

Quebecor shares data globally with digital asset management tools

By sharing digital assets over the Internet with Xinet's WebNative, Quebecor creates a collaborative workflow with customers and its different plants.

Quebecor World, one of the world's largest printers with more than 160 printing plants on five continents, needed an Internet-based solution to give its worldwide customers online access 24/7 to their digital assets for viewing, approval, downloading, and repurposing.

After trying a number of solutions, Quebecor implemented Xinet's FullPress, WebNative, and WebNative Venture at each of its Premedia locations to easily create customized, co-branded websites for clients in the magazine, catalog, book, direct mail, and commercial print markets.

Now Quebecor delivers its services globally from a North American presence, reaching into previously untapped markets. The company's overseas publishing partners now view and share their assets via the Internet.

"We have experimented with different applications which run the gamut from digital asset and content management through workflow and electronic delivery, and there is nothing on the market better than WebNative for interfacing with your customers," says Scott Pellicone (above, right), director of technology for Quebecor World. "WebNative is real time, with images available immediately."

In addition to WebNative, Quebecor uses Xinet's FullPress, WebNative Venture, SGL's FlashNet, an archiving solution, and now WebNative Portal. Xinet's FullPress is a server software engine. WebNative is a web-based front end to FullPress that provides remote workflow tools and 24/7 access to files and archives. WebNative Venture is an integrated database that allows businesses to create sophisticated, database-driven workflows. WebNative Portal simplifies the task of interface branding and customization, and enables companies to link multisite digital asset management (DAM) installations.

Quebecor World further automated its workflow by embracing the new Triggers and Actions feature of the WebNative Venture database. With Triggers and Actions, any change to the metadata values in the database can set

off one or more actions, such as deadlines for approval, deadlines for printing, automated email notification, final output generation, and archiving, to name a few. Anything from file delivery to digital rights management and

image expiration can be scripted using this feature.

"The beauty of Triggers and Actions is that you can do almost anything to the file system," says Pellicone. "Triggers and Actions enable Quebecor to share our technology



resources across our printing and premedia platforms, to level workloads, to work remotely, and to allow our customers to work remotely as well.

Reduce labor costs, reinvent business

"Quebecor has lowered its labor costs by using WebNative to leverage employees from its different plants during peak busy times. We staff for the valleys, and handle the peaks by deploying labor from other plants using WebNative. We stay lean that way," Pellicone says.

WebNative's user-friendly interface makes it easy to transcend language and time zone barriers. "WebNative reinvented how Quebecor World does business and how we interact with our clients. Being able to redeploy our digital assets on a global arena is definitely the way to go, especially since we are a global company," says Pellicone.

Quebecor has used WebNative to create branded websites for clients in each market segment: magazine, catalog, commercial, retail, and direct mail. With customized, password-protected sites, Quebecor began creating more customer-centric presentations. Pellicone says, "When customers see a web interface that is branded to their corporate identity, how can they resist? Instant credibility."

This solution creates a seamless collaborative workflow that reaches across the continent and globe. For example, Quebecor can do image capture in New York, color and retouching in Los Angeles, page assembly in St. Louis, and finally proof the files back in New York City, where the customer ultimately is.

"It doesn't make sense to ship high-resolution data all over the country," concludes Pellicone, "when everyone can simply log in to WebNative from any browser and access the work in progress remotely."

Edited by Nancy A. Hitchcock, senior associate editor.

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