

ADAM SOFTWARE GOES WEB-TO-PRINT WITH DOCMAKER STUDIO

Targeted production of graphical files driven by Adobe InDesign Server & ADAM V4.3

DEINZE, December 18th, 2008 – ADAM Software (www.adamssoftware.net) launches ADAM DocMaker V.2.0, the ADAM web-to-print application that helps companies to reduce document costs and to manage their document localization workflows more efficiently. Register for the free webinars or have the ADAM DocMaker presented in a short movie at www.adamssoftware.net/docmaker

“ADAM DocMaker-users can easily switch from document mass production to highly targeted, customized marketing collateral. This boosts print marketing effectiveness significantly while ensuring brand consistency”, explains Pieter Casneuf from ADAM Software. “With our actual customer base, we see a need for highly controlled workflows for the localization of marketing materials. When a master document is produced in a creative setup, brand owners need several versions of the same master: by language, by region, by channel, ... DocMaker is the best way to have an easy setup of a local version.”

Rolling out a master document to localized or targeted versions can be a very cumbersome process: the complexity of nearly identical versions, with all different validations and approval cycles, typically generate a lot of manual work and heavy workload on a central level. With a controlled workflow, starting from DAM as the unique version of truth, and with easy to use browser interfaces on top of complex InDesign documents, ADAM DocMaker allows you to localize version without any specific knowledge of the graphical process, nor any expertise on InDesign.

Using DocMaker Studio, running on ADAM Engine and combined with Workflow Studio (www.Adamssoftware.net/Workflow) allows you to fully master the process, reduce the costs to a strict minimum and eliminate unnecessary validation cycles in the approval processes. Users will be able to only changes that information, needed to localize and allowed to be changed in a local version.

ADAM DocMaker

- is a web-to-print application
- is based on ADAM 4.3.NET platform
- the browser is the viewer
- the document can be delivered as a native InDesign document or a PDF

With ADAM DocMaker V2.0, the Master Documents and **Master Templates are centrally controlled** by the marketing and communication management. Localized interactions with the master document are managed through the ADAM security system, embedded in ADAM Engine 4.3. **Management can follow up** on all the parameters of executions by simple online dashboard control, using ADAM Workflow milestone blocks.

Attend an ADAM DocMaker webinar to get an overview on the ADAM DocMaker benefits:

Wednesday January 7th, 2009 at 3 -4 pm CET or Thursday January 8th, 2009 at 10 -11 pm CET (4 pm EST, 1 pm PST)

Register at www.adamssoftware.net/docmaker

ADAM.

ADAM Software is a global software vendor of marketing platform technologies that provide the ability to manage, structure and deliver media between people, processes and systems. Our software has an intelligent open architecture that allows customization and rapid application development using our ADAM SDK. We understand our clients' needs to share, collaborate and automate mundane tasks while controlling quality. We are passionate in providing our clients with intuitive and easy to use software, helping them organize media and distribute assets quick and secure. We have the knowledge and proven experience of how media flows between people, the workflow and the common goal to publish and distribute quality content.

www.adamssoftware.net – Contact – Kris Van der Beken – communicationmanager – kris@adamssoftware.net - +32 477 27 08 81