

Success story: Macquarie University

## Automation delivers brand consistent communications

### How Macquarie University uses brandforce to streamline complex publishing workflows and drive brand consistency

#### About Macquarie University

Located in Sydney, Macquarie University is one of Australia's leading universities with over 37,000 enrolled students and more than 2000 academic and professional staff. The University is ranked among the top three per cent of universities in the world with a reputation that is consistently rising. In the Australian Government's 2010 Excellence in Research for Australian (ERA) initiative, 80 per cent of research activity at Macquarie was judged to be at world standard or higher  
[www.mq.edu.au](http://www.mq.edu.au)

#### About brandforce

brandforce is a web-based automated composition and publishing platform that enables you to produce 'on-brand' communications in minutes  
[www.brandforce.com](http://www.brandforce.com)

#### The need for a dynamic brand management tool

In 2008 Macquarie University launched its new brand and began the daunting task of rolling it out to the wider audience.

As Jayne Denshire, Publications Manager, explains, 'our number one priority was to ensure brand consistency. Achieving a uniform brand image across a large, complex organisation like a university is always challenging because of the diverse needs of people in various departments and faculties who all wish to publish a variety of collateral. This is becoming even more difficult as technological innovation leads to the desire to repurpose the same content to different media. When we first saw brandforce, we realised many of the hurdles we faced could be more easily overcome.'

#### Macquarie partners with brandforce for noticeable results

From an initial trial, where the artwork for Open Day 2009 collateral was produced, brandforce has been increasingly used to publish a range of collateral including course guides, degree information sheets, faculty department brochures, posters, flyers, promotional items and reports.

'Three things really stood out about brandforce', explains Jayne. 'First, the consistency of brand image was obvious on Open Day, and indeed it was the first time we had achieved such a uniform look across all faculties for one of the most important events of the year. Second, the print team from the on-campus print facility was delighted with the quality of the PDF files produced from brandforce as they were 100% error-free every time, streamlining production in a way we had not seen before. And third, the willingness of the brandforce team to work with us and our teams to get it right.'

#### The priority was brand consistency and brandforce delivers

'There is no doubt there's a great design benefit,' says Jayne. 'We have lots of people who are not designers needing to produce work and so we find the design-driven automated publishing approach a real strength as brandforce enables them to quickly and cost effectively

produce quite complex and detailed collateral consistently time after time. With brandforce users can focus on getting the content right knowing that the branding side of things will be done for them.

'But the more we work with the team at brandforce, the more we see ways of improving our much more complex and traditional publishing systems as well. For example, we're exploring the power of using brandforce's XML publishing workflows and sourcing content directly from some of our content management systems to auto-update and populate brandforce templates every time a new document is opened for editing.

'This is real-time updating from 'one source' of content and the exploratory work we have done with the brandforce team shows enormous promise, and is an area we want to explore more fully across the university.'

#### Putting brandforce to work

Through the adoption of centralised control and automated composition, Macquarie University is achieving real gains including:

- streamlined processes that have reduced editing and creation times significantly for a range of different collateral, large and small
- increased re-use and repurposing of the same content with easier version control and management
- reductions in the number of review cycles, avoiding errors normally associated with traditional manual workflows
- central management of master smart templates and images so they are easy to find and easy to update
- accurate, brand consistent collateral cost-effectively produced by non-design staff
- branding elements controlled and brand integrity maintained
- printer receives press-ready files that reproduce without any issues, every time.

<b>USAGE STATS</b>	users 50+, templates 150, documents 750, PDFs produced 7,000+
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<b>BRANDFORCE APPLICATIONS USED</b>	Publish, Catalog, Folio, Admin
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Solution  
**PARTNER**

#### Interested in learning more?

If so, we would love to discuss how we can help automate your design and publishing workflows to improve performance.

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