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NEWS > AUSTRALIAN PRINTER November 3, 2005

## Proof Manager secures digital assets

Printer Magazines November, 3 2005

**The popular Proof Manager virtual proofing system now comes with an easy-to-use digital asset management module.**

The new software extension introduces automatic archiving of customer job files enabling clients to view, amend and re-order previous jobs through their own secure, personalised online portal.

Peter Ludwig, director of Sydney-based developers, Pent Net, says client-focused digital asset management is the logical extension of a virtual proofing system such as Proof Manager.

"This is definitely the way of the future for digital prepress providers because it makes the generation of repeat work a simple, time-saving process with tangible benefits for both the operators and their clients," says Ludwig.

Proof Manager is a powerful browser-based virtual proofing system that, since its introduction a couple of years ago, has had multiple installations across Australia and New Zealand.

The system works by automatically generating soft-proof previews of job files and then loading them onto a secure server where they can be viewed by clients using standard web browsers. The system accepts more than 100 different file types for generating soft proofs.

When the soft proof is loaded, an email is automatically sent to the client informing them that their job is ready for viewing. Clients can then log in securely, view their files, attach notes and make corrections to the soft proof while the original work file remains unaltered. Clients can also download PDFs of their job files for local outputting.

At the operator's end, Proof Manager automatically tracks the status of all files, logging when they were sent for approval and recording all responses.

The new digital asset management module takes this functionality a step further, enabling all completed jobs to be automatically stored in an archive accessible to the client through their usual log in.

The database records all details of previous jobs and allows the client to generate a repeat order when required, as well as mark up any new changes on the soft proof.

"Clients can view an entire history of a job, track exactly what was ordered and when, as well as order new work without the bureau having to be involved," explains Ludwig. "It's very simple to operate and provides an additional service that bureaus can offer in order to promote customer loyalty."



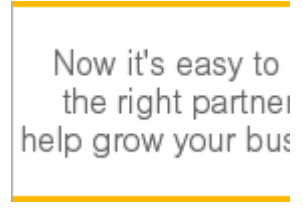
Huhtamaki prepress operators Justin Cross and Adrian Altamura use Proof Manager to handle all the prepress for the wide range of packaging products manufactured

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One of the many well-known users of Proof Manager in Australia is the local arm of global packaging giant, Huhtamaki. Although Huhtamaki is not yet a user of the new digital asset management module which is currently being rolled out across Australia and New Zealand, it does use Proof Manager at its production facility at Mulgrave in Victoria, where it handles all the prepress for the wide range of packaging products manufactured at its various production plants around Australia.

Brian Fiddes, Huhtamaki's process and project development manager says using Proof Manager has reduced their approval time considerably.

"We can put a job up and the system automatically sends an email to the customer letting them know it is ready for them to view," says Fiddes. "They can check it, approve it and we can have the whole job done in 15 minutes."

After nearly two years in operation, most of Huhtamaki's customers now use Proof Manager on a regular basis and many no longer require any form of hard proof. Following approval, Huhtamaki's operators print out a hard copy for their printers but no longer send copies to customers unless they specifically request one.

"The traceability is fantastic," adds Fiddes. "It logs every change and every request so we can see exactly what happened at every stage in the job approval process.

"Proof Manager has certainly been well received by our customers because they can see we are doing something to make the process easier. It may not be the deciding factor in them using us, but it's certainly been seen as a value add."



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