Less Time, Less Effort, More Productivity!

Do you have an integrated publishing platform for your catalogs, magalogs, price books and other publishing projects?

Think about it

Before you answer, think about what it takes for you to create your publishing projects. Can you easily collaborate to add new content, update content, and manage publishing projects targeted to multiple output channels? If you are experiencing any of these challenges, there is an answer!

Solution

It is a suite of products designed to help you take control of your content with less time and effort than you are exerting today. If it sounds too good to be true, here is the story.

You may be experiencing

✔ **Endless steps**
Too many steps and touchpoints needed to get from your design concept to the finished product.

✔ **Copy & Paste**
Copy and paste to add and update images, pricing, and editorial content.

✔ **Loop Cycles**
Too many loops through the process because a price was incorrect, or the wrong version of a product image is in the proof.

✔ **Deadlines**
Missed deadlines because there are not enough hours in the day to build the variable components for the creative.

✔ **A/B Testing**
Lack of A/B testing because no one has the time to build the alternative versions.

The Current State of Publishing

Most publishers and the design agencies that support them have evolved their production into a series of monolithic publishing processes that were never designed to support the constant changes and omnichannel output needs of the modern content producer. Static content is designed on one platform. Variable content for personalization and A/B testing projects may be developed on the same platform or an entirely different platform, and the variable sources may be stored in multiple locations. Images may reside in a diverse set of content and Digital Asset Management libraries, while data used for pricing and specifications may reside in databases controlled by product owners.

During most publishing projects content may change during development. For catalogs and pricing books it may be the pricing data, product images, product descriptions and other details. Magazines, product and sales collateral have other types of content that change to create personalized or regionalized editions. In all cases, change leads to a set of update loops that add risk in every iteration. At every manual update touchpoint there is chance that someone will make a mistake or miss a change, leading to yet another loop. Wouldn't you like to reduce the iterations to zero?

In most organizations, because the images and content are tightly coupled to the design template, every one of those on-going changes not only introduces the opportunity for mistakes, they also take time. Think about how much time it takes when there is a price update, or a product image requires a change. How many people are involved? How many tools are used? How many approval loops are required? And, if you are managing multiple language versions the potential for error grows. Did every language version get updated correctly? Was every change proofread?

Now think about how many times these types of changes happen on a typical catalog, price book, directory or instruction guide. For every change there is opportunity for mistakes and the time required to complete, proof, and approve. And, those processes frequently kick off a new set of changes. No matter how good the team is, how diligent the designers are, and how precise the proofreaders are, there will be multiple iterations that cost hours of time.

These same challenges apply to other content in the supply chain, too! Everything from labels to packaging, especially in today's short-run, personalized world, experience the same challenges!

It Can Be Better!

Development of new projects takes time, as do the iterations to update them. Bottlenecks and iterations happen because the design, content and updating are often so tightly tied to a project file that an update to one element changes another. Imagine a process that reduces that process time by as much as half and iterations to nearly zero!

The emerging best practice in publishing (and most other print segments) is to separate the design from the systems that inform the content so that updates can be made in a snap using data from almost any business system. The result is publishing automation that eliminates physical touchpoints and frees team members to concentrate on the design process. In the best implementations an automated publishing environment enables comprehensive operational dashboards so that everyone knows the status of every project but can also open the door to a regular A/B testing program for marketing projects.

The path to automation that saves time and money begins with understanding how your projects flow today. Ask yourself the following questions:

- How many people touch every project?
- Does every publishing project have a single owner or multiple owners?
- Is this a single language project, or will multiple languages be supported?
- Will there be one version or multiple versions (segments, regions, countries)?
- How many output channels are you supporting today?
- Where does the data originate that is used to inform the development of the catalog, pricing book, or other type of project that includes data that may change?
- How many approval loops do your average projects experience?
- How many tools are involved in bringing a concept from design to delivery?

These answers should lead you to your biggest pain points. Resolving those pain points will save you money and reduce the time needed to complete projects. Here is how it works!

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The Seamless Publishing Environment Looks Like This

The essential elements of catalog, price book, and directory publishing are a design template and data. It is true data-driven publishing, which is the infrastructure for personalization. The same can be said for many other types of publishing, too. The goal is to separate the design elements from the data elements so the data can be updated rapidly, independently, and with limited intervention by team members. This method reduces the time to create, proof, and get approval on initial projects, and speeds updates!

