



Speedflow

Assuring Quality of Ad Composition

Most companies state that quality assurance is important for them. Their target is to comprehensively serve customers and in parallel optimize internal workflows. If a small company additionally continuously integrates the latest technological developments, one can really talk about a very innovative firm.

o+m satz is such a company. It is a small agency with only seven employees. It is based in Wuppertal, Germany and works as classical advertising and design agency. In addition it handles all ad composition of the Wuppertaler Rundschau, a local advertising paper.

Until last year most of the incoming data had to be post-processed, before o+m satz was able to deliver it to newspaper publishers. Oliver Maikranz, shareholder of o+m satz: "The adaptation of the incoming data was extremely complex. We often had problems with missing fonts or missing image data, wrong color definitions or incorrect formats." This time-consuming workflow was unsatisfying for the company. Therefore o+m satz looked for a solution, which automatically checks and corrects data and furthermore offers manual post-processing of PDF files. "We knew, that installing those programs would mainly offer optimization for the internal workflow. The investment therefore had to be justified internally as our customers did not necessarily benefit from the changes in the first step."

With Speedflow Suite, OneVision offered a solution that satisfied all requirements of o+m satz. Since July 2003 the company has been using Speedflow Suite to optimize data for transmission to publishing companies. Since they installed OneVision software, errors have been reduced drastically. Furthermore ads can be processed much faster. "We save about five working hours every week", says Maikranz.

The prepress department of the Westdeutsche Zeitung (a German newspaper publisher) is a top customer of o+m satz. They have worked with OneVision products for more than four years - one of the reasons, why o+m satz decided to use Speedflow Suite. As

o+m satz and the Westdeutsche Zeitung both work with OneVision products now, the workflow is simplified drastically. „Today we ‚pre-check‘ all ads for the Wuppertaler Rundschau via Speedflow.“ The team members of o+m satz especially appreciate Speedflow Check’s log reports which provide information for Speedflow Edit. “With the ‘find-and-replace’-tool, elements can be directly addressed and corrected. Furthermore we often have problems with colors as publishers use special color tables, but our customers sometimes provide us with HKS or RGB. With Speedflow Suite it is no problem to correct those files.”

Another main reason why o+m satz is content with Speedflow Suite is that the OneVision solution emphasizes the comprehension of service of o+m satz: it increased the quality of the products enormously. The example of o+m satz shows that even smallest companies can use Speedflow profitably.

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