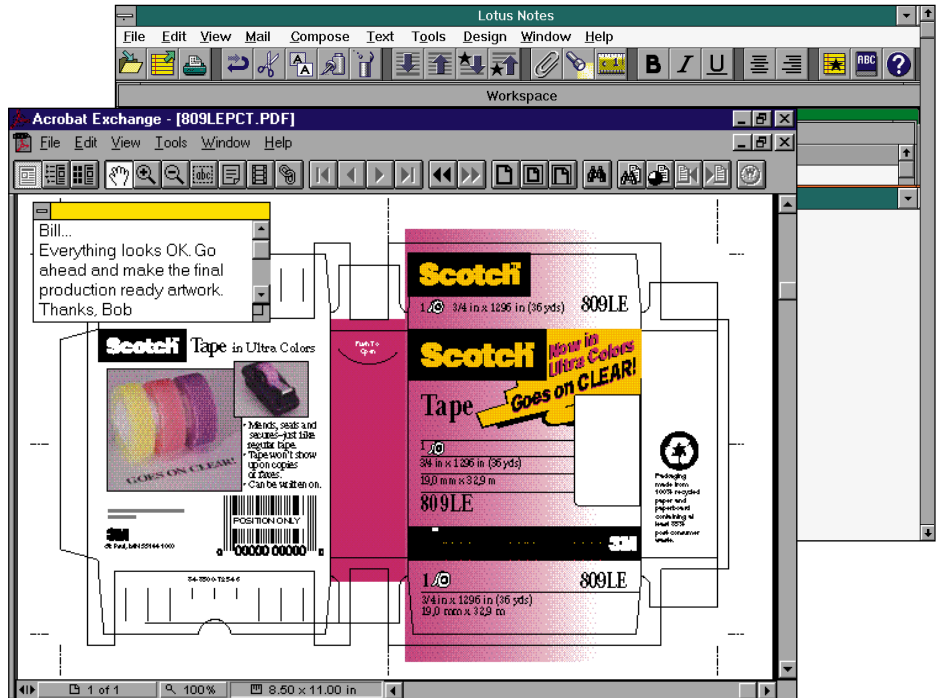


ADOBE CUSTOMER TRENDS

Organizations Team Adobe Acrobat Exchange With Lotus Notes To Streamline Document Management

Adobe® Acrobat Exchange™ and Lotus Notes®



3M's Commercial Office Supply Division routes full-color PDF files of product packaging via Lotus Notes to its internal marketing, purchasing, and manufacturing departments for review. The annotated PDF files are then attached to a set of printing instructions—also housed in Lotus Notes—and routed back to office and plant personnel.

Profiles Inside:

- 3M Company
- Ogilvy & Mather
- Oral-B
- PCWEEK

Increasingly, organizations are turning to electronic document communications to re-engineer their mission-critical business processes. Major corporations, such as 3M, Ogilvy & Mather, and Oral-B, and publishing giants, such as PCWEEK, rely on computer technology to distribute and manage the forms, reports, brochures, and product materials that win business.

Adobe Acrobat Exchange and Lotus Notes provide an integrated solution that eliminates the frustration, time, and costs associated with moving documents through these organizations. Used in combination, this powerful duo provides businesses with a way to disseminate information within the organization, as well as to vendors, suppliers, and clients.

For example, 3M relies on Adobe Acrobat Exchange and Lotus Notes to route packaging designs, thereby speeding its products to market. Meanwhile, Ogilvy & Mather reviews

full-color advertising layouts with field offices worldwide, in addition to maintaining an archive of both its clients' ads and its competitors' ads. By reviewing and archiving its quality control documents with Acrobat Exchange software and Lotus Notes, Oral-B has cut document preparation time by 25 percent. Finally, PCWEEK has developed an application for archiving past issues, and also a method that enables fast editing and review of upcoming articles by its West Coast bureau and editors on the road.

