

CREATIVE MINDS, SMOOTH WORKFLOWS AND CLOSE COLLABORATION — THE SUCCESSFUL RECIPE FOR PRIZE-WINNING DESIGN

The agency PRH Hamburg relies on Quark Publishing System 8 and dio:content for the production of corporate publishing projects.

PRH Hamburg is a communications agency that produces international customer magazines, employee newsheets, online magazines, corporate books and films, as well as providing creative digital solutions to its clients. The 22-strong team consists of project managers, editors, image editors, designers, producers and IT specialists — complemented by a global network of correspondents, photographers and translators.



From Day 1 PRH has relied on

QuarkXPress for its printed and online publications design. With the implementation of Quark Publishing System

8 in conjunction with the asset management solution dio:content, PRH

has further improved the efficiency of publishing and translation processes and has been able to intensify collaboration with clients and translators.

The agency PRH Hamburg Kommunikation GmbH has won contracts for Daimler, eBay, Lufthansa Cargo, E.R. Schiffahrt and Görtz, among other renowned clients. Publications by PRH include, for example, the central customer magazine for Mercedes-Benz's utility vehicle businesses, "Mercedes-Benz Transport" and "Mercedes-Benz ROUTE" — the first magazine from a major utility vehicle manufacturer aimed purely at drivers. With "planet", PRH Hamburg is producing a customer magazine in the B2B segment for Lufthansa Cargo and, with "seller" — a magazine tailored to the individual needs of the commercial power sellers of the digital market place eBay — PRH is delivering a personal copy to each of the 22,000 addressees. PRH's diversified portfolio also includes the employees' magazine "ship&shore" for the shipping company E.R. Schiffahrt and "Wir bei Görtz" for one of Germany's leading shoe firms.

QuarkXPress 8: a staple for creation and production

PRH's corporate publishing magazines stand out for their high-quality look and feel, as demonstrated by the numerous international awards that the company has won over the time. In 2010 PRH won five silver trophies at the Best of Corporate Publishing (BCP) Awards, once again scoring among the best in Europe. With its customer magazines Mercedes-Benz Transport and eBay seller, PRH has also been nominated for the German design prize 2011. With QuarkXPress® 8, PRH has at its disposal the most suitable tools for the most demanding designs. Since the agency was founded in 1991, the team has relied on QuarkXPress' creative potential and production reliability, developing what is now a wealth of experience with the layout and design software.



The magazines that PRH produces for its customers are available in both formats, print and digital.

PRH HAMBURG KOMMUNIKATION GMBH

Hamburg, Germany
<http://www.prhamburg.com>

PICTURSAFE MEDIA/DATA/BANK GMBH

Hanover, Hamburg, Germany
<http://www.picturesafe.de>

CHALLENGES:

- Very high-quality design required
- Publications in multiple languages; integration of translators into the workflow globally
- Clients involvement in the creative process online for approval and publication
- Management of extensive data stocks of images and texts that need to be made available to the publication system

QUARK SOLUTIONS:

- The publication workflow system Quark Publishing System 8 with layout and design software QuarkXPress 8 and the asset management solution dio:content

RESULT:

- High-quality design award-winning corporate publishing publications
- Enhanced efficiency through standardised, partially automated publishing and translation processes, as well as data management and archiving
- Maximised collaboration with translators and clients through QPS Web Hub

In 2009, when PRH was considering implementing a new editorial workflow system, it was quickly agreed that this QuarkXPress expertise should also be used in the new editing system, because this would require less time and money than familiarisation with a new application. In addition, the features introduced with QuarkXPress 8 for more intuitive and efficient workflow, cross-medium design and multilingual typography also convinced PRH that QuarkXPress — a software application developed with an eye to on-going improvements — was the right solution for the long term. Quality Assurance features, such as Quark Job Jackets for a consistent colour management, had meanwhile also become an established part of the production process and nobody would do without them anymore.

A comprehensive competitive analysis of publishing system suppliers was carried out and the IT management team decided in favour of Quark Publishing System® 8 (QPS® 8). Holger Bartsch, IT manager of the PRH agency, comments: "Of course we also looked at other publishing systems. For example, CenShare was on the shortlist to the very end together with QPS 8. However, in addition to other factors, QuarkXPress support, which was missing with CenShare, was also crucial in deciding for QPS 8."

