



GLS

SUCCESS STORY

Leading print services and creative firm adopts Adobe® Intelligent Document Platform for on-demand printing of customized, professional-quality business documents

GLS

- A leading full-service, integrated communications solutions company
- Size: 185 employees
- Location: Brooklyn Park, Minnesota
- Founded: 1984

www.glsmn.com

Industry

Creative and Printing Services

Solution

Print on Demand

Products Used

Adobe Document Server

Company Profile

GLS provides corporate clients with a range of integrated communications solutions that include document design, preflight, and printing services. The company uses state-of-the-art hardware and software and the printing industry's leading equipment to ensure quality production of client materials. Increasingly, the company's printing clients want faster turnaround and the flexibility to produce a wider variety of tailored, customer-facing documents to support direct-mail campaigns, sales promotions, and other marketing activities. To respond to client needs, GLS is delivering on-demand print services built around the Adobe Intelligent Document Platform.

Challenges Faced

Enable clients to customize business documents for branch locations

GLS customers include some of the nation's largest financial, retail, and healthcare companies. Traditionally, these companies have found it difficult to produce branded, customized marketing materials for branch offices due to problems processing material requests from dozens or even hundreds of locations nationwide. As a result, local offices had few, if any, branch-specific marketing materials on hand for customers—an obstacle to winning business in today's marketplace, where customers expect personalized, timely information.

Deliver print-on-demand services

To succeed in the creative and printing services industry, GLS needs to offer the best possible services. In addition to quality, reliable printing, corporate clients want faster turnaround on jobs and more flexibility on the types of documents that can be handled.

Traditional print workflows involved clients collecting orders by fax or by phone, transmitting the imprint information to GLS, and then waiting for GLS to deliver proofs. Creating finished printed pieces could take up to six weeks. Automating the process of initiating print requests, customizing materials, and reviewing proofs gives GLS an edge over its competitors and enhances services by enabling clients to request and receive a greater variety of materials faster.

Reduce production costs and improve document variety and quality

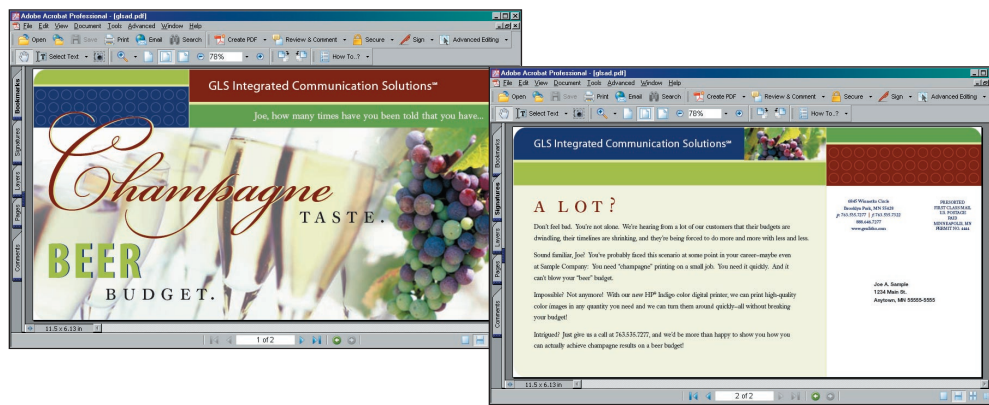
Replacing paper-based printing workflows with automated document generation for managing print jobs reduces production costs all around, while enabling GLS to produce a greater variety of client materials. To automate document production, GLS needed a scalable, Web-based document-generation solution that provided a high degree of control over materials, integrated easily with back- and front-end applications, and produced reliable, quality output.

Success Strategy

GLS deployed the Adobe Intelligent Document Platform to offer customers rapid, reliable print-on-demand services. Using a combination of Adobe Document Server software, predesigned document templates, and a custom-built Web interface, GLS can enable clients to initiate print orders and approve proofs in Adobe Portable Document Format (PDF) online in minutes.



GLS clients can initiate print orders and approve proofs in Adobe PDF online in minutes. A document could be selected from a stock list of samples, with the company name and intended recipient information flowed into various spots in the piece as well as the mailing information. The firm's print-on-demand services have reduced production costs as well as the time required to print documents.



“Adobe Document Server gives our clients the freedom to quickly create materials tailored to each location and promotion. This means they can always have relevant, timely marketing documents on hand.”

Terry Peterson,
Network administrator,
GLS

For example, a branch manager of a national business chain can log on to the GLS extranet to create a customized direct-mail piece. Based on the user's log-in information, the system automatically pulls preloaded client data—branch address, phone number, logo, graphics, and corporate descriptors—from a Microsoft® SQL Server database. The user selects the type of collateral piece from an online catalog of materials in Adobe PDF and uses a series of drop-lists to customize the document.

The preloaded client information and custom details are automatically merged into an XML data stream that is delivered to the Adobe Document Server, which places the text and images into the desired template and generates a proof in PDF for review. Clients can approve the PDF file for printing simply by clicking an Approve button on the custom Web interface.

“Adobe Document Server gives our clients the freedom to quickly create materials tailored to each location and promotion,” says Terry Peterson, network administrator at GLS. “This means they can always have relevant, timely marketing documents on hand.”

Benefits

- Improves control over, enhances quality, and increases the variety of documents available to clients
- Enables flexible, scalable print-on-demand services that support a range of client needs
- Reduces the time needed to print documents from six weeks to less than two weeks
- Lowers production costs by minimizing administrative work for GLS staff and clients

The Adobe Intelligent Document Platform offers GLS a scalable solution for delivering print-on-demand services to clients. “The Adobe solutions were easy to deploy and allowed us to avoid a lot of costly, time-consuming programming,” says Peterson. “Our clients can produce a greater variety of customer-facing documents and receive printed materials faster than ever.”

The Adobe solutions also reduce printing errors, decrease costs, and improves turnaround on print jobs. In contrast to the traditional workflow involving phone calls, faxes, and sending materials between the printer and the client, clients can initiate, customize, and review print orders online in minutes. As a result, clients can create highly tailored materials while maintaining better corporate control because users rely on preapproved templates, logos, and corporate descriptions.

“The openness of Adobe solutions is excellent,” says Peterson. “We can work with two industry standards—XML on the back-end and Adobe PDF for review and presentation—to enable our clients to easily generate custom collateral documents on demand.”

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