DIALOGUE Engine in the vanguard for packaging at Gutenberg networks (DDB Group)

Gutenberg networks, a multi-channel production agency and subsidiary of DDB Group, has just integrated DIALOGUE Engine v3 into its *easyPack* packaging tool. Daphné DELEDICQ, Business Development Manager, talks about how easy this integration was.

In what context did Gutenberg networks adopt DIALOGUE Engine?

We offer our customers a wide range of services (creative adaptation, graphic production consulting, shooting, pre-press and digital).
In general, each of our services is supported by tools for monitoring exchanges, securing data, generating reports and so on.

In packaging, one of our fields of activity, we tend to use the client's tools. However, experience showed that the client's tools were not entirely satisfactory and required some improvements.

Therefore, developing our own tool allowed us to offer an "all-inclusive" service: creation or creative adaptation, artwork, repro, online validation and archiving.

In order to create *easyPack*, we first defined the mandatory criteria to manage packaging projects:
• to have a specific module for annotation, file comparison and validation
• to manage complex validation workflows
• to create projects that reflect the marketing reality (i.e. create ranges that group together several references and numerous print media)
• to generate and update schedules as the projects progress.

Then, we identified the products on the market, which included DALIM SOFTWARE. We were already familiar with them since we have been using their production flow automation engine, TWIST, for about ten years. After various meetings (packaging fair, demo at our premises, etc.), we gained further knowledge about DIALOGUE Engine.

What were your decision criteria?

None of the collaborative platforms that we identified met all four of our criterias.
In fact, only for the 1st criteria (annotation and correction) was met by multiple vendors.

We therefore decided to apply our usual strategy: to develop a tool that fully meets the expectations of our current and potential customers, based on one or more components of the market.

As a result, we redefined our criteria for this component:
• easily interfaced
• offering an annotation and comparison system very easy to use
• capable of handling large files
• offering features specific to the graphic arts profession (colour palette, mini pixel, etc.)

DIALOGUE Engine met these criteria in every respect and was available at a competitive price.

Have you had any user feedback?
We have just reached the end of the validation period for our tool, *easyPack*. We have internal feedback, following the training of about thirty members of staff. Our two packaging entities are unanimous: *"Once we*

got used to the various functionalities and buttons, there was no downside at all".
The annotation system, which is really easy to use, is similar to Acrobat. The fact that the differences between two versions of packaging are highlighted is very useful to our infographists and our proof-readers, and it saves valuable time.
Finally, we should point out that the interface is transparent. As we wished, the user switches to DIALOGUE Engine without having to re-enter his/her username or password (*single sign-on*).

What future developments do you have planned for your project linked to DALIM SOFTWARE?
As you have understood, the *easyPack* project is part of our business development strategy. It is supported and implemented by various services (IT department, packaging, development and executive management) and represents the achievement of a real group work. It is within this ambitious project that we have chosen the DIALOGUE Engine annotation and comparison module.
In the very near future, we are going to interface the metadata management component offered by DALIM SOFTWARE. This element allows us to run refined searches on any word contained in any of our documents, beyond the filled-in fields in the tool.

Interview by Didier Destabeaux

Company:	Gutenberg networks DDB Group
Activity:	Com media, packaging
Turnover 2011:	320 million euros
DALIM SOFTWARE products:	DIALOGUE Engine v3
Workforce:	± 600 in France
	± 900 internationally
Reason for purchase:	• ease of interfacing
	• professional tool
	• handling of large files
	• price