AD GIANTS ADVANCES WEB-BASED MARKETING SYSTEM WITH QUARKXPRESS SERVER

Ad Giants Integrates QuarkXPress Server into Web-based Marketing System for Beautiful Design and Unlimited Customization

Imagine your business gives your customers online access to publishing elaborate point-of-sale marketing collateral, but your initial choice of technology prevented you from achieving your vision. That's the situation that Ad Giants found themselves in. Ad Giants needed a scalable, robust rendering engine for the Web-to-print component of the ONE System, its web-based marketing process management system, so they turned to QuarkXPress® Server.

Ad Giants, based in Dallas, Texas, now offers a powerful, on-demand system based on industry standard publishing tools and engaging, customizable design templates. Previously hampered by the file size and file type limitations of Adobe® Graphics Server, Ad Giants lauds the rapid integration, customization opportunities, and automation features of QuarkXPress Server.

In June 2007, Ad Giants decided to integrate QuarkXPress Server into its web-based marketing management system to better serve its customers—and attract new ones. Amazingly, they rolled out a new version of their product, called the ONE System, less than three months later. Today, 30,000 to 40,000 end users can simultaneously tap into richly designed QuarkXPress templates using only a web browser, customize the templates without any specialized design skill or software, proof and place print orders.

The ONE System is actually a custom system created for each customer's unique marketing needs. Primarily designed for franchised or decentralized organizations, the web-based software lets marketing professionals quickly find, customize, and order print materials such as ads and brochures. The system is designed to stream-line processes and allow for customization while protecting a company's brand.

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BUSINESS CHALLENGE

- Ad Giants wanted to better serve its existing customers and expand the types of jobs the system can handle in order to win new customers. The ONE System was originally tied to Adobe Graphics Server and accepted only single-page Photoshop® files up to 90 MB with a limited amount of layers. Ad Giants needed a more flexible, robust solution that was ready to plug in to its ONE System.

SOLUTION

- QuarkXPress Server was integrated into the ONE System in three months from start to finish and went live without a hiccup.
- ONE System can now handle all its clients' projects, from single-page ads to multi-page layered plan-o-grams to large-scale menu boards.
- QuarkXPress Server handles simultaneous hits from 30,000 to 40,000 users and can easily be expanded to manage hundreds of thousands of concurrent hits.

BENEFIT

- A highly flexible system that allows franchised or decentralized organizations to create, customize, and order all their printed marketing materials through the ONE System while maintaining their brand integrity.

Harnessing the power of QuarkXPress

Previously, the ONE System was limited by its reliance on Adobe Graphics Server, which handled only Photoshop files.

QuarkXPress Server fuses the professional design and output capabilities that comes from its foundation — QuarkXPress — with its scalable server-based publishing technology to create, target, automate, and deliver beautiful, smart content that looks like it was designed by a top agency. As the industry-leading page layout software in the world, QuarkXPress provides inherent value in that designers know how to use it. "We integrated QuarkXPress Server into the ONE System because it allows our client base, our agencies and designers to create templates using their preferred tool — QuarkXPress — while enabling users with no previous design experience to customize templates for their particular location or business requirements through the Web," says David Farmer, Ad Giants Founder and CEO.

"InDesign® Server is not nearly in the league of QuarkXPress Server, and Quark was easier to work with."

— David Farmer, Founder and CEO, Ad Giants

In sales presentations, Ad Giants is able to exploit its reliance on QuarkXPress Server, which leverages the output of QuarkXPress for print production. "When pitching to customers, there's a real comfort zone with QuarkXPress," says Farmer. "Our philosophy is that software is a service. We provide a self-administered system that is user friendly and industry friendly. We want to make sure our customers get something they are at ease with—so QuarkXPress Server was a natural choice."