The design template is informed by the brand requirements for color and typeface selection, but also by the intended market purpose. Office supply catalogs have different requirements from catalogs for nuts and bolts, sporting goods, or heavy equipment. The variable data may include more than just a price or a part number. It may include product specifications, size information and other types of content that changes over time. The guidance to designers is to ensure that templates can accommodate the expansion and contraction of the data elements gracefully. Prices may change from two digits to three. Part numbers may need to change length and format. Even language variations can cause text to expand and contract. The fundamental value proposition of separating the design and the data relies on designs that are sensitive to the changing nature of the data.

Those design templates need data to complete the project, and that data may come from a variety of locations. Remember, variable content may be more than pricing or alphanumerics. Variables can include product images and other graphic content. Some of the data may reside in your Product Information Management (PIM), Product Lifecycle Management (PLM), or Content Management System (CMS). There may be a master Digital Asset Management (DAM) system that structures and controls access to content, and there may be a Marketing Resource Management (MRM) system that safeguards the design voice of the brand.

In the automated publishing production environment, these systems work together to ensure that the published work (or label or packaging) is accurate. The data connections remain live so that when new editions are generated, the latest information is automatically included. No more wondering if the prices or part numbers have been updated, it is done automatically. As the new output file is generated, it is always the latest for every language and every segmented version.

The magic is in the middleware that sits between the creative development and the final output publishing. Regardless of the output channel, the information is always correct. The process saves time at every touchpoint, eliminating most approval loops and the risk of publishing incorrect information.

The Magic Middleware is priint:suite

The priint:suite solution brings sanity to data-driven publishing production by automating the data-driven touchpoints. Instead of re-keying data into a design document, data placeholders identify where the data should be positioned, and a live link is created to ensure that the data is always current. As the files moves through the approval process, only the design elements are subject to change, reducing the number of iterations and speeding the job to production. At every point in the process time and money are saved.

Because the time to market is streamlined, priint:suite enables more versions. If you have been avoiding personalization or A/B testing because of the time to develop and proof, this is the solution you have been looking for! Create multiple versions that use the same base data to learn which designs and messaging work best with your customers. Interested in adding more editorial content to your catalogs, price lists or directories? You can link to editorial content libraries as easily as databases, creating limitless new styles of communication.

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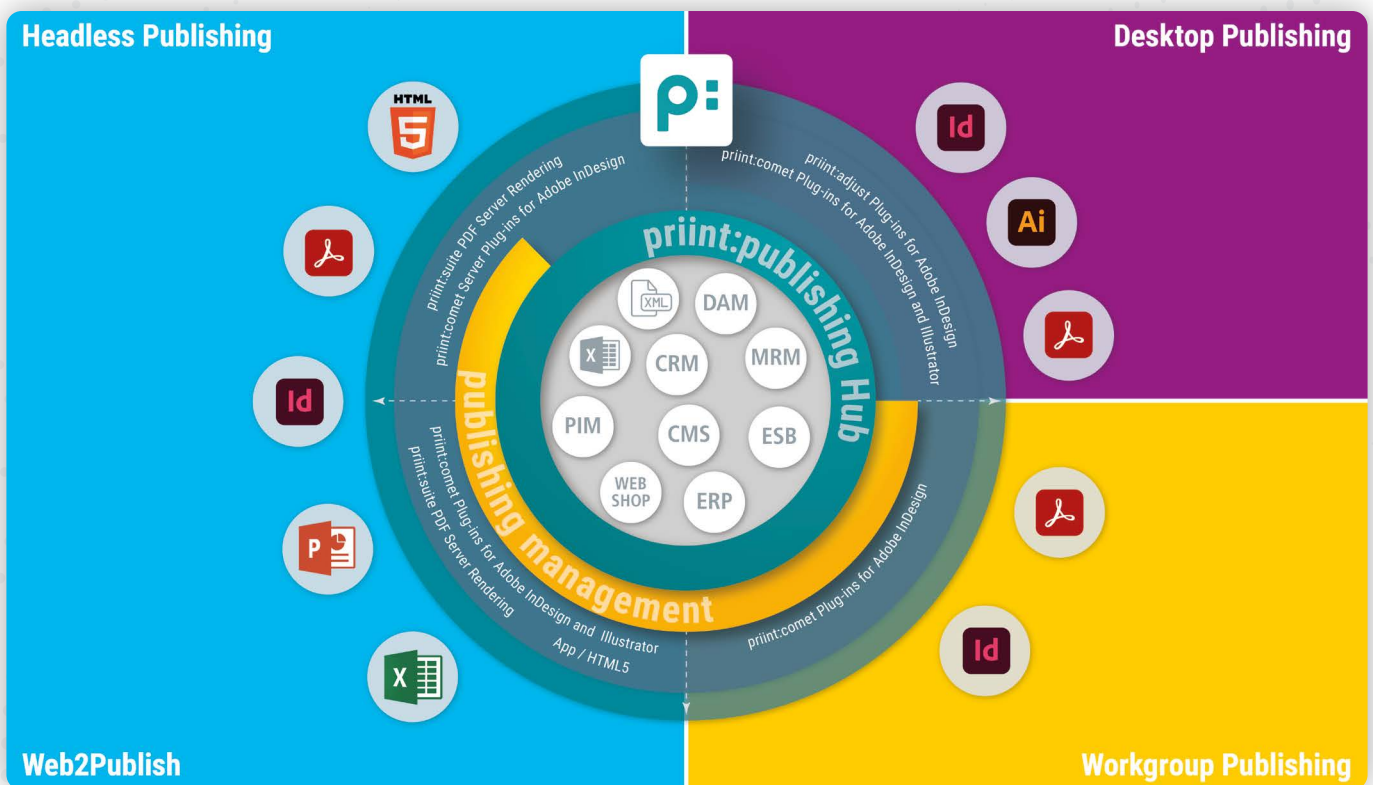
Every type of publishing can be streamlined with priint:suite.

