

# Intelligent Print-on-Demand Solutions for Business Reports



With the help of DirectSmile Cross Media, Neidhart+Schön implemented an innovative print-on-demand solution for business reports. With this solution, N+S responds to the customers' needs "just in time" and "individualized".

## Tailored for Every Shareholder

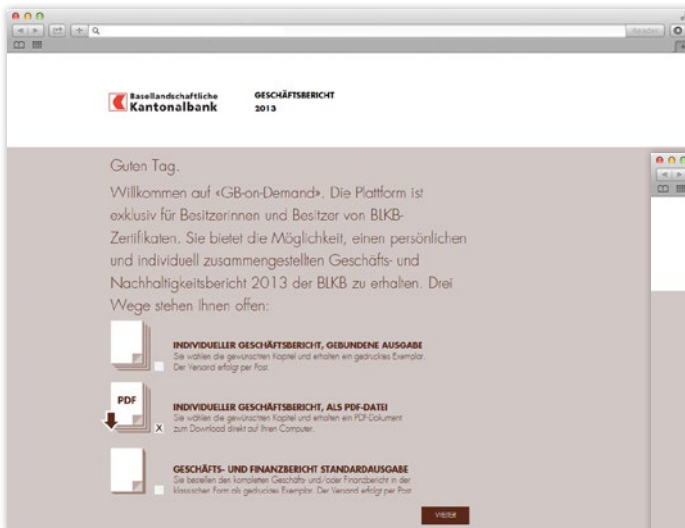
N+S, who obtained their DirectSmile system through Canon (Switzerland) AG, has been printing business reports for stock companies for many years. Diminishing print volumes and increasing pricing pressures prompted N+S to develop a new idea: Business reports on-demand. That means instead of entirely printing the business reports and expensively sending them to the shareholders per post, the shareholders can now put together their own individual business report on a website. They can choose the chapters that interest them and decide whether their business reports should be printed in its entirety or in parts, or made available as a downloadable PDF. N+S decided upon DirectSmile Cross Media in order to implement this concept. The deciding criteria were the flexibility, high implementation speed, and high savings in comparison to the individual programming of a solution

## Configuring PDFs Online

"In the past, we've had really positive experiences through choosing a proven system as the basis for new solutions and specifically developing it further. The DirectSmile Cross Media Suite already covered a large portion of our desires and could then be further developed to a print-on-demand-solution through excellent cooperation," says Joëlle Loos, Director of Marketing and Communication for the N+S Group.

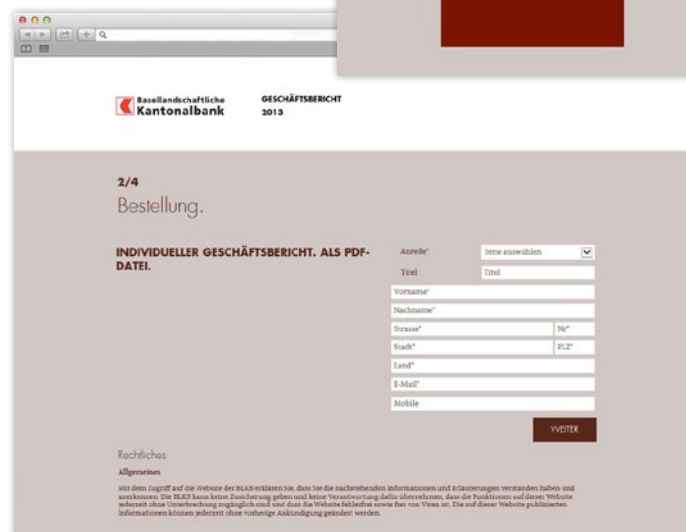
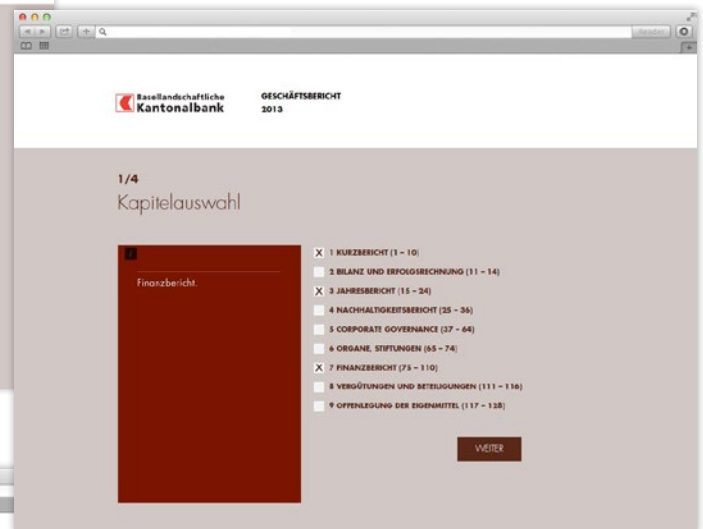
The content and layouts of the various business reports are usually created through an external agency and delivered as PDFs. These PDFs must then be configurable on a website and depending upon the shareholder's selection, be "put together" as new individual print files. The solution that N+S desired should focus on providing a high level of automation in order to prevent the costs for the process from being driven up.

