



AUTOMATICALLY OPTIMIZED

Image processing enables time and cost savings

Reduced costs, decreased production times – How can this be achieved with insourcing and automation? This was the question posed by the German publishing house Konradin. With about 300 employees, the company produces and publishes a wide range of specialist and knowledge magazines, including the corresponding online portals. On average, the publishing house processes about 40,000 images per year. By insourcing the image processing and its automation, the costs for magazine production could be reduced and the process times significantly shortened.

Challenges become strengths

Seamless integration

The direct connection of the software to the existing editorial system enables efficient automation of the image optimization workflow.

Smooth processes

The fully automated workflow replaces time-consuming manual work and guarantees high-quality results.

Significant time savings

Thanks to the automated processes, image processing times have been significantly reduced. Even peak times can be handled without any problems.

Independence from external resources

Insourcing eliminates the high costs of external image optimization. The return on investment proves this economic success.

More efficiency through automated processes

Individual image processing

The software enables individual processing of each image. This is done using job properties and image analysis. In this way, the images are processed individually.

Automation with manual intervention

Depending on requirements, checkpoints can be implemented in the workflow that allow manual intervention. This enables the adjustment of workflows without interrupting the processing.

Comprehensive control

Insourcing enables complete overview and control of image processing. This saves time in communication and enables flexible reactions and adaptability.

Scalability and flexibility

The modular structure of the software allows individual configuration and scaling according to the respective requirements. Short-term changes, extensions or adaptations are possible at any time.

Initial situation with conventional processes

- External repro service needs more than 24 hours for image optimization.
- Initially, automated image optimization with a defined standard; uniform across all magazine titles.
- Subsequent manual intervention required in over 50 percent of cases.
- Adjustment and expansion of processes requires effort and costs for external manpower.
- Data must be given to external provider.

Advantages through digitized, automated processes

- ✔ Optimized and (print-)ready images within a few seconds.
- ✔ Individual processing of images, according to defined processing steps.
- ✔ Due to the significantly increased quality of automated image processing, manual interventions are reduced to a minimum.
- ✔ Short-term workflow changes can be handled flexibly in-house without interrupting processing.
- ✔ All data remains in-house and is processed on the company's own servers.