

Integrating Extreme Server was seamless – no initial difficulties!

Facing the ups and downs in the graphic production business, Fototext of Gothenburg in Sweden has since the company was established in 1960, always been a technological first mover. To keep their position as market leader, the company recently invested in Cacidi Extreme Server. An investment the owner of the company is extremely pleased with.

– Not many graphic businesses have survived as many years as Fototext. One reason for our success is due to our strategic focus on investment in the newest technologies, and deliberately using them as competitive parameters. By persistently thinking in new ways in technology, we have been able to deliver the best solutions at a competitive price, the owner of Fototext, Ingemar Björkgård points out.

Full service for web and print

The Gothenburg based company is a 35 employee business and made a 3,5 million Euro turnover in 2004. Fototext is a full service graphic business including prepress, print and internet products and solutions.

Fototext supplies among other products brochures, catalogues and pricelists to their customers. The printed communication is produced as conventional offset as well as digital print by their digital Indigo press. Fototext is even able to supply large format displays for exhibitions and fairs.

Automating with Cacidi Extreme Server

In January 2005 Fototext installed their server solution from Cacidi Systems. The

new solution enables Fototext to create a collaborative workflow along with their customers, offering a web-portal based tool for the clients to easily produce their own brochures, ads, catalogues and pricelists.

In conjunction with Cacidi Extreme Suite, the Extreme Server creates print ready productions based on various templates. Extreme Server controls where to look for and place input and output files, and automatically produces EPS-, PDF-, and JPG files from the finished document. Cacidi Extreme Server accepts input data from any database, such as Microsoft Access, FileMaker, MySQL or Oracle to name a few - since these are all databases able to output in a plain text format.

Cacidi Extreme Server took the place of a customised system Fototext build from scratch years ago. Ingemar Björkgård was initially introduced to Cacidi Extreme Server at a conference. He got interested in the solutions Cacidi Systems offered, and since following the companys development for a couple of years, he had no doubts the time was right for his own company to invest in Cacidi Extreme Server.

Cacidi solution was the right choice

Fototext has been working with their new system since early 2005, and the company owner is still convinced they made the right choice.

– Our experiences are all positive. As an example, we have now automated the flow in the high and varied volumes of ad pieces we produce in collaboration with our customers. - When the customers place their orders, and they are being



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processed by the Cacidi Extreme Server system, there's no doubt it all happens much faster and better than our previous customised solution was able to handle the tasks, Ingemar Björkgård explains.

Switching to Cacidi Extreme Server was seamless

It's been seamless and quite easy switching to our new server solution, probably because we are technically high skilled in our company, says Ingemar Björkgård, and points out that the support from Cacidi Systems has been very professional as well.

Competent support

– The employees are helpful, competent and responsive when we need it, the owner of the Swedish company says, – and Cacidi Extreme Server has now helped Fototext keeping their position as market leader and technological first mover.