Increasingly, users find that Adobe Acrobat Exchange and Lotus Notes break through the information bottleneck by letting them move documents effortlessly wherever and whenever they are needed. From the simplest memo to the most complex, graphically rich documents imaginable, Adobe Acrobat Exchange and Lotus Notes help companies to share documents of any type throughout the organization.



3M Speeds Packaging Design With Electronic Distribution

The Commercial Office Supply Division (COSD) of 3M Company makes Post-it® Notes, Post-it Tape flags and Scotch™ Magic™ Tape, among other products. What COSD doesn't make is red tape. Using Adobe Acrobat Exchange and Lotus Notes, the division routes its packaging designs electronically to its internal marketing, purchasing, and manufacturing departments, and to its external advertising agency for fast, efficient review and approval.

Getting the product to market rapidly is a key concern at 3M; the last thing that product managers want to hear is that packaging is not ready. COSD creates three types of packaging for each product: primary packaging for the product as it appears on the shelf; intermediate bulk packaging for larger quantities of product; and the shipping artwork that goes on the box sent to the 3M distributor.

"We create more than 1,500 pieces of packaging artwork every year," says Bill Herzog, systems analyst and marketing communications coordinator for COSD. "We rely on Adobe Acrobat Exchange software to enable our advertising agency, marketing, purchasing, and manufacturing personnel to view the packaging designs electronically, exactly as they will appear in their final forms. This helps manufacturing produce the packaging quickly and helps marketing and the advertising agency build successful product campaigns."

New packaging layouts and revisions to existing packaging designs are tracked by a Design Studio Request, a Lotus Notes application. The application lets marketing personnel record the specific packaging design project requirements directly in the Design Studio Request document. This document is then forwarded to the advertising agency via the Lotus Notes' database replication process.

The agency's graphic artists create a mock-up for the packaging, including text and graphics. Acrobat Distiller® software, included in Adobe Acrobat Pro, converts the mock-up to an Adobe Portable Document Format (PDF) file. The PDF file is then attached to the Lotus Notes Design Studio

"Adobe Acrobat Exchange adds the extra dimension that we need to distribute the packaging designs efficiently without compromising their integrity."

—Bill Herzog, systems analyst
and marketing communications coordinator
Commercial Office Supply Division, 3M

Request document, where it is routed across all the departments and approved by reviewers. These reviewers are able to use the annotation feature in Adobe Acrobat Exchange to comment on the design. When the final layout is approved, the PDF is attached to a set of printing specifications, also housed in the Lotus Notes database, and routed to office and plant personnel throughout North America.

"The beauty of the Acrobat Exchange and Lotus Notes software solution is that it runs across all platforms," says Herzog. "Lotus Notes distributes the art layouts, whether for review or reference, wherever they need to go. Acrobat Exchange enables personnel to view the packaging art file, regardless of the originating application or computing platform."

The new Adobe Acrobat Exchange and Lotus Notes solution is part of an effort by 3M to improve communications throughout the company. Immediately following the implementation, Herzog says that COSD began seeing an improvement over the previous method of routing hard copy packaging designs.

"We had Lotus Notes before, but the only way to route the printing specifications with the packaging design was by sending out black-and-white photocopies," says Herzog. "This was time-consuming, created a morass of paper, and left a lot of room for copy to get lost. Adobe Acrobat Exchange adds the extra dimension that we need to distribute the packaging designs efficiently without compromising their integrity."

Ogilvy & Mather

Ogilvy & Mather Reduces Advertising Review Cycle

In the advertising world, image is everything. Ogilvy & Mather, one of the world's leading image-makers, builds its clients' images through visually enticing ads that run in major publications worldwide. Behind these images is Adobe Acrobat Exchange which, teamed with Lotus Notes, enables the agency to deliver four-color creative materials electronically to branch offices in 64 countries for rapid review. Any Ogilvy & Mather employee can also use this software combination to easily find, retrieve and view archived ads for later reference.

