

# Chevron Corporation

*From Publishing to Presentations, Adobe Software is at the Core of Chevron's Graphics Department*

## Adobe Solutions In Corporate Publishing and Presentations

### Key Benefits Summary

- Easy integration with the full line of Adobe graphics programs provides for efficiency and quality.
- Adobe™ PageMaker™ is a flexible, production-oriented tool for professional designers.
- PageMaker is an efficient, powerful program backed by solid, long-term support.
- Enhanced support for PhotoCD™ streamlines the process of importing images into PageMaker.
- Adobe Persuasion™ is easy to use, providing for efficient and cost-effective presentation creation.
- The powerful charting feature in Persuasion displays numerical data in a concise yet graphically rich manner.
- Persuasion AutoTemplates enable sophisticated presentations to be created quickly and easily.

The graphics department within Chevron Corporation must generate enough revenue from internal clients to cover 100 percent of its cost to the company, right down to the space the department occupies and the electricity its computers use. That's why department head Stuart Edamura is so focused on efficiency—especially in the software his designers use.

One of several graphics departments within Chevron Corporation, Edamura's department creates presentations and publications for internal clients in advertising, public relations and marketing as well as for groups such as those in petroleum exploration that communicate with a range of internal and external audiences. Edamura's staff relies on a number of Adobe software applications to produce professional-quality work: Adobe PageMaker, Adobe Persuasion, Adobe Photoshop™, Adobe Illustrator™ and Adobe Dimensions™.

"Today's in-house graphics departments have to compete for clients as if they were small external agencies," he says. "This requires using graphics tools that improve efficiency and are easy to learn." Adobe PageMaker and Adobe Persuasion programs are at the core of Edamura's design process, providing sophisticated publications and presentations that incorporate a variety of graphics and design elements.

### Professional-Quality Publications with Adobe PageMaker

Typical publications that the department produces using Adobe PageMaker include newsletters in one to four colors, brochures, manuals, flyers and advertisements. "In any document where high-quality typography is essential, we use PageMaker," says

Edamura. The department takes advantage of the program's power and flexibility to produce professional-quality publications in any category—from single-page ads to company brochures, handbooks, posters, point-of-sale materials and even technical manuals. "PageMaker provides us with the power and flexibility to produce almost anything we need efficiently and without sacrificing the quality of our publications. If we don't produce publications that are as good as or better than what our clients can get outside the company, we'd be out of business."

In composing publications in PageMaker, the department typically receives text files from a word-processing program and imports illustrations as EPS or TIFF™ files. Adobe Photoshop software is used to import photographs and color illustrations that are submitted as line art and scanned into the program.

### Advantages of a Solid Product

Adobe PageMaker has always been the page layout program of choice in the Graphics Department, and Edamura says he has never had a reason to switch to another program. "PageMaker does all the things we want and does them well," he says. The department has always relied on PageMaker as a foundation program from which to venture into the newest areas of publishing.

PhotoCD technology is an example. Adobe has incorporated enhanced support for PhotoCD into PageMaker 6.0 software, enabling the Graphics Department to continue with the program it knows best while taking advantage of state-of-the-art image archiving tools. The department finds



PhotoCD a convenient way to store and access photographs, but has found working with images from different CDs difficult in the past. "PageMaker solves this problem beautifully by letting us save copies of the image to a local disk as a CIE L\*a\*b color TIFF file," says Edamura. "The ability to crop and adjust the resolution of the image as we place it to reduce the file size, and the powerful linking capabilities, make it easy to use images from multiple CDs in a single publication. And the color fidelity couldn't be better."

Edamura calls Adobe PageMaker "a strong, mature product designed for the professional user. It has kept up with advances in technology and has always been well supported. I've always said you can tell the quality of a car by the amount of attention its manufacturer pays to the little details. It's the same with software, and in Adobe PageMaker, all the details are right. It's a very solid program."

#### **Adobe Persuasion in a Production Environment**

Edamura's department also provides a range of presentation development and production services to clients throughout Chevron. Today, many of Edamura's Chevron clients—some of whom are located as far away as Angola—develop their own presentations using Adobe Persuasion graphics and presentation software and use the in-house graphics department as a slide bureau. The software's ease of use has enabled so many Chevron workers to do their own presentations that Edamura's department has been able to reduce slide-making costs and become profitable.

"We aren't refining oil, which is the main job of this corporation. We have to prove that we are worth our salt by consistently delivering better presentations more quickly and with greater protection of confidential information than our clients can get from outside vendors," says Edamura.

