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**FinerEdge®**
**Publisher**

Pictured: Mr. Peter Althaus, Steiner Technical Consultant and Assistant Managing Director

**"We were looking for a solution that fit into our IT environment, was easy to use, and finally, a solution that helps to save us time and money. We were very impressed with the functionality, flexibility, performance, and cost. In fact, FinerEdge Publisher exceeded all expectations," states Althaus.**

**"We were looking for a publishing solution that had the capability to produce complex catalogs with the push of a single button and receive a final document for publication on our website, in-house and professional print without any rework at the printing office," states Althaus.**

▶ **STEINER AG**

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

## OVERVIEW

**Industry**
Building Materials

**Customer Profile**
STEINER AG services the western part of Switzerland and provides builders with materials for new buildings and renovations. They have been distributing manufactured and finished wood materials, custom cut lumber, specialty doors, insulation materials and more since 1952.

**Problem**
Providing up-to-date product information from their many building product suppliers to their customers was a time-consuming and manual process. It took 400 man hours to produce their printed non-customized catalog and it was not up-to-date with current product information.

**Solution**
STEINER AG automated the production of customized, up-to-date product catalogs to provide their customers with exactly the product information they need **75% more efficiently than before**. Now Steiner can instantly produce customized product catalogs on-the-fly with the push of a single button.

**Benefits**
- Reduced Costs
- Improved Flexibility
- Decreased Production Time
- Reduced Workflow
- Improved Customer Service
- Decreased Time-to-Market
- Improved Profitability

**Business Situation**
Eduard STEINER AG prides itself on serving their customers the way that they themselves expect to be served, which results in highly satisfied customers. In order to reach that goal, they conducted a search for an innovative publishing product that would enable them to dynamically output available building product information directly from their ERP data into a professionally formatted catalog in PDF and for professional commercial printing.

Steiner estimated that **previous catalog production output would take up to 400 man-hours and was a very time-consuming task**. Steiner did not want to employ a document designer to maintain and manually paginate hundreds of document variations of containing differing product information. Instead, they wanted to eliminate that maintenance nightmare and dynamically generate up-to-date product catalogs based upon data in their databases, thus reducing time-to-market.

Pictured: Mr. Thomas Zbinden, Steiner Chief Financial Officer and Assistant Managing Director

"By using FinerEdge Publisher, now we can provide our customers with up-to-date catalogs periodically on a cost-effective basis. I would certainly recommend FinerEdge Publisher to others as how both the software solution and implementation support are excellent," states Zbinden.

"Data maintenance is very easy and the automatic page break saves a lot of time regarding page pagination. The real savings in time and money can be calculated in less than one year," states Zbinden.

## Solution

FinerEdge Publisher has helped to make product information more accessible to Steiner AG customers such as carpenters, joiners, floorers and more by automatically providing them with a professional looking, structured catalog that is also easy for them to access and read directly from the Steiner website.

FinerEdge Publisher enables Steiner to dynamically create layout structures such as tables that vary in look and feel, vary the number columns, and embed tables within tables based on the type of product, then simultaneously output the perfectly formatted catalog to the Web and for professional printing. Output formats include PDF, XPS, PostScript, RTF, XHTML and more.

Once Steiner had determined that FinerEdge Publisher would work well in their IT environment, they began the implementation process, which included ERP data analysis and data structure modeling with an eye toward how the ERP data would look once it was pulled into an automated layout definition.

Different layout and processing 'Methods" were created and are automatically used based upon document instructions for differing formats (that depend upon incoming product codes), thus eliminating manual data maintenance problems.

A prototype layout was established utilizing real data, the layout "Methods" fine-tuned, staff instructed on the importance of entering data correctly, and their custom catalog production era was launched!

## Benefits

Steiner AG was looking for a publishing solution that would use their ERP data to produce complex catalogs and, with the push of a single button, simultaneously receive a final document for website posting, in-house printing, and professional commercial printing without requiring any rework at the printing office. FinerEdge Publisher provided Steiner the solution they were looking for as well as helped to simplify operations and improve workflows.

Some unexpected benefits that were encountered included the highly flexible formatting possibilities and the rapid performance output of the finished catalog. **Further, where it previously took about 400 man-hours to manually produce their catalog – the entire automation process took only 100 man-hours to create once, and future custom catalogs will only take the push of a button!**

## Standards

International standards compliancy for Adobe PDF, Postscript, XPS, RTF, XHTML, is provided, as well as support for TIFF, JPEG, GIF, PNG BMP images, as well as CMYK and RGB, custom fonts, in addition to a high level of font and image compression were all important to Steiner.

**Solution Provider:**

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