

Scribona

SUCCESS STORY

Adobe® Intelligent Document Platform enables on-demand delivery of digital annual report and instant updates of financial information and marketing documentation

Scribona AB

- Offers resellers and vendors in the Nordic countries an effective supply chain of IT products, e-business, and complementary services
- Location: Headquartered in Stockholm, Sweden with worldwide locations in Sweden, Norway, Finland, and Denmark
- Size: 2002 sales of 13.6 billion Swedish kroner; 1,500 employees

www.scribona.com

Industry

Information Technology

Solution

Dynamic Document Generation

Products Used

- Adobe Acrobat®
- Adobe Document Server

In Partnership with

- Friday Media Tools AB

www.friday.se

- Konsultkompaniet Sundén AB

www.konsultkompanietsunden.se

Company Profile

Headquartered in Stockholm, Sweden, Scribona offers resellers, customers, and vendors in the Nordic region an effective supply chain of IT products, e-business, and complementary services backed by a high level of service and expertise. With 1,500 employees in the four Scandinavian countries, Scribona offers its customers increased efficiency and profitability through distribution of IT products and solutions for IT infrastructure and document management through resellers; sales of business-critical server systems to end customers in association with partners like Intenia; direct sales of Toshiba and Carl Lamm products and services for document management; and local marketing, sales, and promotion of brands such as Ricoh in Sweden.

Challenges Faced

- Reduce time and cost for annual report production
- Compile and maintain updated financial and marketing information in one corporate database
- Simplify production and distribution of brochures, reports, and marketing material for both print and web

“For any public company, the production of the annual report is a time-consuming effort and can be quite costly,” says Anders Bley, vice president of Business Development and Information at Scribona. “Not only do you have to follow the legal requirements applying to such a report, you also must produce something that can be used as an interesting presentation of your company.”

In fact, Scribona uses the annual report as its main investor relationship marketing tool. However, using traditional methods for collating figures, taking pictures, making tables, and creating illustrations takes so much time that an annual report can be out of date by the time it leaves the printing press.

“What we needed was a system in which all our divisions would input information in the same format, in the same database—and then we could make this information instantly available to everyone else in the company,” explains Bley. But developing that system was only the first step. A second feature on Scribona’s wish list was developing a simple method for generating different types of documents automatically from the information stored in the database.

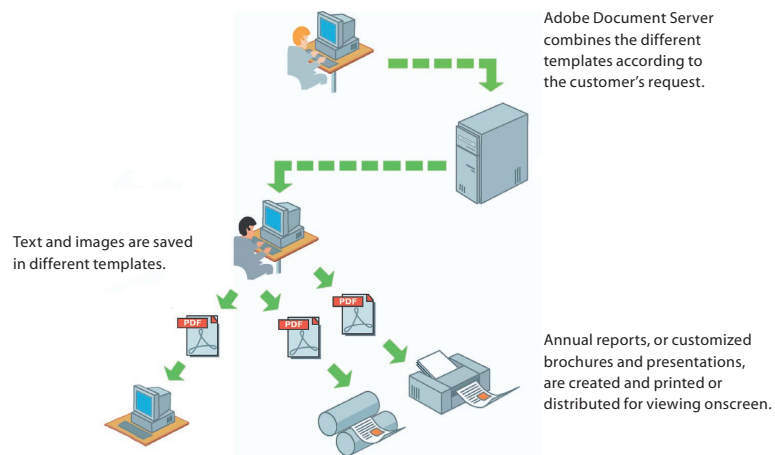
“Many sales and marketing materials have a standard format. What takes time is keeping the information updated. We could save a lot of time and money by automating this process as much as possible,” says Bley.

Success Strategy

Scribona developed the new system in collaboration with Friday Media Tools, a Swedish consultancy specializing in digital publishing solutions. “We knew how to build such a system, but we needed a partner that could provide a reliable solution for creating dynamic documents in Adobe Portable Document Format (PDF) from information stored in a central database,” says Per Glavå, CEO of Friday Media Tools. “We chose Adobe Document Server for this part of the system because it’s an excellent tool and Adobe has a deep understanding of the publishing business.”



The Scribona Print on Demand solution generates Adobe PDF files with the correct figures, texts, pictures, or illustrations. The files can also be produced as a high-resolution Adobe PDF that can be sent directly to a printing house.



“The advantages of automatic document generation and printing on demand are huge. Not only do we save a lot of time in actually putting together documents, but the printing savings are also considerable.”

Anders Bley,
Vice president of Business
Development and Information,
Scribona

The end result is the Scribona Print on Demand application. Today, all the information required to produce the annual report needs to be entered only once, in one standard format. Different parts of the report can be reused by anyone, at any time, to instantly produce different types of documents such as brochures, sales materials, and presentations.

“The information you need might have been updated last month or just yesterday. The user always gets the most current version without having to worry about checking with the departments involved,” says Bley.

The Adobe Document Server is a key component in the system. Preprogrammed with a number of tailor-made templates, it automatically retrieves from the database the information the user wishes to include in the new document. It then creates Adobe PDF files with the correct figures, texts, pictures, or illustrations. If necessary, the files can be produced as high-resolution Adobe PDF files and be sent directly to a printing house.

Benefits

- Reduced document printing costs
- Achieved more efficient production for marketing materials
- Decreased the number of printed copies of the annual report from 20,000 to approximately 4,500 in one year

“The advantages of automatic document generation and printing on demand are huge,” says Bley. “Not only do we save a lot of time in actually putting together documents, but the printing savings are also considerable.”

Having an up-to-date annual report available in Adobe PDF has proven to be a popular decision—when more than 80% of Scribona’s shareholders chose to receive the annual report in digital format, the company was able to decrease the print run from 20,000 to 4,500.

“We can be more efficient in our marketing communication by making it simpler to create a variety of documents. Before, the production of a new brochure could take a long time. Now, we can put together a 16-page document in five minutes. You just choose a template and select the features you want to include,” adds Bley.

Using Adobe solutions to implement Scribona’s Print on Demand application goes further than just improving the bottom line. “The system teaches us valuable lessons about state-of-the-art digital document production. Since we pride ourselves on offering the Nordic market cutting-edge IT solutions, we have to live as we learn,” says Bley.

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