



A brief review of the use
and impact of automation
and its move upstream

Introduction

- Increased use of digital technologies over last 10-15 years across the end-to-end production workflow
- Increasingly moving from a silo-based model to a fully integrated process and steadily upstream
- Still a number of areas that have not yet been truly integrated

Silos

Based on function, so:

- Client/Advertiser
- Media agency
- Creative/design agency
- Pre-press house
- Publisher
- Printer

Silo Technologies

- Campaign/project management (Spinnaker, Encode)
- Localisation, approvals (Localise, Pageproof)
- Artwork creation and adaptation (XRalle, Composer)
- Colour management (iProduction, Twist)
- Flight checking (Twist, printsure)
- File creation (Distiller et al)
- Despatch (AdFast, Vio, AdStream, Savvis)

One 'perfect' world

- Media agency confirms booking through online system
- Triggers creation of re-sized artwork from master, and colour manages to target publication
- Triggers creation of proof for internal approval (if req.) and PDF to email for external approval (if req.)
- Approval generates automatic despatch to publication of correctly created file
- Campaign management system updated (cost, activity, status)
- Submitted file automatically introduced into publication pagination system

Where does this fall down?

- The silos are not linked
- The underlying data is not available
- Some of the parties are inhibitors – lack of systems, lack of willingness to take responsibility
- Reluctance to adopt new processes
- The industry is not joined up

What is the impact?

- The roles change
- Agencies become more creative-focussed (magic)
- Production suppliers become more project managers (logic)
- Driven by procurement- optimising marketing spend