

It's obvious... ...when you need to place a lot of products, there's time to be saved

– We are specialists in tactical communication, and are able to combine knowledge of what sells a product with experience in advertising, photography and graphic production.

– The result is full scale marketing solutions, where we provide efficiency in marketing and increased sales, says Morten Andersson, technical director at SP3.

– Working like this we are able to deliver solutions and services that match and can be adjusted according to the individual customers requirements.

Efficiency through new technology

– This is why we make sure to have employees highly competent in creative concept making, communication, strategy, process, IT and graphic production. And technology is a key factor, because the most efficient marketing is achieved when the full collaborative workflow between our customers and ourselves is maximised. – So, we help out our customers creating efficient workflows, using IT-solutions as platform for their tactical communication.

Difficult to start with – now it's easy

– Previously we thought it was a bit difficult getting started with Cacidi Extreme, but since the last versions it has become much easier, now you can even have all your data in a general spreadsheet format.

– Our customers market themselves by on-going publications of catalogues and brochures, containing a lot of products, says Morten Andersson, – which means we receive a high amount of manuscripts



Photo: Sonja Iskov © 2005

in spreadsheet format from our customers. If not in this format the content is very often delivered in a specific database format, that we are able to re-format ourselves.

– Currently we let Cacidi Extreme import the data files, and place all text and images, so we can easily do the final layout. We use more than twenty different modules in our types of production.

Any Microsoft Office user has got Excel, and when the catalogue is initially build, they can very easily update it's content based on new exports from the Excel spreadsheets – it's just like clicking one button.

Structure is the job half done

– Basically it's all about taking time out to structure your data in a suitable and stand-

ardised form.

If our customer delivers well structured data – or we make a good structure ourselves, a lot of time is saved.

– Its' quite obvious, that when working with 200-300 boxes that need to be placed individually in the document, a lot of time can be saved. With jobs like that, previously we could easily spend a couple of days placing all content - now we can do the same in half an hour.

– So, anywhere we can obviously see an advantage in making multipage productions, using modules to have the customers data flow into, or use our own FileMaker database, we will use Cacidi Extreme, concludes Morten Andersson.

