

*Providing World Class
Software Solutions
for Industry*



Pictured:
Mr. John Kneubühl
Anliker Managing Director

“We are now able to provide professional looking electronic catalogs to our customers on an on-demand basis, complete with our latest products, prices, and linked indexes in addition to a printed catalog version on a periodic basis, all with the same precise look and feel” states Kneubühl.



▶ **ANLIKER AG HOLZWERKSTOFFE**

Automated catalog production innovation continues to demonstrate commitment to satisfied customers and catalog production efficiencies



OVERVIEW

Industry

Wooden Building Materials.

Customer Profile

ANLIKER AG services the “Mittelland” (west-central heartland) of Switzerland with a current customer base of approximately 1900 individual businesses.

Problem

Publishing an Anliker product catalog, while maintaining a polished and professional appearance, was both costly and labor intensive. The variation between product lines were substantial and simple automation techniques just could not meet the challenge.

Solution

ANLIKER AG completely automated the generation of their product catalogs with FinerEdge Publisher. Because of virtually limitless automation and flexible processing capabilities, Anliker was able to realize **an efficiency increase of over 400% while reducing errors typically seen during manual formatting** while providing a high quality and dynamic catalog to their customer.

Benefits

- Reduced Costs
- Reduced Workflow
- Decreased Production Time
- Decreased Time-to-Market
- Improved Quality
- Improved Customer Service
- Improved Profitability

Business Situation

ANLIKER AG takes great pride in consistently providing high-quality wooden building products to their over 1900 individual business customers. As an integral part of that business focus, they embarked upon a project to upgrade their published catalog with the goals of providing a professional-looking experience that was consistent with their products, timely on-demand publishing of new product lines and existing product updates, and achieving greater quality during production while drastically reducing overall costs.

Because FinerEdge Publisher allows a virtually limitless degree of customization with its ultra-dynamic document structure, all of Anliker’s detailed requirements for automated variation between product lines, based upon externally defined meta-data instructions, were met and in many cases exceeded. **Producing catalog content was reduced from an estimated 150 hours to just 30 hours** (updating the content of their existing ERP system).



Pictured:
Mr. Mathias Leibundgut
Anliker IT Manager and
Lead Advisor

“Before it took us about 150 hours every year just to produce a single catalog. But today with FinerEdge Publisher our effort is reduced to just maintaining our product data and, with the push of a button or on-demand, we can immediately generate up-to-date professional looking catalogs for our customers” states Leibundgut.



Solution

ANLIKER AG had important and very precise requirements for each of their product lines and even between individual products. In addition, it was very important to the company to present a professional looking catalog that would represent their high-quality products and reflect very positively on the company’s image.

In the past to attain this goal, desktop professional publishing systems were utilized, which resulted in a correspondingly high amount of time, effort, and budget being devoted to maintaining the catalog manually. This caused numerous issues whenever new product lines were introduced or existing products were updated.

When a different approach became necessary, a number of automated solution possibilities were evaluated. However, in each case they were unable to achieve the high-degree of flexibility required to accurately and precisely depict the Anliker product lines, along with the individual product requirements.

Then came FinerEdge Publisher with its very high-degree of flexibility, and Anliker again become hopeful that its precise requirements could be met along with its vision of a fully automated catalog production. In addition, Anliker was also encouraged by the promise of maintaining their product information in their existing ERP system, thus eliminating any retraining and rework issues.

Anliker’s solution was achieved by the use of meta-data information maintained in their ERP system that described all the necessary instructions needed to precisely format their product lines and individual products. The meta-data information was created to be both very extensible and maintainable by their existing personnel.

FinerEdge Publisher readily understood Anliker’s meta-data information, and precisely rendered the necessary catalogs on an on-demand basis, all without any manual intervention. As a bonus, the catalog process is now so flexible that entire new product lines can be dynamically introduced by simply updating the meta-data information, again without any manual intervention.

Benefits

A 400% increase in efficiency, a drastic reduction in cost and effort, and a far greater level of quality assurance were immediately realized. In addition, Anliker benefits from a professional and consistent look and feel between their on-demand and printed catalog productions, as well as a built-in facility for immediate customer initiated sub-catalog generation over the web.

Standards

International standards compliancy for Adobe PDF and other common formats, Unicode, JPEG, and comprehensive TIFF support along with CMYK support were all important to Anliker AG.

Solution Provider:

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