"Prior to this application, we used both Adobe Acrobat Exchange software and Lotus Notes at headquarters and in all branch offices, but not as an integrated solution," says Joe Desiderio, partner, manager of Systems Development for Ogilvy and Mather. "By combining these two powerful applications, we have significantly improved the quality of our review materials and have cut several days from the review and approval cycle."

Ogilvy & Mather worked with Computer Impressions, Inc., a value-added reseller, to create the new ad review application. The cycle begins with writers creating copy. Graphic artists scan photographs and import line art into the Adobe Photoshop® program, where they are prepared for the ad layout. Ad elements are then imported into QuarkXPress, where the ad layout is created.



Next, Acrobat Distiller software converts the ad layout to a PDF file, which is then embedded within a Lotus Notes database. Finally, databases are replicated to the branch offices. Adobe Acrobat Exchange enables users to download PDF files that retain the fidelity of the originals, at a fraction of the file size.

“Acrobat Distiller takes one of our typical 50 megabyte files and compresses it down to only one megabyte, enabling quick and easy transmission over standard phone lines to our branch offices’ Lotus Notes databases,” says Desiderio. “Before, we relied on e-mail and couriers to distribute ads to our branch offices, which could take several days. Now, we can send the ad instantaneously.”

Reviewers in the branch offices access the database and download PDF files of the advertisements. They rely on several features in the Acrobat Exchange program to assist them. For example, the annotation feature lets users comment on the text and graphics directly on the ad copy. The bookmark feature makes it easier to navigate through the PDF file, letting users jump to portions of an ad that they need to review. Bookmarks are particularly useful for providing quick access to information within the ad that might be referenced or reused, such as copyright and legal information.

“The beauty of the review and reference application is that it cuts the design approval cycle and enables us to maintain a consistent image for our clients worldwide,” says Desiderio. “In the past, the review layout was black and white, which didn’t always communicate the look and feel of the piece. Adobe Acrobat Exchange displays the layout in full color, and Lotus Notes delivers the PDF file in minutes, rather than the days required previously.”

The agency also maintains an ad archive database using Acrobat Exchange and Lotus Notes. Creative materials are cataloged in the Notes database by brand name, type of product, country, client, and

in a variety of other ways, providing an efficient method of ad retrieval for future reference. For example, Ogilvy & Mather personnel can search the database and open a series of PDF files to follow the advertising history of a particular product or client.

“By integrating the Adobe Acrobat Exchange program and Lotus Notes, we have created a document tool that significantly streamlines the ad review process. It helps us achieve a consistent image for our clients worldwide.”

—Joe Desiderio, partner,
manager of Systems Development

Ogilvy & Mather has leveraged work invested in the archive application to create an advantage for its clients. Competitive advertisements of Ogilvy & Mather’s clients are stored as PDF files in a separate Lotus Notes database. These ads are placed at their clients’ fingertips, so that they can better position their products.

“In the future, we plan to expand the document review application to our clients as well,” says Desiderio. “We have already run a successful pilot program with one client. We expect to bring others on-line soon.”

“By integrating the Acrobat Exchange program and Lotus Notes, we have created a document review tool that significantly streamlines the ad review process. It helps us achieve a consistent image for our clients worldwide. That’s worth a lot in the advertising world.”

Oral-B Re-engineers Quality Control Process and Cuts Document Production Time by 25 Percent

When it comes to brushing and flossing, Oral-B Laboratories provide some of the best oral care products on the market. The Belmont, California-based division of the Gillette Company employs stringent testing procedures to ensure the quality of the toothbrushes, dental floss, oral rinses, toothpaste, and fluoride treatments that it delivers worldwide.

To track the production and archiving of its corporate quality documents—materials and manufacturing specifications, testing methodologies, corporate policies and procedures—and to maintain its ISO 9000 certification for quality standards, Oral-B relies on Adobe Acrobat Exchange software and Lotus Notes. The combination of these powerful applications enables Oral-B to deliver timely, up-to-date documents to its facilities in Iowa and Ireland.

