

BASF

High data and production security for annual and quarterly reports as well as efficient connection of various locations and company divisions.

Customer

At BASF, we create chemistry - and have been doing so for 150 years. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation we enable our customers in nearly every industry to meet the current and future needs of society.

www.basf.com

Industry

Large Enterprise, Corporate Publishing

Solutions Set

vjoon K4®

vjoon Integration Partner

mainblau GmbH, www.mainblau.com

Opportunity

- Secure production of business-critical publications
- Minimizing sources of errors from manually entering and correcting financial data
- Affords business units, remote locations, and external contributors real-time access to all content.

Key Benefits

- Process-driven and secure production of annual and quarterly reports, employee magazines, various brochures and information sheets.
- Minimizing of errors and spending up to 20% less time correcting and proofreading.
- Finance, corporate communications, investor relations and service center media and communications are tightly integrated with the entire production workflow.
- Production of the 40-pages employee magazine "euroslope" across various countries delivered in 6 languages.

EXPENDITURE OF TIME



-20%

in correcting and proofreading



Distributed Production

Various locations and business units

euroscope

6 languages
40 pages
FOR 46,000 EMPLOYEES
IN EUROPE

Publishing financial reports at BASF

Today's financial report does more than merely itemize benchmark figures. It is the company's calling card, and its contents convey the corporate strategy and boost the brand image. The design, visuals, and style of writing send a strong message, shaping people's perception of the company. All this makes the financial report a powerful tool for enterprise communication and investor relations. And good, careful planning is essential for a publication as important as this.

At BASF, the world's leading chemical company, three main departments collaborate to publish financial reports – Corporate Communication, Financial Reporting, and the Media and Communication Service Center. They coordinate with one another as well as with other specialized departments and the executive board to produce articles. Corporate Communication works with a graphic design agency to develop layout templates in line with BASF's corporate design.

The Media and Communication Service Center's media design team then adds content and adapts the documents to the given demands. The hot editing

phase starts early. As many as three months before the financial report is published in German and English, editors begin updating figures and revising and condensing texts. In the past, BASF staff used to make handwritten changes on hardcopy printouts, which were then applied in Quark XPress. Manual editing was error-prone, doubled the workload, and required Corporate Communication to devote considerable time to compiling and reviewing corrections. All of this complicated the publishing process and made it more difficult to handle figures and financial data confidentially prior to their release. So the company began looking for a solution that would solve all these problems.

Go with a publishing system – but which one?

The goal was to find a fast, efficient, and secure means of controlling publishing processes to save time and resources and protect key data. The enterprise tried out various options before settling on the Adobe-based publishing system vjoon K4.

vjoon K4 provided the necessary data security, reliable workflows, flexible tools, and the means to save time as well as money. And unlike some Web-based systems, Adobe InCopy ensures word

„Especially with the system-driven forwarding of texts through the entities to the final editor, BASF was able to minimize mistakes and spend up to 20% less time correcting and proofreading.



wraps and line breaks remain intact. Today vjoon K4 connects more than 50 workstations in departments such as Finance, Corporate Communication, and Investor Relations to BASF's Media and Communication Service Center. Everyone works with a single central database that administers all articles and layouts centrally. A clearly defined workflow featuring automatic job assignments streamlines BASF's coordinative processes. vjoon K4 supports Adobe InCopy's convenient Track Changes function, which color-codes various users' text changes so every edit can be seen at a glance. vjoon K4 also documents changes in the version history.

Data protection guaranteed

The big challenge in financial reporting is preventing leaks and premature disclosure of financial figures. Access to confidential data has to be controlled and documented. BASF solved this problem using vjoon K4 to align editors' access rights with their responsibilities. Now only an authorized person can read and edit an article and the system controls due to status who is the next individual to access it. Beyond that, editors can view only those publications they are authorized to see, and then only their assigned articles. Limiting access to those with a real need to know ensures security and confidentiality.

Benefits brought by vjoon K4

With the benefit of vjoon K4, layout people and editors can work simultaneously on a financial report's pages. Finance, Corporate Communication, and other specialized departments' editors can prepare articles for publication in a precisely defined vjoon K4 workflow while layout experts are already busy placing articles, pictures, and graphics on the pages. Reviewers can correct text right there in the digital documents and save their changes by storing a new version in the database. The layout designers no longer need to apply handwritten changes or e-mailed corrections manually; instead all they have to do is update their versions. Texts and layouts are correlated from the start, affording BASF far more editing flexibility. In case of last-minute text changes, a simply mouse-click is all it takes to load updated articles. Layout designers can then focus on formatting pages and editing graphics.

The entire process is streamlined with a workflow that forwards texts from the initial author to the final reviewer, and all points in between. It has enabled BASF to minimize mistakes and speed up corrections and proofreading by as much 20 percent. What's more, the layout staff can get straight work without holdups and downtime waiting for authors and editors to deliver. This has also helped cut production time.

Web-based production across six countries

BASF introduced vjoon K4 at the turn of the year 2004 to 2005, initially to publish financial reports. The company soon discovered how much time this optimized workflow can save, and decided to produce other publications using vjoon K4, for example, the employee magazine euroscope. K4 Web Editor was a major factor in this decision.

K4 Web Editor connects the magazine's contributing authors and editors at BASF's office in Germany, England, Spain, Italy, France, Belgium, and the Netherlands to the central editing department. The number of vjoon K4 users at the chemical company grew accordingly. Eleven BASF editors had access to the system in 2004, increasing to 20 when euroscope was brought on board in 2006. Today 50 vjoon K4 workstations are deployed throughout the corporation.

Comprising some 40 pages, the employee magazine's master layout is produced in German. As soon as the editor-in-chief approves a page, layout people begin creating templates for the different language versions. Then the translators get to work. Editors in the respective countries join in when it comes time to proofread pages. They all benefit from vjoon K4's powerful features, especially its status and text change management capabilities. The magazine appears quarterly in six languages created using vjoon K4's language variants, which also offer the tremendous advantage of parallel processing.

In a nutshell: the Adobe Creative Suite and vjoon K4 save BASF time and money, while making the publishing workflow more flexible, production more reliable, and data more secure.

mainblau
consulting integration training support

vjoon Integration Partner

The mainblau GmbH provides innovative Services related to cross-media production. From consulting, through implementation and operation and support, the entire service is shown. The portfolio of software Solutions covers the entire needs of publishing. Solutions for publishers, editors, editorial offices, agencies, photographers, designers, communications departments, corporate publishers, media service and catalog producers. The intelligent linking of market standards makes the future-oriented solutions both technically and financially manageable. Project remediation, up to 24/7 support hotline, production system hosting – just a few keywords from our range.

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