

Cacidi Extreme Server –our competitive advantage!

At Capella Media, one of Norway's most innovative bureaus specialising in Digital Accessibility, implementing Cacidi Extreme Server has directly led to production of huge catalogues. An up till now non-profitable line of business.

The headline is the words of Key Account Manager and technical manager Tom Undhjem at Capella Media, who has been working with Cacidi Extreme for two years. About the work Capella Media does with Cacidi Extreme, Tom Undhjem says:

We use Cacidi Extreme for production of large catalogues, and by large I mean page numbers between 200 and 1.200. Previously we used QuarkXPress and Adobe InDesign and set up the pages manually, which took a very long time.

From 2 month to 2 weeks

When Capella Media previously set up a catalogue, the amount of manually time spend could easily climb up to 2 month. After implementing Cacidi Extreme they are now down to 2 weeks.

– Of course, even in the past we produced large catalogues all way up to 1.200 pages, but it became far to expensive to produce, so many of our customers stopped placing orders on productions of that magnitude, Tom Undhjem explains.

The profitable business is back

Since implementing Cacidi Extreme, Capella Media is now again able to offer their customers production of even very large catalogue productions at reasonable and competitive prices - not to mention with a very reasonable amount of production time involved. In other words, production of large catalogues

is once again a profitable business.

– An issue in the past was that part of the catalogue would get outdated because of the long production time involved. With today's much faster production time because of Cacidi Extreme, we are now a far more competitive business, Tom Undhjem declares.

Flexible database structures saves a lot of time

When producing catalogues, Capella Media on one side works with their own databases containing text and images, and on another side with data coming from their customers own IT-solutions.

We use Cacidi Extreme to “bridge” content from various databases to the finished product, and thanks to this way of automating, we achieve a catalogue product 90 % - 100 % done. All depending on the complexity of the layout, but in any instance we save a lot of time using Cacidi Extreme, Tom Undhjem says.

InDesign is the works for Capella Media

When working with Cacidi Extreme, one of the biggest advantages lies in the fact that Adobe InDesign is the engine underneath the solution.

– In my point of view, it means everything that the finished product is a standard Adobe InDesign document, that can be re-worked or manipulated manually after the automation process. There's a variety of solutions for catalogue production to be found in today's market, but either are they based on proprietary technology or builds on FrameMaker. In many cases that is just not good enough, he says.



Photo: Capella Media © 2005

The internet showed the way

When Capella Media in 2002 were looking for a new solution for catalogue production, the answer came to them via the internet. A phonecall followed by a visit to Cacidi in Copenhagen convinced the company that Cacidi Extreme would be the answer to most of their challenges.

Capella Media's technical staff handled the installation themselves, which went on easy, and since then there's been practically no need for support from Cacidi.

Planning the future

– The features of Cacidi Extreme go way beyond catalogue production. Soon, we will start working with more advanced layout, like in magazines. I can think of quite a number of places Cacidi Extreme will comply.

– For example, any designer can save a lot of time by letting Cacidi Extreme handle import of text and images, Tom Undhjem concludes, and says he would not hesitate recommending Cacidi Extreme to other companies with similar requirements.