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graphics technology analyst,  
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Edamura's department creates about 1,200 slides per month using Adobe Persuasion software on both the Apple® Macintosh® and Microsoft® Windows® platforms. When Edamura needs to create a compelling presentation for an executive or scientist who will be addressing an important external audience, he uses some of the latest features

in Persuasion to put the company's best foot forward.

One way Edamura's team creates more interesting presentations is by integrating files and images from other Adobe programs. The ability to integrate files enables Edamura to frequently incorporate images retouched in Adobe Photoshop or illustrations created in Adobe Illustrator into his Persuasion presentations for maximum impact. Edamura's team has even begun to take advantage of the ability to incorporate sound and animation into presentations created for electronic delivery.

#### **Sophisticated Features Streamline the Design Process**

The charting feature in the Adobe Persuasion program lets Edamura's team display financial information, market statistics or other numerical data in a concise, yet graphically rich, manner. Edamura creates everything from simple bar charts to organizational and bubble charts. "I can create just about any type of chart I need directly in the Persuasion program," he says. "With other presentation programs, I'd have to create the charts and graphs in a separate program and then import them into my presentation."

Edamura's team also uses AutoTemplates to create sophisticated presentations in a fraction of the time it would take if they had to start from scratch. "The charting capabilities and AutoTemplates provided in Persuasion are the most mature set of features I've found in any of the presentation programs available," he says. "You name it, and we can do it quickly and easily."

Edamura lauds the program's unparalleled ability to manage grayscale output for both black-and-white overheads and audience handouts. This significantly reduces the number of versions of presentations he must maintain. In addition, the hyper-linking feature in Persuasion allows Edamura to create interactive presentations that allow individuals to explore only those areas in which they are interested.

"I have the latest version of every presentation package on the market, and I haven't found a better package than Persuasion," says Edamura. "Competing products really don't hold a candle to Persuasion in the production environment."

#### **Benefitting from Synergy**

"I'm excited about the improved efficiency and quality of our work when using all of the Adobe products as an integrated solution," says Edamura. "Adobe is a strong player in the professional graphics marketplace, and its support for the combination of Adobe PageMaker, Adobe Persuasion, Adobe Illustrator and Adobe Photoshop software creates a synergy among those products that benefits a production-oriented group like ours."

For example, Edamura's department might need to create a logo or identity for a new corporate campaign. Designers in the group will often create line drawings by hand, scan them into the computer and use Adobe Photoshop to add color and touch up the final image before bringing it into PageMaker. Or, they'll create original drawings directly in Adobe Illustrator and then place them within a Persuasion presentation

or PageMaker publication such as a brochure or company poster.

Another Adobe product, Adobe Acrobat™ electronic document software, enables Edamura's group to offer a new capability to its clients—electronic document distribution using Adobe's Portable Document

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Format (PDF). The group uses Acrobat software to distribute documents to clients who don't have the software used to create them. To create Acrobat documents with PageMaker 6.0, Edamura's designers simply choose the *Create Adobe PDF* command from the menu.

"It doesn't make sense for clients to buy all our software just so they can open our files to review or print them," says Edamura. "We convert PageMaker publications into PDF files and send them to clients who often forward them to a dozen other people for review. It works especially well for our

UNIX®-based clients, who don't have PC or Macintosh software. For a mixed computing environment like ours, with a range of clients using different software and hardware, Adobe Acrobat is the right product at the right time."

"Adobe software makes us more effective as a group, eliminating file conversion problems and providing an easy process for incorporating media elements created using various programs into our products," says Edamura.

"Our use of the correct software tool makes us more competitive, and competition is a fact of life for us. Whether we're creating presentations using Adobe Persuasion or designing a brochure in Adobe PageMaker, the key to our continued success is to produce high-quality products very quickly. Adobe provides us with better tools for doing things quickly. Those little bits of time we save add up to a lot in the long run."

#### **Chevron Corporation Systems at-a-Glance**

##### **Hardware**

Apple Power Macintosh® 8100 computers  
Intel486™-based PCs  
Apple LaserWriter® printers  
1,200 dpi imagesetter  
600 dpi thermal wax color printer  
Genigraphics film recorder

##### **Software**

Adobe Acrobat  
Adobe Dimensions  
Adobe Illustrator  
Adobe PageMaker  
Adobe Persuasion  
Adobe Photoshop

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