



Reliable Magazine Production with Asura Enterprise

Media production with all its peculiarities is not everybody's business – but it is for Vogel Services GmbH of Germany. They have been able to achieve this by using Asura since 2002 and Asura Enterprise since 2004.

Vogel Services GmbH is part of Vogel Business Medien GmbH & Co. KG and is situated in Wuerzburg, Germany. With 150 employees the company is responsible for the finance control, human resources, IT as well as media production. Advertising customers of the Vogel Medien Gruppe are mainly companies from the life science technology, electrical engineering, mechanical engineering and the automotive industries. "These customers tend to send their ads in as open formats using many different programs to produce them: Not only common graphic programs but also from shareware obtained from the internet", explains Stefan Eiselein, head of it.services (applications). We have been using Asura "to optimize PostScript, EPS and PDF files for the last 3 years, but we didn't have a solution for native files."

Unfortunately trying to explain to customers how to generate printable PDF files wasn't always successful. Another factor that led to long working processes was the manual intervention between the prepress and order administration departments and the customer, for example: the order administration department received an order, they then passed the open file on to the prepress department. The prepress department produced a PDF file which was sent to the customer by the order administration. If the customer accepted this file it was finally published in the respective magazine. This mode of operation simply seemed to complex for the company as well as time consuming.

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The aim of Vogel: To have “Asura Quality” online transferred and automatically checked PDF files “As Asura really works well for the advertising production, it was logical to test Asura Enterprise and it wasn’t hard for us to say that Asura Enterprise is THE online solution par excellence for us”, explains Stefan Eiselein.

Optimized workflow at Vogel Services GmbH

Today customers simply transfer their ads online by logging in to www.vogel-anzeigen.de (German) or www.vogel-advertising.com (English). If a customer does not have an account yet, he can simply apply for it online and in a short time he will have the access.

After logging in the customer picks the intended publisher, magazine, edition, colour and size of his ad and then delivers the ad online – either uploading a PDF, PostScript or EPS file or printing the file out of the native application via Asura Direct.

Asura Enterprise then automatically transfers the file to Asura. It is then checked according to the pre-defined criteria and if necessary, optimized. Additionally all departments involved are continuously updated regarding the status of job: the employees of the order administration are informed and the prepress department gets the printable PDF. On top of all this the customer automatically receives a soft-proof for approval and a link to the log report of the file.

Vogel Services GmbH has reached its goal with Asura Enterprise. The prepress department today receives printable PDF files in the familiar Asura quality. Additionally the process is simplified and accelerated. “We gained especially from two main factors: Due to Asura Enterprise, the co-ordination processes between the prepress department and the order administration were minimized and everyone involved in the advertising process is automatically informed. As we intend to use Asura Enterprise for all items, a lot of the workload has been removed for the 13 publishers we work for. The second problem that is now solved are the native files. Today our customers simply use Asura Direct, the ‘printer driver’ of Asura Enterprise to print files from native applications and transfer them online. They do not have to worry

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about including fonts anymore or all those other things that used to cause problems for us”, explains Stefan Eiselein the advantages of Asura Enterprise.

“Time is an important factor when producing magazines. Our advertising customers expect a professional data reception and processing – be it within or after working hours. Using Asura and Asura Enterprise we get printable files from the very beginning and can guarantee the adherence to delivery dates. In that way we create an additional benefit for our advertising customers and relieve our order administration.”

In less than five months of use at Vogel the main part of the data reception for two publishers: Vogel Auto Medien GmbH & Co. KG and Vogel Industrie Medien GmbH & Co. KG. is handled via Asura Enterprise. “Already, after one year, the investment in Asura Enterprise will have paid off and within the next months the data reception for further publishers shall be allowed online to profit of the online system within the whole company.”

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