

*Providing World Class
Software Solutions
for Industry*



Pictured:
Mr. Stefano Papini
Fortura CEO

“Having a dynamic on-demand facility like *FinerEdge Publisher*, that directly uses our ERP data, is critical to our fast inventory turnaround. The sales department can quickly create their own professional custom catalogs, along with new product variants, which allows us more time to focus on additional competitive business opportunities” states Papini.



► **FORTURA AG**

Automated catalog production innovation consistently demonstrates commitment to satisfied customers and catalog production efficiencies



OVERVIEW

Industry

Trading company handling toys, gifts, household items, and festive articles.

Customer Profile

FORTURA AG services all of Switzerland. They stock over 8,000 products, which sell to shops, bazaars, wholesale companies, and more.

Problem

Fortura’s business depends upon fast turnaround of their inventory. Providing very quick service, with sometimes less than 24-hour notice, has been a real challenge for Fortura while using more traditional data processing facilities and static desktop publishing systems.

Business Situation

Fortura’s business has demanded increasingly fast turnaround of their inventory and, as such, inventory is constantly being replenished with new and novel items from many different sources. The immediate and unique needs of Fortura’s customers can vary widely, but at the same time they have also come to expect a highly polished and consistent appearance from all Fortura company catalogs and publications.

The Fortura business and their inventory has expanded and grown over the years. In addition, Fortura’s customers have also evolved with the advent of new technologies and now anticipate faster response, larger selections, and more customization capabilities that are specifically tuned to their unique needs. As such, the time for a technology change was apparent and *FinerEdge Publisher* was selected as the clear choice to fully automate and promote a professional and crisp appearance while being very cost-effective solution.

Solution

FORTURA AG replaced their legacy system with *FinerEdge Publisher* which allowed for a **much faster turnaround by producing high-quality catalogs and customized on-demand publications that are now controlled directly by their sales staff and driven by customer need.** In addition, Fortura has decreased their costs by 30% while improving quality and reducing publication errors.

Benefits

- Synced WebShop and Catalog
- Fast Turnaround
- Decreased Production Time
- Improved Customer Service
- Improved Quality
- Decreased Errors
- Reduced Costs



Pictured:
Ms. Carole Buser
Fortura Marketing Manager

“With FinerEdge Publisher, we can now provide our customers with professional-looking catalogs and high-quality on-demand publications that are specifically tuned to a particular customer’s needs at a substantially reduced cost, all of which help us to deliver a strong call-to-action that ultimately increase sales” states Buser.



Solution

FORTURA AG was looking for a much faster turnaround time in their inventory updates that would inform their customers of products in a timely manner, thus resulting in a greater number of customer orders and order fulfillment. In addition, customers wanted the ability to immediately select from a customized set of products soon after they were placed into Fortura’s inventory.

Fortura and their customers expected that all company publications have a very high-quality and professional appearance that both imparts customer confidence and upholds the company’s image. Furthermore, Fortura and their customers required that all professional publications have a consistent look and feel, rather they be **periodic full-inventory catalogs, on-demand brochures customized to a particular customer’s needs, or content generated for Fortura’s WebShop web site.**

Since the existing legacy solution could not accommodate any of these requirements and had the additional disadvantage of using duplicated information that was often found to be inconsistent with Fortura’s main ERP system, they embarked upon a search for a new solution. Many possible solutions were considered and found to be either too expensive, too inflexible, or were otherwise not truly dynamic enough to fulfill all of Fortura’s customization requirements.

Fortura had heard from their ERP partner that another customer was very satisfied with the FinerEdge Publisher solution and decided to contact FinerEdge Software with the possibility of implementing a complete turn-key solution for them. After the initial contact was established and a prototype presented, Fortura became convinced that all their requirements could be met by the implementation team of FinerEdge Software.

FinerEdge Software replaced Fortura’s legacy system with FinerEdge Publisher which allowed for a **much faster turnaround by producing high-quality catalogs and customized on-demand publications that are directly managed by the sales staff and driven by customer needs.** Fortura’s turn-key implementation was accomplished with “a pleasant respectful approach toward employees while all project milestones were completed within a short period of time and in a very accommodating manner” states Mr. Stefano Papini, Fortura CEO.

Benefits

With FinerEdge Publisher, **Fortura decreased their overall costs by 30%** while improving turnaround, allowing synchronous generation of full-inventory catalogs, on-demand custom brochures, and WebShop content, improving overall quality, and drastically reducing publication errors caused by inconsistent information.

Standards

Support for highly optimized and compressed PDF and XPS formats, TrueType and OpenType fonts, Unicode, and common image formats including JPEG, PNG, and TIFF in both RGB and CMYK color spaces were all important to Fortura AG.

Solution Provider:

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