Seven Lotus Notes databases lay the groundwork for the application. Documents under development reside in separate databases for policies, procedures, testing, and specification documents. Databases also exist for released documents in each of these three categories. Finally, a change request database manages revisions to documents at the various Oral-B sites. Using Adobe Acrobat Exchange, engineering drawings are converted to PDF files and attached to the appropriate documents within a database.

Previously, the process of document generation, review, approval, and distribution was fraught with problems. Linear production processes slowed document generation and approval processes, as documents passed from person to person for input or review. Once developed, documents were distributed by courier, which was both expensive and time-consuming. In some locations, 20 to 30 percent of the documents in a user’s files were outdated.

“Since re-engineering this process we have reduced the time necessary for document production by 25 percent and eliminated the considerable costs associated with creating a paper document and delivering it manually,” says Halit Gunes, corporate quality assurance manager for devices.

Adobe Acrobat Exchange software provides a platform- and application-independent file format for distributing graphically rich documents that are vital to quality assurance, ensuring that marketing, manufacturing, and other departments have access to product design and packaging requirements. Some drawings are produced in Pro/ENGINEER and AutoCAD®, while others are scanned in.

Simultaneously, text for each corporate quality document is generated through a modified version of QMX, an application developed in Lotus Notes to manage documents required for ISO 9000 certification and maintenance. Developed by DPI Services, the systems integrator that helped Oral-B implement its new application, QMX lets users create documents directly in the Lotus Notes databases.

Three times daily, database changes are replicated to manufacturing facilities in Iowa

and Ireland. This eliminates the costly and time-consuming task of duplicating the entire database every time it needs to be updated. The PDF files require much less storage space than do native graphics application file formats, allowing them to be downloaded more quickly and reducing on-line costs to the manufacturing facilities. In addition, the PDF file retains the look and feel of the original graphics document.

To review the graphics associated with a corporate quality document, users click an icon in the Lotus Notes document. Adobe Acrobat Exchange software automatically launches the PDF file, enabling the user to see the CAD drawings and other associated graphics.

“More than 4,000 documents and graphics are currently available through the Adobe Acrobat® and Lotus Notes software solution,” says Marika Berkley, corporate quality assurance manager for pharmaceutical products. “We have eliminated the problem of outdated documents—we now deliver the correct corporate quality assurance document 100 percent of the time.

“We have cut time and costs at almost every stage of the corporate quality assurance document cycle, thanks to Adobe Acrobat

software, Lotus Notes, and QMX software,” Berkley concludes. “This helps guarantee that the products we deliver to market are of the highest quality and ensures that our ISO 9000 certifications will remain in effect.”

PCWEEK

PCWEEK Edits On the Road

Once a week, without fail, *PCWEEK* arrives hot off the press in corporate offices world-wide. More than 300,000 readers turn to the Ziff-Davis publication for up-to-the-minute information on industry news, new products, and a variety of issues that affect the corporate computing market. To meet tight deadlines, the magazine staff must streamline every aspect of the publishing process.

To this end, *PCWEEK* implemented an Adobe Acrobat Exchange and Lotus Notes software solution that provides two systems: a publication archiving system that allows rapid access to past issues in high-quality electronic form; and an editorial review system that enables *PCWEEK* editors on the road and at the West Coast bureau to review pages for publication much more efficiently and easily than before.

According to Wendy Maxfield, executive managing editor, all editorial pages of the magazine's 1995 issues are archived in a Lotus Notes database as PDF files. Editors and reporters frequently refer to past issues to gather information and graphics for an upcoming story.

