



OneVision software solutions initiate new level of automation at Medienhaus Aschendorff

„Welcome to Aschendorff - the modern publisher of the future and the past.“ This warm welcome on the company’s website summarizes Aschendorff’s approach as a family business with more than 280 years of corporate history starting as early as 1720 when the first books were published. At Aschendorff, tradition goes hand in hand with progress. The company owns one of the most modern printing and service centers in Europe producing more than 220,000 copies of the German ‚Westfälische Nachrichten‘ as well as high-quality print products for numerous external customers every day. In 2008, Aschendorff has been awarded membership to the ‚International Newspaper Color Quality Club‘ as one of the world’s 50 best newspaper publishers for the third time - a fact that testifies to the company’s pronounced sense of quality.

Underlining its commitment to always stay up to date with the latest technological developments, Aschendorff was looking for a new software solution in order to streamline production processes and improve quality standards even more.

Detlef Wiedenhöft, head of media services at Aschendorff, remembers: „Our aim was to simultaneously automate as many production processes as possible. We did not want to simply combine a series of individual applications but components which are able to interact seamlessly. For this reason, we were looking for a solution from a single source offering us functions for data verification, normalization and last minute file editing. Another item on our list was an image enhancement solution. Apart from that, we expected the software to be able to communicate with different internal systems.“

Success Story



At OneVision, Aschendorff found a software package which leaves nothing to be desired. With the acquisition of OneVision's Asura Pro, Solvero, PlugINKSAVEin and Amendo in 2008, Aschendorff has integrated a fully automated workflow into its production chain.

Asura checks and automatically corrects all incoming files. Asura Balance, which is seamlessly integrated with Asura Pro, evenly distributes all incoming jobs. For those few files requiring manual intervention by Solvero, they are singled out and handled accordingly. Additional value is realized through a direct link to Aschendorff's editorial system and digital job bag.

An application of particular interest within the OneVision suite was the automatic image enhancement solution. This application was to deliver the greatest efficiency gains, since for its different publications Aschendorff receives about 25,000 photos per week. All of these photos are now automatically sent to Amendo, which is able to even handle a peak of 1,400 photos per hour without any problems.

André Zivic, specialist for digital and print media and responsible for image workflows at Aschendorff explains: „The editorial office of the ‚Westfälische Nachrichten‘ alone sends us 3,500 to 4,500 photos per day. Before introducing the automatic image enhancement software, we had to edit up to 250 photos manually. Thanks to Amendo we managed to reduce this amount to a maximum of 10 photos per day. Our editorial staff should be able to see the automatically processed photos live on screen in order to then decide whether additional manual editing is required or not.“

Apart from the prospect of significantly saving time, another decisive factor for investing in Amendo was the brilliant quality of the processed photos. „We could test Amendo while still in Beta and noticed that this test version even delivered better results than other established systems;“ Zivic explains. „Furthermore, the software is easy to understand and can be used efficiently from the very first day. I can strongly recommend this product!“

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