive. The editors and designers now recognize more and more the potential of the integration of Enterprise and Elvis DAM and explore the possibilities.
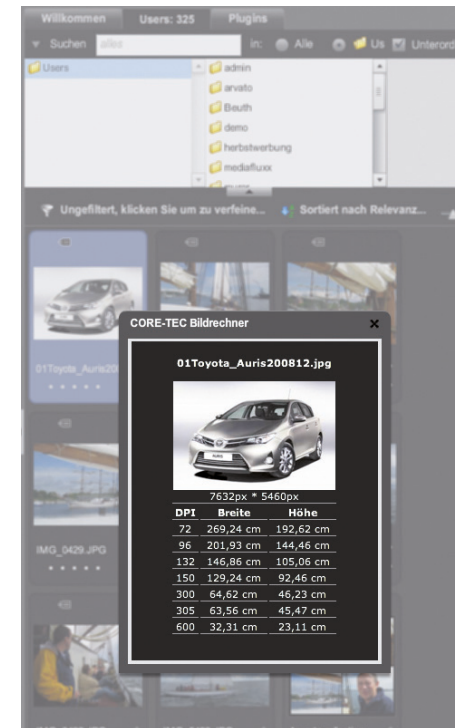
"

Mirco Albusberger,
CIO at CORE-LAB

- CORE-LAB has developed a plug-in for Elvis DAM, calculating the possible size of the images depending on the resolution already when importing the image. Thus, the prepress and production departments can quickly see whether the image meets the requirements.

Results

- Management, quality assurance and pre-selection of images for book projects is done directly in Elvis DAM.

- The images are grouped into collections when needed and exported for transfer to WoodWing Enterprise.

- The images can be used across departments and the copyrights are clearly defined in the metadata.

- In the era before Elvis DAM, images often went lost and the team had to re-purchase them. These multiple purchases have been reduced significantly.

- Images that are used in multiple titles and thus are duplicates can easily be found and fixed.

- In addition to direct cost savings many hours spent researching and transferring images can be saved.

Future plans

- Archiving of completed book projects in Elvis DAM

Developed by the CORE-LAB, the Image Calculator quickly informs about the quality of the images.

The Partner

CORE-LAB, a subsidiary of Swiss-based A&F Computer Systeme AG, has been working for many years on the optimization of production processes in agencies, publishers, printers as well as marketing and advertising departments. The core competencies of the long-term WoodWing partner include the analysis and optimization of existing production processes, identifying potential alternatives for more effective workflows and their implementation together with clients. In addition, CORE-LAB has established itself as a reliable system and support partner. The company is based in Hannover (Germany) and operates an office in Stuttgart (Germany). More information can be found at www.core-lab.de.

WoodWing Europe

Zaandam, The Netherlands
info@woodwing.com

WoodWing The Americas

Detroit, Michigan, USA
usa@woodwing.com

WoodWing Asia Pacific

Kuala Lumpur, Malaysia
asiapacific@woodwing.com

About WoodWing

WoodWing Software develops and markets a premier, cost-efficient multi-channel publishing system, Enterprise, and the next generation digital asset management system, Elvis DAM. WoodWing's solutions are aimed at magazine, newspaper and book publishers, corporate publishers, agencies and marketing departments to reach their goals for quality, economy and time-to-market.

WoodWing's publishing system Enterprise – including the editorial management application Content Station – coordinates and streamlines the process of creating, managing and publishing static, dynamic and interactive content for all media channels – print, Web, social, smart phones and tablets. Elvis DAM enables users to securely store and efficiently manage the increasing collection of rich-media files.

WoodWing Software, founded in the year 2000, has its headquarters in Zaandam, The Netherlands, and has regional sales offices in Europe, the Americas and Asia Pacific. Customers are served locally by over 90 selected partners in more than 100 countries. WoodWing's long-standing relationship with Adobe as a Technology Partner and its close cooperation with a large number of other technology vendors worldwide, confirm WoodWing's position as one of the leading suppliers of publishing software. WoodWing is a privately owned company, with all founders actively engaged. More information can be found at www.woodwing.com.

www.woodwing.com