

**BNN** BADISCHE
NEUESTE
NACHRICHTEN

Ihre regionale Tageszeitung in Karlsruhe und Umgebung

Customer Service at its Best – Highest Quality, Easy To Use

The Badische Neueste Nachrichten (BNN), founded 1946, has a circulation of 150.000 and a readership of more than 400.000 making it one of Baden Württembergs (Germany) biggest daily newspapers. There are around 90 editorial staff creating the nine local editions.

The demand for high quality and technical innovation has lately been achieved by the implementation of a digital production planning and production control tool. Simultaneously presetting the different color zones (space), editorial and extensively designed adverts are routed together with all elements of the newspaper digitally, quickly and very efficiently to the printing machines.

For good reasons, BNN then also considered the integration of advertising customers into their prepress workflow to close a significant and costly communication gap.

Initial situation:

Around 30 advertising sales people look after a clientele which consists of three groups: tradesmen, ad agencies with different advertisers and private customers. The transmission of the data files is done via ISDN Leonardo (40%), by email (60%) and CD; - alternatively a FTP server is available. The necessary updating, especially the ISDN Leonardo, was considered as investing in already old technology without enhancing customer service or stopping the continuously decreasing quality of incoming data files: 70-75% of the files are problematic files which require either reworking or being returned to the customer. Adverts being created with office applications for example were repeatedly showing the same errors such as wrong color space or fonts not embedded.



Today's advertising workflow with Asura Enterprise:

„ASEN - the digital file transmission“ is for customers available on the BNN website 24 hours a day, 7 days a week. The user authorization is handled via a connected database. The file transmission can be done on two ways:

- direct upload of data files in PDF, EPS or PostScript format
- Print directly from a native application such as Word, PowerPoint, InDesign, QuarkXpress etc. into the workflow.

The required printer driver is available for download on the BNN web site and “prints” an optimized PostScript file which is directed immediately to the ASEN Portal on the BNN web site. After upload and the following control and optimization process via Asura the customer receives a low res softproof including a log report for validation. An optimized, high res data file is sent to production.

After a six weeks testing period without any problems, “ASEN – the digital file transmission” has been integrated into BNN's pricelist. The added value generated by 24 hours service and direct response with softproof contributes significantly to increase customer satisfaction and retention.

Georg Siepman, Technical Director of BNN, is satisfied: “Having used Asura and Solvero for a long time, the quality of OneVision solutions was already well known. In the Asura Enterprise project, the concept, testing period and the excellent support of OneVision in the project phase have been very convincing. A detailed ROI calculation was not really necessary seeing the lost revenue due to one faulty printed full page advert. The investment pays back in less than one year. Now it is our target to direct our incoming data files predominantly via ASEN.”

Interested? Then visit www.OneVision.com for more information.



connection of competence



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.

We look forward to supporting you in optimizing your workflow.

For details, please visit: www.OneVision.com