

# CREATIVE MINDS, SMOOTH WORKFLOWS, AND CLOSE COLLABORATION — THE 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 print magazines, employee newsletters, online magazines, corporate books and films, and provides 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.



Since its inception, PRH has relied on QuarkXPress for the design of its printed and online publications. With the implementation of Quark Publishing System® 8 in conjunction with the asset management solution dio:content, PRH has improved the efficiency of its publishing and translation processes and has been able to intensify collaboration with clients and translators.

PRH has won contracts with Daimler, eBay, Lufthansa Cargo, E.R. Schiffahrt, and Görtz, among other renowned clients. Their publications include, for example, the central customer magazines for Mercedes-Benz's utility vehicle businesses — *Mercedes-Benz Transport* and *Mercedes-Benz ROUTE* — the first magazines from a major utility vehicle manufacturer aimed purely at drivers. PRH also produces *planet*, a customer magazine in the B2B segment for Lufthansa Cargo, and *seller*, a magazine tailored to the individual needs of the commercial power sellers of the digital marketplace eBay. PRH's diversified portfolio also includes the employee 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 magazines stand out for their high-quality look and feel, as demonstrated by the numerous international awards that the company has won. 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 tool for the most demanding



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

#### PRH HAMBURG KOMMUNIKATION GMBH

Hamburg, Germany

<http://www.prhamburg.com>

#### PICTURESAFE MEDIA/DATA/BANK GMBH

Hanover, Hamburg, Germany

<http://www.picturesafe.de>

#### CHALLENGES:

- Very high-quality design required
- Publications in multiple languages mandated the integration of translators into a global workflow
- Ability to include the client in the creative process demanded a secure, online system for approval and publication processes
- Extensive data, images, and text needed to be made available through 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
- Enhanced efficiency through standardized, partially automated publishing and translation processes, as well as data management and archiving
- Maximized collaboration with translators and clients through QPS Web Hub

designs. Since the agency was founded in 1991, the team has relied on QuarkXPress' creative functionality and production reliability, developing what is now a wealth of experience with the layout and design software.

In 2009, when PRH was considering implementing a new editorial workflow system, it was quickly agreed that the QuarkXPress expertise of their team should be taken into consideration when selecting a new editing system. The team was reluctant to switch to a new design application, and would save significant time and costs by moving forward with QuarkXPress. In addition, the features introduced with QuarkXPress 8 for more intuitive and efficient workflow, cross-media design, and multilingual typography also convinced PRH that QuarkXPress was the right solution for the long term. Quality assurance features offered by QuarkXPress, such as Job Jackets for color management, had also become an established part of the production process that the team relied on for design and layout accuracy and consistency.

**“The QPS Web Hub for us is a central feature. It simplifies collaboration with customers and translators considerably.”**

— Holger Bartsch, IT Administrator, PRH Hamburg

A comprehensive competitive analysis of publishing systems was carried out and the IT management team decided in favor of Quark Publishing System 8. Holger Bartsch, IT manager of PRH, said, “Of course we also looked at other publishing systems. For example, CenShare was on the shortlist with Quark Publishing System 8 until the very end. However, in addition to other factors, QuarkXPress support was missing with CenShare and it was crucial in deciding to go with Quark.”

The implementation of the new system and the changeover from the previous process to a Quark Publishing System 8-based workflow proceeded smoothly and without disrupting the production process. Regarding implementation and support from Quark, Bartsch said, “We have always felt in good hands with Quark. Outstanding customer service, comprehensive customer care, and training courses held on our premises - conducted by Quark employees - gave us the feeling that we have a partner in Quark.”

#### Smooth Workflow with Quark Publishing System 8 and dio:content

Because clients, as well as PRH's various internal departments, have different requirements for asset management, PRH decided to integrate Quark Publishing System 8 with dio:content — an asset management solution from the company picturesafe media/data/bank GmbH. “To integrate Quark Publishing System 8 with dio:content was a good approach for us. The media neutrality of dio:content is compatible with Quark Publishing System. Quark Publishing System writes directly into the dio:content database and retrieves data from dio:content. Paired with Quark Publishing System's effective workflow components, this allows us an ideal, efficient working process.”

By tying Quark Publishing System to dio:content, PRH can allow its clients secure, online access to all their text and image data 24 hours a day. This allows agency clients to be 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 Quark Publishing System's Web Hub. “The QPS Web Hub for us is a central feature. It has simplified collaboration with clients considerably,” said Bartsch. “With QPS Web Hub all of 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 magazines created with QuarkXPress. The publications stand out for their high-quality look and feel.

**“QPS and picturesafe 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 magazines 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 create their translations directly in the magazine layout using QPS Web Hub. They do not need to install any additional software and are only required to have Internet access and the necessary rights to check out the relevant articles from Quark Publishing System in order to work on them. They can preview their work directly with QPS 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 Print to Web

PRH uses Quark Publishing System for printed publications but also for the online versions of the magazines it produces, such as *Transport Online* and *ROUTE Online*. These magazines have an annual printed circulation of 1.6 million copies, which includes 15 different versions in Germany that are released on a quarterly basis. In many cases, the issues are published as online magazines a week before press day, where highlights from the printed issues are offered as multimedia content with videos, interactive graphics, sound bites, and downloads delivering additional information to online readers. Each regional issue has its own locally-relevant content. PRH produces its online magazines with a self-programmed engine that automatically imports content from Quark Publishing System into Flash® projects. Because the architecture of Quark Publishing System is based on open standards, supplementary publishing modules such as these can be added without any problem. Alternatively, Quark Publishing System can be connected to existing IT structures.

When asked about plans for additional cross-media publishing at PRH, Bartsch said, “We are confident that there will be further developments of Quark Publishing System 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 [quark.com](http://quark.com) 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](mailto:pr@quark.com).*

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