



FINANCIAL
TIMES

OneVision Software Improves Customer

Experience at Financial Times

As one of the world's leading and most respected daily newspapers, Financial Times offers a window on the world on a comprehensive range of business topics to more than 1.4 million readers – many of whom are the world's foremost industry leaders – across 140 countries.

Financial Times' advertising manifest is a veritable 'Who's Who' of high-profile major global corporations, top-end luxury brands, and the crème de la crème of financial institutions. These prominent organizations expect to pay six figures or more to secure a full-page advertisement on the pages of Financial Times.

This same elite clientele also expect to receive the highest level of care and attention when placing advertisements. Financial Times' Advertising Mission Statement says it all: "To provide the best service, solutions and results for advertisers who want to reach an elite audience of global decision-makers."

To ensure that Financial Times succeeds in that mission, the newspaper relies on software from OneVision. For several years, Financial Times has been using Asura, OneVision's flagship file normalization, correction and optimization software, and Solvero, OneVision's solution for editing data files up to the very last minute before production. Together, these solutions streamline and automate the preflighting, optimization and normalization processes in print production.

Financial Times' Advertisement, Production and Operations Director, Peter Slaughter, said "Financial Times has been working with OneVision for many years and I have always been impressed with the robust performance of their products."

Success Story



To provide an even higher level of customer service to its clients, the newspaper recently introduced Asura Enterprise into its workflow. Recalls Slaughter, "When they asked me to take a look at their Asura Enterprise system it was clear we had an opportunity to further improve the level of service offered to our clients."

Asura Enterprise is a comprehensive front-end system for data transfer, quality control and job tracking. Using Asura Enterprise, Financial Times' clients need only log-in to upload ad files online from any location, 24/7 – enabling ads to be submitted quickly across various time zones, with immediate confirmation as to whether the file is suitable for print. What's more, clients using Asura Enterprise pay nothing to upload their files, as with some other systems.

Asura Enterprise is also integrated into the newspaper's Atex billing system, so clients can also view vital order, production and invoicing information and place orders at the same time. Says Slaughter, "The Asura Enterprise system provides a cost effective link between prepress, the Atex advertisement booking system and our customers. The extremely efficient system reduces administration time and error rates significantly, providing our customers with real-time booking information together with an easy-to-use upload functionality enabling them to deliver material in a fast, cost effective way."

This is how the process works: After a client confirms the booking, the Atex system automatically prompts Asura Enterprise to immediately email a confirmation to the customer with instructions for uploading the ad. The uploaded ad is then passed to Asura, which then automatically checks the ad to ensure suitability for print. Should a file error be detected, Asura Enterprise reports the appropriate information to the client, the advertising agency or designer, and the newspaper's production staff. Appropriate steps are then taken to correct the issue prior to deadline.

"Every advertisement that runs in the FT also serves as an advertisement for the quality of the Financial Times. We expect to build on our reputation for producing products of the highest quality. As such everything we do is geared towards producing optimum reproduction, using cutting edge tools and the most cost efficient workflows available," says Slaughter. "So it is important we have something to rely on. When it comes into Asura Enterprise, I can be confident that it will go through the production system without any problems. I wouldn't feel happy putting a paper together without Asura. It is critical."

Interested? Visit www.OneVision.com for further information.

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