Barclays Selects Easypress ADP to Ease Annual Report Production

Submitted by: Wildfire
Wednesday, 18 May 2011

Atomik Dynamic Publisher allows banking group to put in place an online document editing, proofing and approval system that saves time and money

London – 18th May 2011 – Easypress Technologies, an online publishing software company, has announced that Further Creative and Barclays have used the Easypress Atomik Dynamic Publisher (ADP) system to help improve production in this year's Corporate reporting project. Using ADP, report contributors from Barclays and it's design agency - Further Creative - can work collaboratively to edit, proof and approve a range of Barclays Annual Reporting with ease, bringing efficiencies and improvements to the process.

This year, Barclays corporate reporting suite amounts to over 500 pages across multiple documents supplied by over 30 contributors. Before ADP was introduced, internal review and communication of amendments to Further Creative was a complex and unwieldy process, with version control almost impossible to manage. Previous years have seen a manual markup process requiring increasingly larger volumes of paper proofs.

ADP addressed these issues by providing internal reviewers at Barclays with a powerful, convenient, browser-based way to view, edit and update entire documents remotely from their own computer, ensuring that constantly changing information is accurate, even when present in multiple document locations. This ensured that the Further Creative team always had current copy to work with in the design of the underlying Adobe InDesign documents and much improved versioning, including an audit trail of amends made by users to each proof.

Bojana Flint, Associate Director - Investor Relations at Barclays said: "The annual reporting process puts significant time and resource pressures on the business. They are absolutely vital documents and working with our design agency partner, we were keen to bring improvements to the process. ADP totally transformed the way we managed the production of our Corporate reporting suite, streamlining elements of the process with it's associated benefits, without compromising accuracy."

Joe Johnson, Head of Client Relationships at Further Creative said: "In the past, delivering Barclays Corporate reporting has been a real challenge involving substantial amends, multiple staff on-site and 24 hour cover. ADP brings efficiencies and benefits to the production process ensuring we can work more collaboratively with Barclays and improve the standards of the end product".

James MacFarlane, CEO at Easypress Technologies said: "It's clear how a company the size of Barclays would have significant problems when it comes to compiling its annual report. From the Design agency's standpoint too, there are many difficulties including version control and typesetting. By eliminating the pressures around document proofing and approval, it just makes everyone's lives easier."

For further information, please visit www.easypress.com or www.furthercreative.co.uk

- ends -

About Barclays

Barclays is a major global financial services provider engaged in retail banking, credit cards, corporate and investment banking and wealth management with an extensive international presence in Europe, the Americas, Africa and Asia. With over 300 years of history and expertise in banking, Barclays operates in over 50 countries and employs over 147,000 people. Barclays moves, lends, invests and protects money for over 48 million customers and clients worldwide.

For further information about Barclays, please visit our website www.barclays.com

About Further

Further is a design communications agency with a single purpose – to help companies go further by building much stronger connections with stakeholders. Further creates brands, brings reporting to life and makes communications work harder.

About Easypress Technologies

Easypress Technologies (www.easypress.com) provides software that helps organisations manage the creation of corporate documents, magazines and books. The company's suite of products helps with version control, approval processes and digital conversion across a range of industries.

Its flagship products include:

• EasyEPUB - cloud-based eBook creation software that converts Adobe InDesign, QuarkXpress or MS Word books to EPUB and/or Amazon Kindle files with no human intervention, in minutes.
• Atomik® Dynamic Publisher (ADP) - allows companies to edit, proof and approve Adobe InDesign and QuarkXpress documents through a standard web browser with associated workflow management and full audit trail.
• Atomik® Quantum Publisher (AQP) - automates the delivery of Adobe InDesign and QuarkXpress documents to a range of outputs including web ready formats.
• Atomik® Tools - provides rich XML conversion functionality for Adobe InDesign and QuarkXpress.

Easypress Technologies is a Premier Development partner for Adobe InDesign; a QuarkXtensions partner for Quark and a member of the International Digital Publishing Forum (IDPF).

The company has an extensive global client list including John Wiley & Sons, Centaur Communications, Economist Intelligence Unit, Imprima Group, Harvard Business School Publishing, Roularta Media Group, Roger Publishing of Canada, Sandoz Pharmaceuticals, US News and Media, Sotheby's, Time Out, ECW Press, the Association of Canadian Publishers, Moneyweek and the American Institute of Physics.

Easypress Technologies is an operating division of EvolvedGroup Limited and is headquartered in Guildford, UK.

Contact:

Danny Whatmough
EML Wildfire
easypress@emlwildfire.com
020 8408 8000

responsesource