Here is how it can work for your publishing needs:

Catalogs

Consider updating you catalog program to one that targets more discrete groups. More versioning, image and color variations can create a new relationship with both old and new customers. If you are not doing language variations today, priint:suite simplifies the process and helps you ensure that the core data remains the same. Some customers report a reduction in process time from 30% to 50% using these streamlining methods.

Magalogs

A growing number of publishers are adding magalogs to their communication options. The mix of product listings paired to informational or education content adds value and often increases sales. The methods are easy enough to consider rotating catalogs and magalogs to keep the communication channels fresh for the target audience.

Price Lists

Some of the hardest publishing involves price lists. As the engine of commerce, they must be accurate. They are often built for specific markets leading to intense proofing and approval requirements. With priint:suite the process eliminates most of the work because the pricing comes directly from the primary product systems, ensuring accuracy!

Data Sheets

Supporting data sheet publishing can be a challenging process. Product information may change multiple times during the development cycle, yet the data sheets are needed on the day the product becomes available for sale. With priint:suite the content and marketing messaging elements can be developed in advance, leaving the final specifications to the last minute without disrupting the final publishing.

Sell Sheets

Publishing Sell Sheets and other technical sales documents often ends in compromise. With diverse target markets it can be time summing and costly to create multiple versions, leaving sales teams with material that does not meet their needs. With priint:suite the content for each market can be creating and then paired to the data in the final publishing process, ensuring that sales teams can address their target markets with appropriate and relevant product information.

Packaging

By separating the design from the content, priint:suite enables print production beyond core publishing. Packaging and label production are enhanced by the ability to quickly create multiple versions of product packaging and labeling, centralize the design with elements focused on localization, regionalization, or specific language variations.

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How Does It Work?

Built on a modular platform, priint:suite starts with the priint:publishing Hub to help you integrate your data sources to the publishing platforms. The priint:comet Plug-in for Adobe InDesign enables automation in the design process with consisten page generation and links to the data sources. It also redners PDF for publishing. priint:adjust makes it easy to adapt document formats for diverse production needs.

Planning is an essential element of the publication process. priint:planner is a web-based collaboration and management tool that pairs with the PDF rendering or Adobe InDesign server to automate routine tasks, including document updates and generation of multiple versions of a document.

What Should You Do Next?

The purpose of all software solutions is to enable complex processes and free the teams that use them to concentrate on design and delivery. priint:suite is the publishing platform you have been looking for to reduce your time to publish while reducing costs. Reach out to us on our website or email us for a discussion of your pain points and how priint:suite will help you turn your publishing projects faster and at higher margins.

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