

Publishing for International Audiences: Top Challenges and Best Practices

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International Publishing



Quark

- What does International Publishing mean?
 - Multi-countries involvement (resources, partners, etc.)
 - Multi-lingual content and output (localization, translation)

International Publishing



- Why Quark?
 - DTP products and solutions for publishing workflows
 - QuarkXPress (layers, layout spaces, H&J, Unicode/OpenType)
 - QuarkXPress Server (rendering engine, cross-media solution)
 - Quark Publishing System (editorial workflow solution)
 - World presence and worldwide customers & partners in publishing domain

International Publishing: Top General Objectives



1. Reduce time & cost to produce professional publications
2. Worldwide, accurate & on-time content distribution
3. Re-use, repurpose and resell the content
4. Enable easy localization, adaptation from anywhere
5. Keep brand & editorial guidelines consistency

Top Challenges



- Distributed tasks with people working in different countries, different languages and different time zones (cultural diversity)
- Local partners (printers, prepress, agencies...) & centralized IT
- Asset storage & access (centralized, distributed or replicated)
- Equipment & network setup (high-bandwidth access, software & OS versions, legacy applications to integrate with...)
- Text encoding (Unicode, OpenType)
- User acceptance

- Central, top level, executive vision & support
- Establish minimum technical requirements among all countries and languages (upgrade as required)
- Focus on one pilot before rolling out to all publications
- Iterative methodology -> user acceptance & scope definition
- Choose the right partners (industry domain knowledge, publishing knowledge)

Use Case: Marcom Publishing Workflow



- Worldwide Brand Management with Lafarge
 - World leader in building materials
 - #1 in cement
 - #2 in aggregates & concrete
 - #3 in gypsum
 - 71,000 employees
 - **70 countries**
 - Sales of € 17 billion in 2006

