



Successfully Managing Triangular Relationships

For the last five years Rewi Druckhaus Reiner Winters GmbH from Wissen, Germany has been successfully working with software from One-Vision: Asura, Solvero, and Secare have been standardizing processes in the prepress area. Especially Asura, which automatically corrects hairlines, adapts pictures, and corrects incorrect colour definitions.

The core business of Rewi is comprised of magazines, technical literature, and other commercial products. With its more than 90 employees, Rewi provides complete one-stop shopping, including prepress, offset and digital print, finishing, further processing, and shipping service.

When it comes to magazine processes, there is a difficult triangular relationship to manage, in which Rewi has to serve two different customer groups: On the one side are the publishing companies themselves; on the other side, the advertising customers of the publisher. Often an advertising customer sends the ad file directly to the printer, but sometimes they will send it to the publisher – and very often only one of the two is informed.

“However, it is essential that all three of them continuously be ‘on the same page’, so to speak, in order to ensure smooth operations. Even if you just count the telephone costs, a lot of time and money is spent finding out who sent which version of an ad to whom and when”, says Heinz-Willi Weller, Prepress Manager at Rewi. “Finally we have found a solution that renders this game of telephone tag unnecessary: Asura Enterprise.”

Asura Enterprise is a comprehensive front-end system for data transfer, quality control, and job tracking. Files are transferred online and immediately checked according to their usability for print. Some mistakes can be corrected automatically, but all of them are reported so that production decisions can be made quickly. Using the downloadable printer driver Asura Direct, customers can print files directly from native applications in Mac OS X or Windows and automatically transfer them to the Asura Enterprise server. Customers can also download softproofs for approval and track

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information regarding the status of their file over the Internet – 24 hours a day, 7 days a week. Asura Enterprise thus offers the advantage of an easy, safe, and cost effective order management and tracking system – for the publisher, the advertising customer, and the printer.

Furthermore, Asura Enterprise was also adapted specifically to the requirements of Rewi. Heinz-Willi Weller explains the advantage of this software adaptation: “For customers, the use of the new solution is child’s play. The complex actions in the background that OneVision has adapted exactly to our requirements are not obvious to them. They just log in on our website and specify which ad they want to place in which publication. Assume that customer x wants to place advertisement 4c at publisher y in the next edition in two weeks. After upload, the file is automatically checked according to the specified criteria. Then everybody involved in the process is informed and receives the same status information. Thus the publisher, ad customer, and printer are continuously in the information loop. In this way, we hope to make everybody’s work easier through the installation of Asura Enterprise.”

Rewi also expects the installation of Asura Enterprise in the workflow to result in a cost decrease in the administrative area as well.

“We expect to gain a real competitive advantage through Asura Enterprise: Since not many printing companies can offer such comprehensive service, Asura Enterprise is contributing significantly to customer retention”, says Andreas Winters, CEO of Rewi Druckhaus, who expects great benefit from this investment in Asura Enterprise.

Interested? Then click www.OneVision.com for further information.

If you would like to know more about rewi druckhaus Reiner Winters GmbH, please visit www.rewi.de



Simplify Print and Media

OneVision is a multi-national software company providing innovative, cost-effective software solutions designed to secure and optimize complex workflows in print and media production. OneVision software saves time and expense assisting its clients in improving the speed, security, and simplicity of their workflows.

OneVision’s customers include leading newspaper & magazine publishers, commercial printers, prepress companies, advertising agencies, and industrial enterprises. With more than 10 years of extensive experience in developing software for the graphic arts, OneVision today is one of the world’s leading suppliers of software technologies for digital printing and publishing applications. As a market leader OneVision advances their customers’ interests in associations such as CIP4, PrintCity, NGP, Ghent PDF Workgroup, Ifra or NAA as well as in ISO committees.

OneVision’s quality management system is certified based on ISO 9001:2000 standards.

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