More power, unlimited flexibility

When tied to Adobe Graphics Server, the ONE System was limited to single-page Photoshop files under 90MB. Since few designers originate ads and brochures in Photoshop, the new system immediately benefited from the ability to handle multi-page files such as brochures and product specifications. With QuarkXPress Server, clients can now upload and customize documents — gaining more value from the ONE System. In addition, QuarkXPress Server gives the ONE System the ability to handle unlimited file sizes, routinely managing 700MB and 800MB files containing window signs and menu boards for clients such as Wendy's International. Now, customers can upload a file with as many layers as they wish — using the ONE System for store plan-o-grams with no problem.

The QuarkXPress Server also offers unlimited customization potential. In the past, ONE System was limited to eight custom fields per one-page file. Now, templates can define unlimited areas for customization, allowing end users to fully personalize brochures and customize menu boards or ads, while maintaining brand integrity by locking down elements such as logos and taglines within the design template

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QuarkXPress Server: Best in class

While searching for a tool, Farmer admits he leaned toward a QuarkXPress-based solution. "With my background as art director, I have an affinity towards the product—I grew up on QuarkXPress." While they did consider Adobe InDesign and InDesign Server, Farmer says, "InDesign Server is not nearly in the league of QuarkXPress Server, and Quark was easier to work with."

QuarkXPress Server presented Ad Giants with a proven technology with a successful customer track record in production. Quark also worked with Ad Giants to license the product in order to fit its business needs as a Web-based solution. The XML capabilities in QuarkXPress Server 7 enable Ad Giants to build QuarkXPress projects automatically from an XML file and represent it in an industry-standard format that seamlessly integrates with its existing IT infrastructure.

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>
> — David Farmer

QuarkXPress Server also features QuarkXPress Server Manager, providing Ad Giants with built-in multi-server management that allows for load balancing among their multiple servers, error handing, and automated reporting. QuarkXPress Server Manager also provides adds a SOAP interface to the server which allows Ad Giants to program solutions in its ASP.NET web environment.

A Breeze to Integrate

When Ad Giants started looking for a new solution to enhance the ONE System, a significant requirement was rapid, seamless integration. In QuarkXPress Server, they found flexible, standards-based technology they were able to fully integrate in three months.

"QuarkXPress Server embraces a broad spectrum of web technology. It is built to be enterprise ready—to plug into any web environment—and produce a scalable solution," says Farmer. "As our business grows, we can simply add new servers." And with Quark's support, we were up and running in three months.

"It was a good fit for us because it's designed to fit your server configuration—rather than the other way around. With the .NET framework, we could write in the environment we were already in, reducing our upgrade timeframe," says Farmer. "QuarkXPress Server also comes with a really nice API and developer's toolkit. The documentation is extremely thorough. Quark obviously knew what they were putting their arms around and had already thought through many issues we encountered." When they did encounter a problem, Farmer says, "We had great support and integration staff that was knowledgeable and responsive."

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>
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A Cinch to Use

Ad Giants prides itself on an easy-to-use system. In fact, the ONE System clients are generally up and running after a 90- to 120-minute WebEx® session. The QuarkXPress Server integration was seamless, adding significant core functionality without requiring any changes to the ONE System interface. "We were able to replace the server without anyone knowing," boasts Farmer. "There was no disruption to work."

A Scalable Solution

A significant selling point of QuarkXPress Server is the endless scalability that comes from the .NET platform. "We needed the server to take many simultaneous hits," says Farmer. "Right now we're taking tens of thousands of hits — but a year from now we're hoping to have hundreds of thousands of concurrent hits." To expand the system, all Ad Giants needs to do is add more servers rather than reinvent the wheel. "We wanted to build something once and be positioned for growth," adds Farmer.

With the confidence that QuarkXPress Server is able to meet its needs—and expand with it in the future—Ad Giants is already looking to expand the features of the ONE System. Support for Mac OS® browsers, double-byte characters, and other international capabilities are in the plans to increase the system's flexibility and publishing power. Ad Giants can be sure that Quark, maker of the world's most popular publishing software, will continue to address its needs and innovative on its behalf.

If you want to learn more about this particular success story or about how Quark's products and solutions might benefit your business, please visit quark.com or contact us by email or phone using the contact details provided below. If you are interested in having your own success story published by Quark, please contact Quark´s PR team at pr@quark.com.

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