"The Web Hub for us is the central feature, which considerably simplifies collaboration with customers and translators."

— Holger Bartsch, IT Administrator, PRH Hamburg

The implementation of the new system and the changeover from the previous process to a QPS 8-based workflow proceeded smoothly and without any disruption of production processes. Holger Bartsch showed his satisfaction: "We have always felt in good hands with Quark. The Quark team convinces through outstanding customer service and comprehensive customer care. Training courses held on our premises, conducted by Quark employees, always give the PRH team the feeling that they have a partner in Quark."

Smooth workflow with QPS 8 and dio:content

Because clients, as well as PRH's different internal departments, have a variety of different requirements on asset management, in 2009 PRH decided to replace its former publishing system with QPS 8 and combine it with dio:content — an asset management solution from the company picturesafe media/data/bank GmbH. "To integrate QPS 8 with dio:content was a good approach for us. The media neutrality of dio:content is compatible with QPS. QPS writes directly into the dio:content database and retrieves data from dio:content. Paired with QPS' effective workflow components, this allows us an ideal, efficient working process."

By tying QPS to dio:content, PRH can allow its clients secure access at any time to all text and image data via the Internet. This is how agency customers are easily involved in the creation of their publications — an important success factor for PRH. The agency sees enabling their clients to participate in the creative process as a competitive edge. At PRH client participation happens thanks to the many versatile options of the QPS Web Hub. "The Web Hub for us is the central feature, which considerably simplifies collaboration with clients and translators", reports Holger Bartsch. "With QPS Web Hub all our customers can follow the production progress as it happens. Discussion processes are sped up and layout can be approved online quickly and conveniently."



PRH has won numerous international awards for its magazines that the agency created with QuarkXPress. They stand out for their high-quality look and feel

“QPS and picturesafe products are based on the same basic technologies and are therefore very compatible not only from a content perspective, but also technically.”

— Wolfgang Werner,
CTO, picturesafe

Translations are the second major area in which the QPS Web Hub provides improved efficiency and productivity: The agency's corporate publishing media appear in numerous languages and countries. For example, “Mercedes-Benz Transport” is produced for Germany, Belgium, France, Italy, Great Britain, the Netherlands, Spain, Portugal, Poland, South Africa, Sweden, the Czech Republic and Switzerland, with national and independent editions. “Mercedes-Benz ROUTE” also appears in independent versions in seven countries. Translators working in a wide variety of locations worldwide, write their translations directly into the layout using QPS Web Hub. They do not need to install any additional software for this, just Internet access and the necessary rights to check out the relevant articles from QPS in order to work on them. They can preview their work directly on the Web Hub, with its binding line format, to see what their text will look like in the layout. This means that the text does not have to be sent back and forth by email, but can be inserted directly, without wasting precious production time.

From printed magazine to online version

PRH uses QPS not only for printed formats: The digital magazines “Transport online” and “ROUTE online”, as well as other digital media, complement the printed customer magazines. Readers receive considerable added value from the online versions and journalistic content is used in collaboration. Such magazines have an annual printed circulation of 1.6 million copies, different versions for 15 German Land regions and are released on a quarterly basis. A week before press day, they are published as an online magazine, where highlights from the printed issues are prepared as multimedia, with videos, interactive graphics, sound bites, downloads, etc delivering additional information to the lucky online readers. Each regional issue has its own locally-relevant content. In this way, the magazines work as an important interface to customers at an international level. At PRH, the online magazines are produced with a self-programmed engine which automatically imports content from QPS into Flash® projects. Because the architecture of QPS is based on open standards, supplementary publishing modules such as these can be added without any problems. Alternatively, QPS can be connected to already existing IT structures.

When asked about further plans for cross-media publishing at PRH, Holger Bartsch commented: “We are confident that there will be further developments of QPS and are certain that Quark will provide us with suitable workflow software to master publishing challenges successfully in the future.”

If you want to learn more about this particular success story or about how Quark's products and solutions might benefit your business, please visit euro.quark.com/en or contact us by email or phone using the contact details provided below. If you are interested in having your own success story published by Quark, please contact Quark's PR team at pr@quark.com.

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