

 Web-to-Print


Web-to-Print Portal Serves Adobe Partners

Introduction

Printers and graphics industry associations play a vital role in creating successful customer experiences with Adobe's Creative Suite software. That's why the company is committed to supporting its partners through on-site training workshops. Adobe even provides event invitations – as a free service – to help partners promote these educational seminars to their customers.

Customizing those invitations, however, was laborious and required long lead times to collect the necessary details, assets and approvals. To streamline the process, Adobe asked Trekk to develop a Web site where its print industry partners could access event invitations online.

Challenge

As an industry leader, Adobe wanted the site to be innovative and reflect the latest industry trends, including variable data, cross-media and personalized URLs. At the same time, it needed to be very intuitive and easy for its print partners to use.

The site would need to cover a wide range of seminar topics and satisfy three different member groups who would access it: the Adobe Partner Connection Print Service Provider Program; PIA/GATF; and AIGA. The resulting invitations would need to provide the member group's identity, as well as the identity of the printer hosting the event.

Solution

Trekk developed a custom web-to-print portal and designed unique postcard templates utilizing variable data technology. XMPie's uStore software was selected because of the extensible nature of its architecture. It provided an excellent platform for development, allowing Trekk to meet client and user needs without having to create an application from scratch. Trekk was able to use out-of-the-box order management tools while extending uStore's workflow features and customizing the site to meet Adobe's branding needs.

 Results

The database-driven portal has streamlined the process of creating invitations to Adobe-sponsored training events. By providing an automated system, partners can now quickly customize postcard invitations for their customers and almost immediately access print-ready PDFs.

It's also given Adobe's partners options they didn't have before. The ability to send personalized invitations and email reminders to customers helps printers establish themselves as industry leaders. That's an important consideration in today's market, as traditional printers make the transition to marketing service providers.

For Adobe, it simplifies the task of keeping its brand and marketing messages consistent across all communications. It also lays the foundation for the company to extend its uStore into a complete event marketing management portal. The same data can drive creation of personalized URLs, RSVPs, name tags, agendas and follow-up emails – all populated with each event's theme and imagery.

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Within the uStore, text, images and messaging reside in a single database. Trekk used the Tag Text feature in Adobe InDesign, which provides layout instructions within text files, to enable automated layout inside the template. Depending on event type, different versions of preformatted text flows in, including font and paragraph styles, bullet points and text wrapping. Each version also includes imbedded variable text to customize invitations to the host company, as well as personalize them for each recipient on a mailing list.

After scheduling an event with an Adobe representative, members of the Adobe Partner Portal now logon to the site to create their invitations. They can choose a seminar template and partner affiliation, provide event details, include a logo, and upload mailing lists to generate print-ready PDF files and HTML email invitations.

At the end of the process, users view an HTML proof of their email and a PDF proof of their postcard for approval. An automated email system alerts them when their order is available for "pickup" on the FTP server.



A customized interface takes visitors through five easy steps to create event invitations. Tips provide additional information at each step of the process.

Learn how our industry can be more eco-friendly in this workshop sponsored by Trekk Cross-Media and Adobe®.

Print professionals and designers are embracing sustainable business and workflow practices, while maintaining productivity and profitability. Learn how Adobe's tools can help you reduce your environmental footprint. In this session, attendees will:

- Learn how Adobe's Environmental Tips offer practical, everyday, eco-friendly advice for printers, designers, and the planet using products you already own and use today
- Explore how small changes at each stage of the workflow and campaign can make a big impact
- Understand how to identify a "green" designer and printer and the benefits of being more environmentally responsible
- And much more!

Attendees will be entered to win Adobe Creative Suite 3 Design Premium, but you must be present to win. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners. ©2008 Adobe Systems Incorporated. All rights reserved.

Mark your calendars for this important event, and start making a difference in your world.

Friday, May 30, 2008
Time: 09:00 AM-01:00 AM
Lunch will be provided

Trekk Cross-Media
134 N. Main Street
Rockford, IL 61101

There is no fee for this event. For more information or to register, contact:

Trekk Cross-Media
Gregg Nurre
866-799-2879
gnurre@trekk.com
www.trekk.com

VISIT YOUR PERSONALIZED WEBSITE AT:
www.trekk.com/greggnurre

Brought to you by:
The Adobe Partner Connection Print Service Provider
The Print Service Provider Program supplies members with the tool support necessary for a successful customer experience with Adobe.

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Trekk Cross-Media and Adobe®
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ENVIRONMENTAL
RESPONSIBILITY IS
IN YOUR HANDS.**

ADOBE PARTNER CONNECTION

Trekk designed a unique postcard template for each seminar offering. Variable data technology allows site visitors to personalize invitations for each recipient on their list, and even print a personalized Web address.