Moore Corporation Limited

Adobe® Print Technologies Automate Moore Corporation's "One-Stop Shopping" Solutions

Moore Corporation Limited

- Leading supplier of document formatted information, print out-sourcing, and data based marketing solutions

- Location: Toronto, Ontario, Canada

- Employees: 14,000

www.moore.com

Industry
Print Management Solutions

Solution
Print Production

Products Used

- Adobe Acrobat®

- Adobe PostScript®

- Agfa Apogee Workflow System

- Think121 pdfExpress

- Xerox DocuTech 6135

- Xerox DocuTech 6180 Production Publisher with DocuSP/NSP (Network Server Plus)

- Xerox DocuColor 2060

Company Profile

You see examples of it every day—personalized direct mail, customized labels and billing forms, and print-on-demand corporate identity products—that make business communication more effective and efficient. And, while you're not likely to see their name on these pieces, it's very likely that Moore Corporation Limited, an international leader in the management and distribution of print and digital information, had a hand in their production. Moore is a leading supplier of document-formatted information, print outsourcing, and data-based marketing solutions. To distinguish its products and services, Moore develops innovative digital technologies for automated workflows.

Headquartered in Mississauga, Ontario, with corporate offices in Bannockburn, Illinois and Stamford, Connecticut, Moore has 45 production facilities, 14 print fulfillment centers, 23 warehouse hubs, and 220 sales locations throughout the world.

Challenges Faced

Expand business in a tight economic market

How has Moore flourished in an environment of business fluctuation and economic uncertainty? In an expansion of its traditional products and services, Moore introduced "One-Stop Shopping," a philosophy that leverages the company's broad range of capabilities to bring efficiency and cost-savings to its customers' print communication needs.

Deploy technologies to support a wide array of production needs

In its shift from print services provider to print solutions partner, Moore had a long list of requirements for a robust print-enabling technology upon which its expanded service offerings would be developed. First, it had to support an open, common, distributed, digital workflow to create, preflight, manage, process, produce, report, and save customer work. Secondly, it had to support Moore's Print-On-Demand business unit and E-Business solutions. Lastly, it had to be flexible enough to migrate into an enterprise-wide solution for the production needs of all divisions within Moore. It was a tall order.

Success Strategy

Adobe solutions are a key part of Moore's Integrated Print Management strategy, as many of the company's state-of-the-art print-enabling technologies are based on Adobe PostScript, Adobe Acrobat, and Adobe Portable Document Format (PDF).

"We chose Adobe Acrobat and Adobe PDF as the basis for our Integrated Print Management offerings," says Karen Jette, digital automation strategy manager of Moore's Emerging Technologies Group. "One of the key advantages of utilizing Acrobat and Adobe PDF was the ability to create an environment that is open and flexible enough to support repurposing of content, as well as stable and predictable enough to accommodate many print environments with varying conditions."

The Emerging Technologies group was familiar with Adobe PDF-based workflows through its implementation of an Agfa Apogee system. Moore reported increased productivity and reduced overhead costs as a direct result of migrating to an Adobe PDF-based workflow. Operational costs and redundant tasks were decreased, while utilization of physical and intellectual resources increased.

Looking ahead, the Emerging Technologies team felt confident that a PDF-based workflow would support the company's far-reaching plans. "Automation is the gating factor for any workflow deployed within Moore," states Jette. "Pre-flighting Adobe PDF documents is the core of our success. By identifying print issues early in the process in a controlled workflow, print center operators can focus on producing rather than troubleshooting."

Jette's team plans to take Apogee and Adobe PDF-based workflows to the next level of automation and functionality. They are confident that, using event-driven processes, the Job Definition Format (JDF) can provide a standardized method of communicating job ticket and processing information. Using predefined instruction files (JDF/XML), they anticipate reducing the time and costs associated with manual intervention by providing a Just-In-Time imposition rules-based logic using Agfa's Apogee PDF Workflow system.

Another component of Moore's "One-Stop Shopping" strategy is a comprehensive e-business solution for those who need a more efficient way to manage and order business documents. Adobe Acrobat, Adobe PDF, and industry standard JDF have all played a prominent role in the development of @Moore, Moore's web-based system that allows customers to preview, approve, and order documents on-demand.

More than just an on-line ordering tool, @Moore can be linked to an enterprise database to accommodate a company's need to have specific branding on all corporate identity products. This allows employees to utilize the web to order, manage, and track corporate communications pieces.

To ensure the success of this new e-business tool, Moore teamed with the developers of Think121's pdfExpress. With a strong background in both Adobe PDF and dynamic variable production environment, Think121 helped incorporate XML integration and connectivity to existing legacy systems that could leverage multiple supplier needs and production requirements. @Moore provides the customer with an Adobe PDF preview for creation of business cards, letterhead, stationery, and other template items—matching the production Adobe PDF and XML transaction information passed along as part of the web transaction process. This supports Moore's requirement for a fully automated workflow, and allows suppliers to receive order information and file and manage fulfillment electronically.

Business Benefits

• Increased productivity and efficiency

• Reduced overhead and operational costs

• Decreased task redundancy coupled with increased utilization of physical and intellectual resources

• Faster project turn-around and greater quality control

By using Adobe PostScript, Adobe Acrobat, Adobe PDF, and JDF technologies, Moore has created open, flexible, and stable print workflows for customers in multiple production environments. The company utilizes an Adobe PDF-based Agfa Apogee workflow to drive automation throughout the print production cycle, both internally and as a print services provider to customers.

By utilizing Adobe Acrobat and Adobe PDF as key print-enabling technologies, Moore Corporation has positioned itself for further advances into workflow automation, personalized on-demand printing, and e-business solutions. Customers will enjoy new efficiencies, cost savings, faster project turn-around, and greater quality control. With this strong foundation, if customers are selecting just "one stop" for their integrated printing solutions, it's sure to be Moore.

Adobe

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