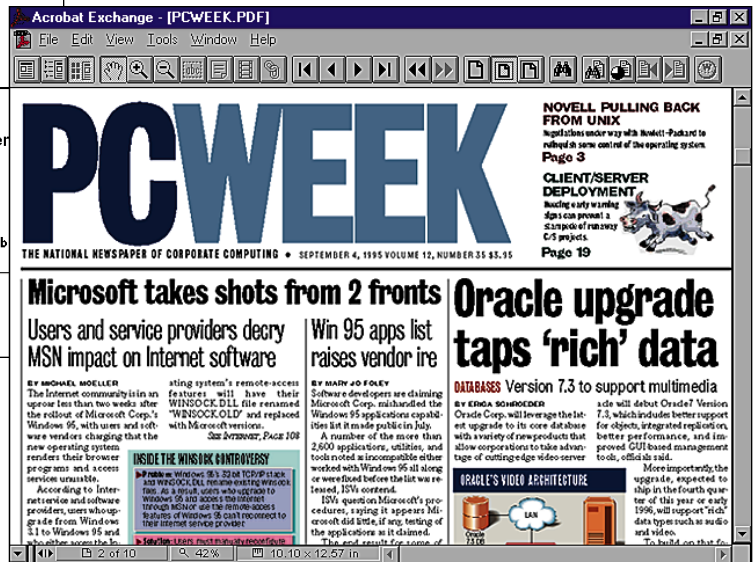
Previously, graphics were stored in one location, ASCII text in another, and the page layout itself in yet a third area on the network. Finding the needed graphics and text was time-consuming. By archiving the magazine issues in their entirety as PDF files, editors, writers, and graphic artists now access the information they need in minutes. And, because they are in PDF files, the pages appear exactly as they did in the printed issue, with text, graphics, and color intact.



Oral-B users from both its Iowa and Ireland locations can review a PDF file of the graphics associated with a corporate quality document by clicking an icon in the Lotus Notes document, which uses Acrobat Exchange to launch the PDF file.



Acrobat Exchange and Lotus Notes combine to create a publication archiving system that allows rapid access to past issues in electronic form. The archive record above includes a brief overview of the article contents. Users double-click on the icon shown, to view a PDF file of the selected publication issue.



The new process works seamlessly, according to Maxfield. Page layouts are saved as Encapsulated PostScript (EPS) files and forwarded to the magazine's printer. Simultaneously, the EPS file is converted to PDF using the Acrobat Distiller.

Next, *PCWEEK* uses a custom Lotus Notes application built with assistance from P.S. Software, Inc., a systems integrator specializing in Lotus Notes applications and Internet integration. This application automatically attaches the PDF file to an electronic transmittal form within the Lotus Notes database. The transmittal forms, generated by production staff, include vital background data about the file. They are saved into a Lotus Notes database for future review and reference.

Adobe Acrobat Exchange also streamlines the editorial review process. Many *PCWEEK* editors and reporters work from the road when they travel to trade shows, press conferences, and other industry-related events. The magazine has a West Coast bureau and editorial staff that must review and comment on all pages prior to publication. In the past, pages in progress were photocopied and then faxed to staff in the field and at the

West Coast bureau. The process was cumbersome, time-consuming, and costly.

"Now, we simply replicate the Lotus database containing the pages in progress in PDF, making them instantly available on the West Coast and internationally," says Maxfield. "Editorial staff can access their own pages in PDF and review them with their editors. Eventually, we hope to use the annotation feature in the Acrobat Exchange program, and save the PDF within the Lotus Notes database for incorporation into the final issue. This streamlines the review process by saving the time previously needed to distribute faxes or overnight packages, and has eliminated the costs associated with massive photocopying and faxing efforts."

The new application also proves useful to the marketing and sales staffs at *PCWEEK*. For example, sales representatives can fax pages in that week's print issue to a client, or incorporate the pages for use in sales pitches to new prospects.

"We're just scratching the surface of what can be done with the Adobe Acrobat Exchange and Lotus Notes software combination," says

Maxfield. "We now have a tool that will enable us to continue our streamlining efforts and meet our weekly deadlines more easily."

