

...we save a lot of time, and I wouldn't hesitate recommending it to others...

With a weekly sale topping 3,2 million copies, the Aller Group has since 1873, where Laura and Carl Aller founded Carl Allers Establishment (CAE) in Copenhagen, developed into the biggest weekly magazine publisher in the entire Nordic region.

By that, the Denmark market share of Aller is above 70 %, where Aller is publishing the largest weekly family-, womens-, and celebrity magazines and TV-guides.

In Sweden Aller is publisher of the largest weekly celebrity/TV-guide with a market share above 78%, and in Norway the market share tops 50%. In Finland the market share is above 20 % and climbing.

Boat magazine on the internet

Even though weekly magazines is Aller Group's speciality, the corporation has expanded it's business to even include publishing of monthly and quarterly

magazines. Eighteen month ago, the Aller Group started using Cacidi Extreme for their Boat magazines insert "Boats and Accessories", a catalogue of boats, motors and accessories. In the online version of BA the companys customers and readers are offered a unique online tool to search and select among more than 500 modules bringing news on sail- and motor boating.

It was in the process of changing the internal production workflow, Aller decided to invest in Cacidi Extreme.

– Instead of having a layout person working on manual setup of the many pages, we use Cacidi Extreme, and save a lot of production, says Jonas Hansen from Aller International's IT-department.

A word of recommendation

Aller International got familiar with the Cacidi Extreme solution via their general IT-supplier, who recommended the software as a perfect match for their type of

production.

When Cacidi Extreme back then was a relative newcomers solution the employees in Aller at the time had no experience with, Cacidi Systems was asked to handle the installation and implementation process, that went on quick and easy.

– Since then we have been in need for support in just a few instances, where everything worked out to our satisfaction too.

From one and moving on...

Initially, Aller installed the single user version of Cacidi Extreme, but is already now planning on implementing Cacidi Extreme suites multiple places within their organisation.

– Cacidi Extreme is an excellent product, that saves you a lot of time, and I would not hesitate recommending it to others, Jonas Hansen concludes.