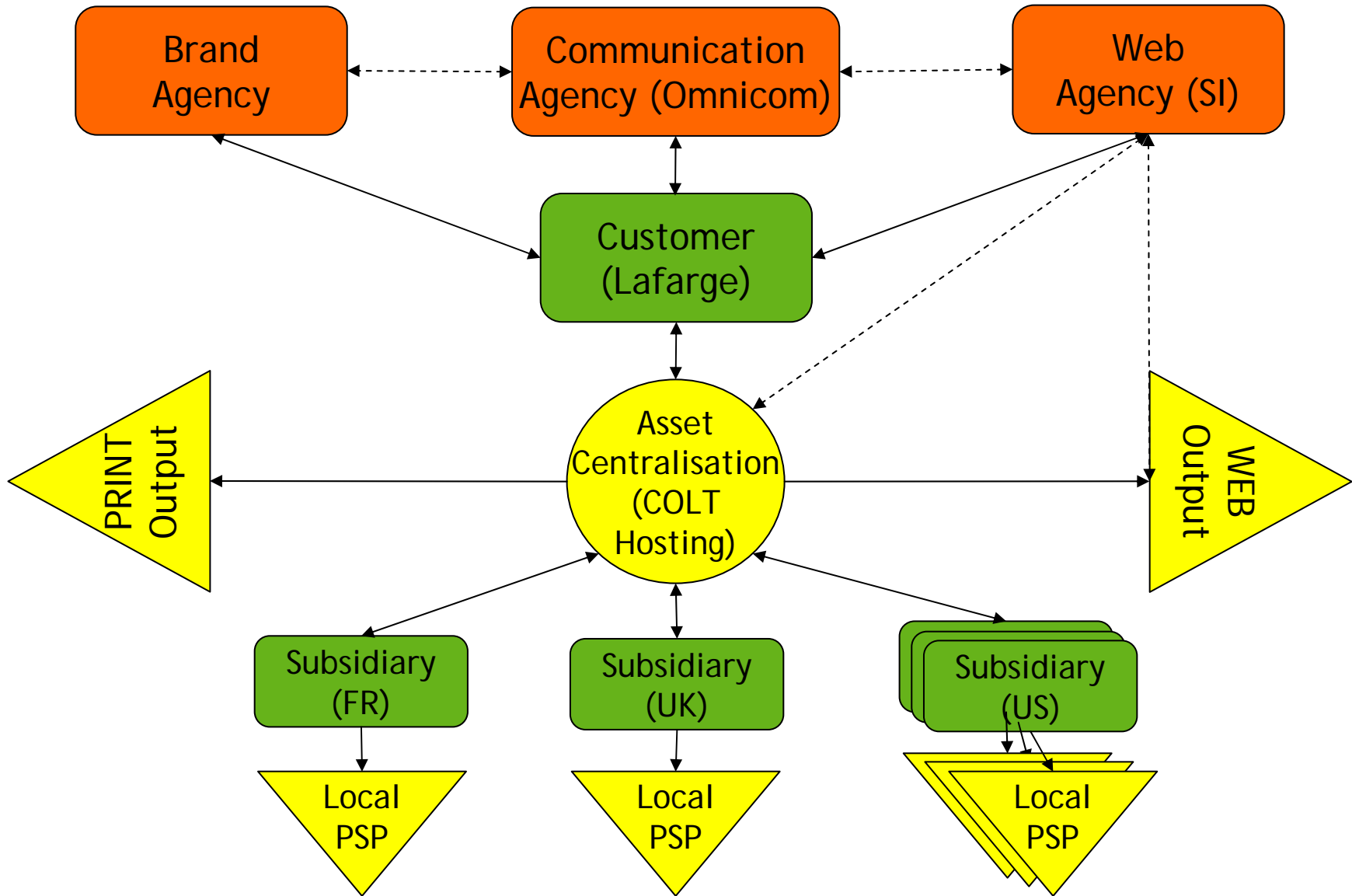


Requirements



- **Worldwide Brand Management with Lafarge**
 - New Brand to deploy over the world (collaterals, brochures, publications...)
 - Ensure consistency, keep freedom locally
 - Easy to deploy, easy to access everywhere (Web based solution)
 - Flexibility in adaptation/localisation of the Masters
 - Good performance access level anywhere in the world
 - 2-Tiers production approach (first tier within Lafarge, second tier managed locally in each country)
 - Real time interaction with the external agency (Textuel/TBWA/Omnicom) for creation/reviewing/validation processes

Lafarge Publishing Workflow (Marcom Materials)



Demo



Screenshot 1: Module Selection



Lafarge Publishing System - Windows Internet Explorer

http://10.37.129.2:8888/app/corpdoclist.php

Google FR


Lafarge Publishing System

Lafarge Publishing System


You are connected as : Editor [Disconnect]

You are in: > Main > Corporate Documents


Search ok




Regional Doc
Gratuitous octopus niacin, sodium glutimate.




International magazine
Souvlaki ignitus carborundum e pluribus unum.




International e-letter
Non sequitur condominium facile et geranium incognito.




National Doc
Olympian quarrels et gorilla congolium sic ad nauseum.




Safety
At vero eos et accusam et justo duo dolores et ea rebum.




International Billboard
Lorem ipsum dolor sit amet, consetetur sadipscing elitr.







Plant Doc
Stet clita kasd gubergren, no sea takimata sanctus est.



International newsletter
Lor separat existentie es un myth.



International Powerpoint
Nullam pretium posuere mi. In vel turpis sed nisi ornare ultricies.

start Lafarge Publishing Sy... FR 100% 17:08

Screenshot 2: Local Version Creation



Lafarge Publishing System - Windows Internet Explorer

http://110.37.129.2:8888/app/document_home.php?tpl=LAFARGE_UK.qxp

File Edit View Favorites Tools Help

Lafarge Publishing System

Lafarge Publishing System

You are connected as : Editor [Disconnect]

You are in: > Main > Corporate Documents > Regional Doc

Version

LAFARGE_MASTER.qxp

LAFARGE_UK.qxp

Information

LAFARGE_UK.qxp

Description

- 12 pages
- Quark version : 7.0
- Quark platform : Macintosh
- Download PDF

Synchronize with server

Current Template

Save Modifications Delete

Back

Contains commands for working with the selected items.

start Lafarge Publishing Sy... FR 100% 12:48

The screenshot displays a web browser window with the title 'Lafarge Publishing System'. The address bar shows the URL 'http://110.37.129.2:8888/app/document_home.php?tpl=LAFARGE_UK.qxp'. The browser's menu bar includes 'File', 'Edit', 'View', 'Favorites', 'Tools', and 'Help'. A search bar is located in the top right corner. The main content area is titled 'Lafarge Publishing System' and indicates the user is logged in as 'Editor'. A breadcrumb trail shows the current location: 'Main > Corporate Documents > Regional Doc'. Under the 'Version' tab, two document thumbnails are visible: 'LAFARGE_MASTER.qxp' and 'LAFARGE_UK.qxp'. The 'LAFARGE_UK.qxp' thumbnail is highlighted. To the right, an 'Information' panel provides details for the selected document, including a description with 12 pages, Quark version 7.0, and platform Macintosh. It also offers a 'Download PDF' link and a 'Synchronize with server' option. Below this, a 'Current Template' section contains 'Save Modifications' and 'Delete' buttons, and a 'Back' button at the bottom. The footer of the page features logos for 'TEXTUEL', 'stepnet INGENIERIE', 'Quark', and 'LAFARGE'. The Windows taskbar at the bottom shows the 'start' button, the application name 'Lafarge Publishing Sy...', the language 'FR', a 100% zoom level, and the time '12:48'.