# Flexibly Linking Web and Print



**1**  
Select the format of the business report

**2**  
Individually assemble the chapters

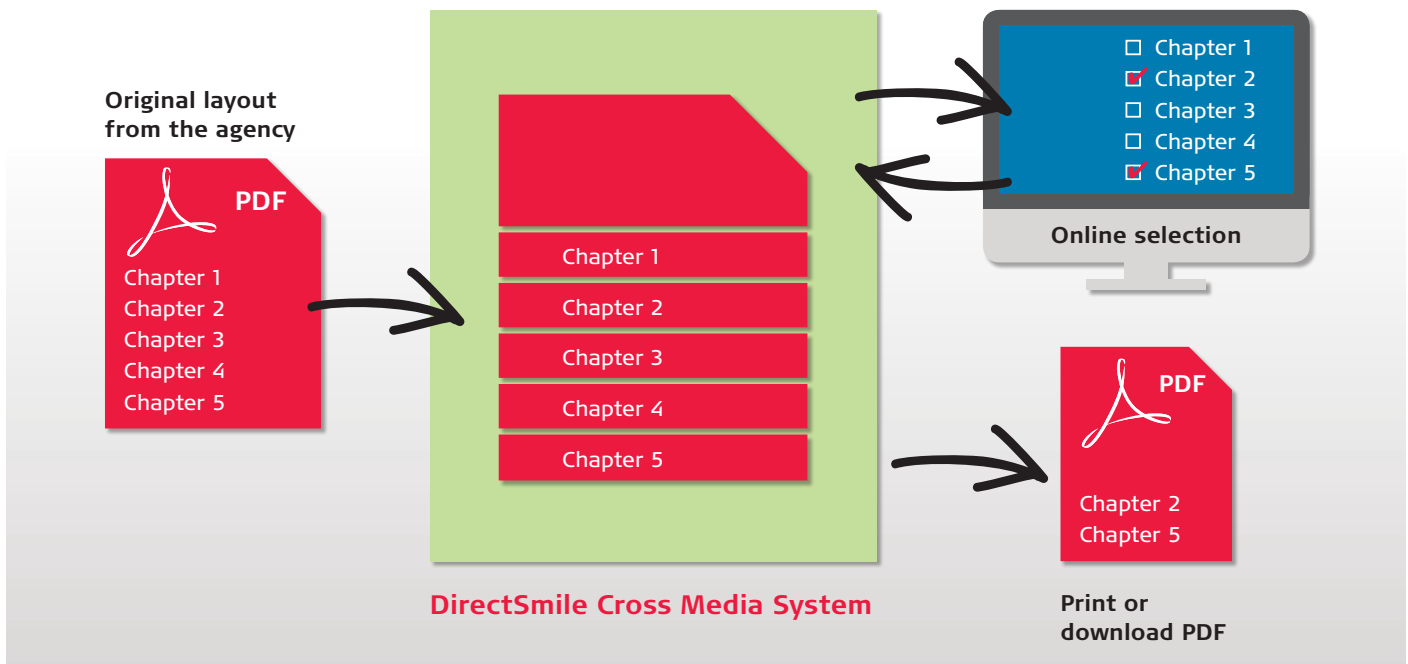


**3**  
Enter the data for the order

## Ordering Portal in the Customer's Design

The website, on which the shareholders can assemble and access their business reports, was entirely created using the Design Editor from DirectSmile Cross Media. The base layout, including all functionalities, can be easily modified to fit the corporate designs of the various customers. Furthermore, the visitor can also choose between different languages.

A particular advantage for N+S was the simple manageability. Because with DirectSmile Cross Media, not only can all business report layouts and data be managed with the system, but also all webpages and their corresponding designs. It was also important to N+S that the web users not just find a purely "technical" solution, but also an attractively designed environment.



The PDFs provided by the agency are immediately available for configuration online.

### Assembling Documents Dynamically

A special highlight of the solution is the document generation. After the visitor selects the desired chapter for the business report, a printable PDF is created that does not “physically” exist anymore. Instead, a special Java-Script is used that re-assembles each of the print documents. For this, the original PDF provided by the agency has to be uploaded to the N+S system; further processing is no longer necessary. The moment the document is available in the system the chapter selection is automatically visible on the website.

The clear advantage for N+S is that through this form of automation no costs are incurred for processing the various business reports and they are immediately available online. In order to be edited in the system, various designed layouts can be delivered in different formats and with different page numbers. The solution then enables any chapter compilation, the creation of an individual table of contents, as well as the automatic adjustment of the page numbers to a printable format. An additional option is the personalization of content and layouts on the cover for the individual shareholders. The outputted documents are imposed and instantly printable.

### Security and Measurability

N+S operates their solution for business reports using a DirectSmile Cross Media Server Version 6, which is hosted in a data center in Switzerland. With an application such as this that manages sensitive corporate data, security is of the utmost importance. For this purpose, one's own server in one's own country is not the only contributor. The SSL encryption also contributes to security needs.

In addition, N+S uses the statistical analytics from DirectSmile Cross Media. This way the customers, who publish the business reports, can find out about all of the shareholders' activities on the platform online, which are presented in clear graphics.

# Automation Makes the Offer Profitable

## Cost Advantages Through DirectSmile

With the Basellandschaftlichen Kantonalbank (BLKB) and the Comet Group, two stock companies could already be won over by the new offer in the pilot phase. According to Joëlle Loos, the solution has been attracting great interest from potential customers: "With the business reports on-demand solution, we enable our customers to distinguish themselves to their end customers by offering all company information on various output channels, and at the same time leaving the decision of which chapter in which format can be ordered when. This means customized services in their true form!"

The advantages for N+S are evident: On one hand they have the cost savings. With DirectSmile, the new solution could be realized significantly leaner than an individual programming and integration, because numerous required functions and modules are already included in DirectSmile Cross Media. On the other hand, N+S profits from the flexibility of the offer because the adjustment costs for the individual document fall away. Thanks to DirectSmile, such an innovative offer that is also attractive to the customers is profitably possible.

Joëlle Loos: "The collaboration with the DirectSmile Team not only worked fantastically and lead to a wonderful result, it also thrived on the remarkable flexibility and customer focus of all team members, who always had the best solution in mind."



Joëlle Loos, Director of Marketing and Communication at N+S