



# Asura

## CASE STUDY

Sutter   
Telefonbuchverlag  
GmbH



*„Asura® is a key component in implementing a consistent, digital workflow: We use Asura® for typesetting ads, checking data and optimising the entire production run.“*

Bernhard Lüders, Managing Director of Sutter Telefonbuchverlag GmbH

## Production and quality all in one

***„We have been using Asura® to implement automated PDF workflows to the complete satisfaction of our customers since 2006. Both in the conversion of customer to production files and in cross media publishing as well as in sending ready-to-print files to printing companies, Asura® makes us efficient as well as flexible. In addition, we can continue optimising future developments in line with future demands“, explain Jochen Krause and André Sliwian. Both administrate Asura® for Sutter Telefonbuchverlag GmbH, one of Germany’s leading publishing houses for directory media.***

Sutter Telefonbuchverlag GmbH was founded in 1927 and today with its headquarters in Essen and branch offices in Stuttgart, Detmold and Potsdam has become Germany’s largest publisher of telephone and industry directory media. Together with Telekom subsidiary DeTeMedien GmbH, the publishing group publishes a total of 121 print editions with around 85,000 ads a year for Das Telefonbuch, Das Örtliche, Gelbe Seiten and Gelbe Seiten regionally. In its publishing regions, the company is also responsible for the highly-frequented online editions of the communication directories. In doing so, Sutter Telefonbuchverlag GmbH permits small and medium-sized companies in particular to position advertising across all media and with wide coverage.

## Higher quality thanks to more efficient processing

In recent years, a consistent digital workflow has been implemented step by step on the basis of analogue worksteps. As part of this holistic process digitisation, it was natural for the company to look for a standardised software solution for data optimisation for its production. *„As Asura® has already been in use since 2006 in advert typesetting for external data processing and advert optimisation, the decision to process data checking and optimisation of the entire production process (creating adverts and pages) using Asura® was not a difficult one. In this way, we can virtually exclude returns due to adverts containing technical errors“, explains Harry Koch, Head of Advert Creation at Sutter Telefonbuchverlag GmbH. “This allows us to not only improve reliability in processing jobs, but also to utilise resources that have become available at the same time. This allows us to concentrate more on our core task of delivering to customers the optimal support for their print and online listings when it comes to design.“*

## Prepared for progress

Just over a year ago was the eagerly anticipated changeover to version 12. *„The complete change of the system architecture through to the promising modular design made it possible to depict the existing workflow with precision and to exclude redundant worksteps. The production lines currently in use also allow additional sub-processes to be processed in an automated way through new features“. That is how André Sliwian and Jochen Krause describe the current status following the version changeover. „The modular design offers plenty of scope for technical creativity to flow. This is why we are looking to the future with optimism so that we continue to be up to meet future technical requirements.“*

## About us

OneVision Software AG is an international provider of innovative and cost-effective solutions in the software sector. In the field of the printing, publishing and media industry, OneVision AG stands for secure and improved, as well as for simplified workflows. Our software simultaneously represents quality on the one hand and time- and cost savings on the other. OneVision's customer base comprises international newspapers and magazines, commercial printers and digital printers, institutions and agencies.