Adobe Acrobat and Lotus Notes: Reaping the Benefits

From manufacturing to the publishing and advertising industries, companies have created Adobe Acrobat Exchange and Lotus Notes software solutions that let them reap benefits at every level of the organization. Costs associated with couriers, photocopying, mailing, and faxing are eliminated. Days, if not weeks, are cut from the review and approval cycles for mission-critical documents required to meet government and industry regulations. Document management processes are re-engineered to improve productivity and provide better customer service.

At 3M, Ogilvy & Mather, Oral-B, and *PCWEEK*, information flows freely throughout the organization, unimpeded by software and hardware considerations. Adobe Acrobat Exchange teamed with Lotus Notes is a truly universal software solution to the age-old problem of moving documents quickly and easily from one location to another.

About Adobe Acrobat

The Adobe Acrobat product line is a universal electronic publishing tool that enables businesses to leverage information throughout the organization, with clients, and with vendors. Adobe Acrobat Exchange software provides instant access to electronic documents through the Adobe Portable Document Format (PDF), which creates files that maintain the same graphically rich look as a printed page.

PDF files can be generated from virtually any software application by using Acrobat Exchange or Acrobat Distiller software, included in Adobe Acrobat Pro. The PDF file is automatically compressed to facilitate fast, easy electronic transfer. Enhancement capabilities of Acrobat Exchange enable users to customize PDF files by adding navigational tools, such as

cross-document linking, bookmarks, thumbnails, and article threads. Users can also comment on the document using the annotation feature.

About Lotus Notes

Lotus Notes is a unique development environment and database tool that enables organizations to create custom applications that manage and distribute information through a series of databases. Companies rely on Lotus Notes to distribute data internally, with branch offices, and with customers anywhere in the world.

How They Work Together

Through its PDF files, Adobe Acrobat software enables Lotus Notes to distribute throughout the organization electronic documents that maintain the look and feel of the printed page yet are a fraction of the native file size.

The PDF files reside in a Lotus Notes database that has been customized specifically to meet the organization's needs. PDF files can be either embedded as an OLE object or attached to the database. Acrobat Exchange software supports Lotus Notes/FX, which makes document information fields in the PDF file available to Lotus Notes. Lotus Notes uses these fields to build a view of the document so users can locate documents easily by identifiers such as title, author, keywords, subject, category, etc.

The PDF files can then be distributed throughout the organization and viewed through Adobe Acrobat Exchange or the free Acrobat Reader. Teamed with Lotus Notes, Adobe Acrobat Exchange provides a fast, cost-efficient, and highly effective method for moving documents onto the desktop, no matter where—or what—that desktop might be.

For more information about the integrators mentioned in the piece, contact:

Computer Impressions, Inc.

New York, New York
1-212-343-7900
Dougnet@inch.com

DPI Services

San Jose, California
1-408-629-3700
greg_hoppe@dpisvcs.com

McCormick Nunes

Chapin, South Carolina
1-810-373-8595

P.S. Software

Norwood, Massachusetts
1-617-255-7260
<http://www.pssoftware.com>

Adobe Systems Incorporated
1585 Charleston Road, P.O. Box 7900
Mountain View, CA 94039-7900 USA

Adobe Systems Europe Limited
Adobe House, Mid New Cullins
Edinburgh EH11 4DU
Scotland, United Kingdom

Adobe Systems Co., Ltd.
Yebisu Garden Place Tower
4-20-3 Ebisu, Shibuya-ku
Tokyo 150 Japan

Adobe, the Adobe logo, Acrobat, the Acrobat logo, Acrobat Exchange, Adobe Photoshop, and Distiller are trademarks of Adobe Systems Incorporated. AutoCAD is a registered trademark of Autodesk, Inc. Lotus Notes is a registered trademark of Lotus Development Corporation. Post-it is a registered trademark and Scotch and Magic are trademarks of 3M Company. QuarkXPress is a registered trademark of Quark, Inc. All other trademarks are the property of their respective owners.

© Copyright 1996 Adobe Systems Incorporated. All rights reserved. ACR 0202 1/96