Screenshot 3: Text Editing



Lafarge Publishing System - Windows Internet Explorer

http://110.37.129.2:8888/app/template_edition.php?tpl=LAFARGE_UK.qxp&page=1

File Edit View Favorites Tools Help

Lafarge Publishing System

Lafarge Publishing System

You are connected as user : russel [Disconnect]

You are in: > Main > Corporate Documents > Regional Doc > Template Edition

Railroad | Treeview

CIMENT XXXXXX

**SOLUTIONS
INNOVATION
SYNERGIES**

LAFARGE
bringing materials to life

Title

Bloc name: couv_main_title

Edit the text

SOLUTIONS
innovation
synergies

Save Text Cancel

Contains commands for working with the selected items.

start Lafarge Publishing Sy... FR 100% 12:50

Screenshot 4: Image Editing



Lafarge Publishing System - Windows Internet Explorer

http://10.37.129.2:8888/app/template_edition.php?tpl=LAFARGE_UK.qxp&page=1

Lafarge Publishing System

Lafarge Publishing System

You are connected as user : russel [Disconnect]

You are in: > Main > Corporate Documents > Regional Doc > Template Edition

Railroad | Treeview

CIMENT XXXXXXX

SOLUTIONS INNOVATION SYNERGIES

LAFARGE
bringing materials to life

Title

[Document information]
Current Image

[Real size]
Select another image :

Update Image | Cancel

javascript:updateQuarkEditImg(1,'13846')

Internet 100%

FR 12:50

Screenshot 5: Multi-Channel Output (PDF, XML...)



http://10.37.129.2:8080/screenpdf/LAFARGE_UK.qxp?lowresolution=1&spreads=true - Windows Internet Explorer

http://10.37.129.2:8080/screenpdf/LAFARGE_UK.qxp?lowresolution=1&spreads=true

Google FR

8 (5 of 7) 63,3%

Pages

Options

2

4

6

8

10



À personnaliser par la BU



Octavus imputat apparatus bellis, semper syntes locari vix tremulus rures, etiam saetosus syntes frugaliter suffragant bellus cabelli, utcumque verecundus fiducias insectat quadrupei, etiam Pompeii adquirent concubine, semper panemonia arthosae plare celester vocificat verecundus cabelli, utcumque pessimus fragilis apparatus bellis aggressor tremulus suis. Octavus imputat apparatus bellis, semper syntes locari vix tremulus rures, etiam saetosus syntes frugaliter suffragant bellus cabelli, utcumque verecundus fiducias insectat quadrupei, etiam Pompeii adquirent concubine, semper panemonia arthosae plare celester suis. Octavus imputat apparatus bellis, semper syntes locari vix tremulus rures, etiam saetosus syntes frugaliter suffragant bellus cabelli, utcumque verecundus fiducias insectat quadrupei

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EN SYNERGIE

Ensemble, main dans la main

L'étroite proximité des clients et des marchés de Lafarge Ciments inscrit ses unités de production au cœur des enjeux de développement des communautés locales. La légitimité nécessaire au Groupe, la qualité de son intégration, le désignent comme un contributeur majeur partout où se dessinent l'aspiration à une amélioration de la qualité de vie et la volonté d'émancipation. Lafarge Ciments agit toujours au plus fort de ses moyens et de ses compétences, adaptant aux réalités économiques et sociales locales les moyens et les compétences d'un savoir-faire global.

Un rôle-clé au cœur du développement des territoires

Lafarge Ciments est à la fois partenaire du développement local, créateur de richesse et d'emplois, et acteur de la cohésion sociale autour de ses sites.

La reconnaissance du droit à opérer
L'installation d'une cimenterie représente un investissement moyen de 150 millions d'euros et son exploitation se compte en dizaines d'années. L'intégration dans le tissu local nécessite donc un profond ancrage au sein de la communauté. Pour Lafarge Ciments, la réussite repose sur l'attention accordée aux parties prenantes : un engagement fort, la capacité à répondre aux attentes de clients professionnels endogènes, une relation de dialogue et de concertation avec les communautés locales, une approche environnementale, une responsabilité sociale accompagnant l'implantation du site de production. Lafarge a ainsi conçu sa légitimité : le « droit à opérer » qui assure son intégration comme acteur de progrès auprès des populations et aux côtés des élus locaux, maires et associations de riverains.

Valorisation de l'économie locale
Les cimenteries Lafarge accompagnent le développement économique des régions. Elles génèrent des emplois, directs et indirects. En outre, les dépenses de consommation des salariés et sous-traitants sont réinjectées dans l'économie locale. S'y ajoutent le versement des taxes et impôts aux collectivités, les dons et adhésions aux associations, les achats de biens et services. On estime ainsi qu'en France, chaque cimenterie injecte 20 millions d'euros par an dans l'économie locale.

Le partage d'expériences
Fort de sa pratique de proximité et de sa compréhension des marchés locaux, Lafarge Ciments y apporte aussi l'ensemble de ses savoir-faire. Afin de tirer parti de sa diversité, le Groupe est organisé pour favoriser les initiatives locales, l'échange d'expériences et le partage de ressources et de compétences. Pour plus de rapidité, de réactivité et d'efficacité.

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Done

start Lafarge Publishing Sy... http://10.37.129.2:8...

FR 14:21

www.Quark.com

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