



CASE ASICS EUROPE

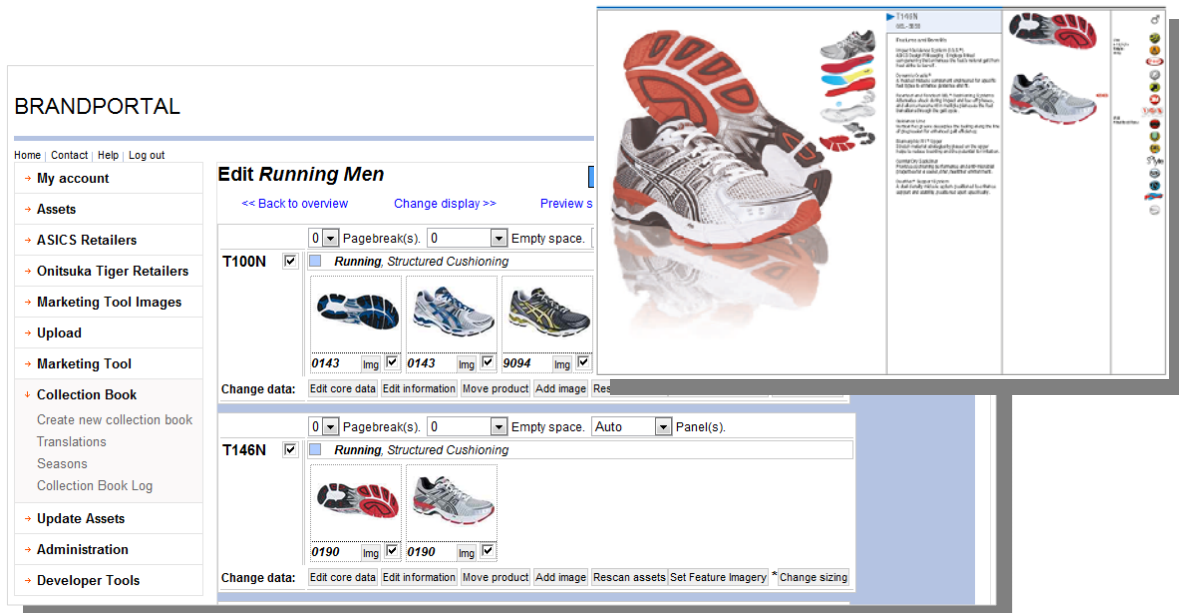
ASICS Database Publishing Platform

Case

Creating and localizing the ASICS and ONITSUKA seasonal collection books was always a very time consuming and expensive process for ASICS Europe. Every country in Europe has its own local collection and therefore needs its own version of the collection book. With four collections a year, the realization of collection books always put enormous pressure on the European marketing division of ASICS.

Challenge

Together with ASICS, Comrads took the challenge to streamline the publishing process for collection books. The aim was clear: collection books had to be created much faster and at lower costs. A dedicated Comrads team of both IT and graphical specialists did a scan of the current situation and designed an ideal process and future workflow.



Solution

Many tasks were duplicated in the process. In addition, the connection between ASICS Marketing and their ERP system was not optimal. Comrads automated the complete DTP and translation (localization) process using its proven online database publishing solution and established a direct link with the ASICS Navision ERP environment. Now, technical specifications, marketing texts, layout rules and formats and product data, images and pack-shots were linked together and managed from one central platform

The result is a fully integrated, real-time and database-driven publishing chain which saves ASICS significant costs and shortened the time to market with several weeks. In addition, the directly available print output (high-res, certified PDF) gives ASICS significant advantages in last minute changes and efficient and cost effective production (print) of the collection books.

Comrads Solutions is an independent Marketing Application Service Provider and specializes in web-based marketing automation. Interested? Please visit our website www.comrads.nl or contact us directly: phone: +31 (0)299 393 510 or e-mail: info@comrads.nl.