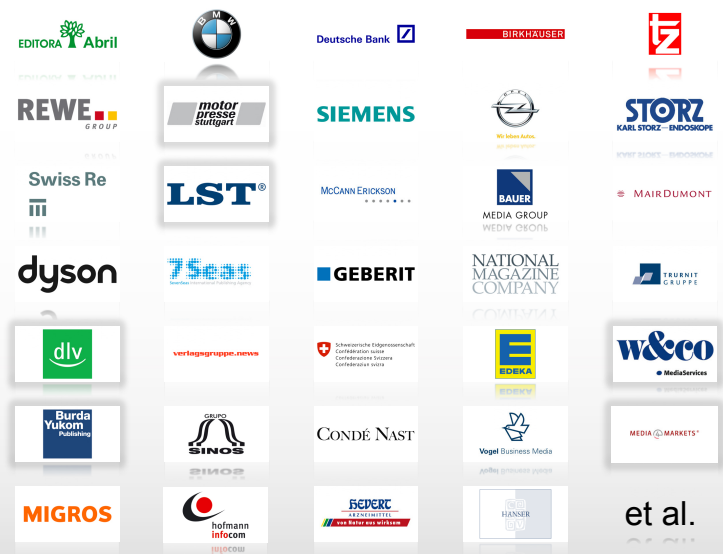


## Customers



- Agencies
- Book Publishers
- Corporate Publishers
- Special Interest Publishers
- Financial Service Provider
- Retailer
- Marketing Communication
- SME
- Public Administration
- Media Service Provider
- Magazine Publishers
- Newspaper Publishers



## Case Studies – NEWS at

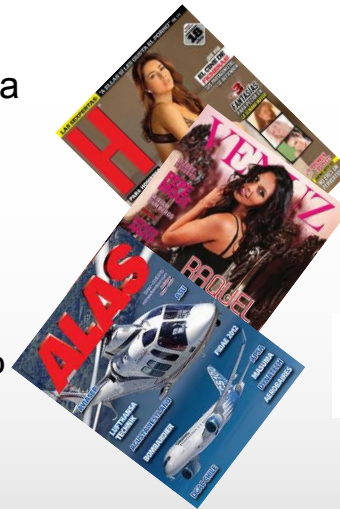


- Web Site and Magazine
  - From one system
- Portability
  - Remote Access
- Estimated 20% Saving



## Case Studies - Abril

- Disparate Workflow – Multiple Publications across multiple locations
  - São Paulo, Rio de Janeiro and Brasilia
  - 52 Titles, 1300 users
- Consolidation of existing Archive
  - 3 Million images, texts and links
  - 5 Decades of data
- Estimated Savings of 25% - 30%



## Case Studies – Deutsche Bank

- Optimization of process
- Saving allowed growth
- Marketing improved with self procurement
- Patience and Transparency to change
- 33% Reduction in overhead



## Case Studies - BMW

22



- Expanded Output
  - From 20 languages to 50
  - From 2 publications to 6 per year
- Estimated 30% Saving
- Same people

