

Success story: Melbourne University

## Real-time collaboration shaves weeks of editorial workflows

### How Melbourne University uses brandforce to drive editorial collaboration and streamline design-driven publishing workflows

**About Melbourne University**

Established in 1853, Melbourne University is one of Australia's oldest universities and has over 35,000 enrolled students who are supported by over 7,300 academic and professional staff. It consistently ranks among the top universities and is currently placed top in Australia and 36th in the world by the Times Higher Education 2010 rankings, and is increasingly international in outlook and reputation.

[www.unimelb.edu.au](http://www.unimelb.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 University of Melbourne was one of the first users of brandforce nearly four years ago and today a range of collateral is produced on an ongoing basis including the annual report, corporate profile, Open Day collateral, course guide publications and marketing collateral across various departments and faculties.

**Putting brandforce's collaboration capabilities to work**

The very first project produced was the annual report and what attracted Jim Rule, Manager, Publishing and Merchandise, and the team from marketing services at Melbourne University to adopt brandforce were the powerful real-time collaborative editing capabilities linked to the system's powerful automated publishing engines.

At nearly 200 hundred pages, the annual report is a pretty big production, and up to 17 people from different departments across the university work on the document for many weeks. 'When we first discovered brandforce we were labouring under the usual inefficiencies of a traditional publishing workflow using Word files, a designer using InDesign to produce changes and PDF proofs and of course, email for distribution, explains Jim. Author's corrections were many, simply because they were so many vested parties, and turnaround times for proofs were too slow, often taking a week or more. The whole process was error-prone, time consuming and when viewed objectively, very costly.

**Big gains and increased workflow efficiencies**

When brandforce was adopted we were amazed at how efficient real-time online collaboration could be, continues Jim. The bottom line is we ended up shaving weeks off the normal production times as editors and writers became vastly more efficient.


Instead of checking separate files and proofs in and out of a system as is the case with most document management systems, brandforce is unique in allowing users to work on the same content file at the same time, achieving a level of real-time collaboration and editing that's never been possible before.

'For our 17 editors and writers it was godsend' explains Jim, and what's even better they could at any time of their choosing, produce a fully designed and laid out PDF proof of the annual report for checking using brandforce's powerful automated assembly technologies, and this is in minutes instead of the normal turnaround time of days as we were used to.

The success of this first project saw brandforce quickly applied to a range of other collateral produced on a collaborative basis, projects like the content rich Course Guides and Open Day Programs. The range of standard and public lecture templates introduced across the faculties has also allowed the many different departments to autonomously produce consistent, 'on-brand' flyers, posters, DL leaflets and invitations as and when they need them.

For marketing services, brandforce has relieved the design and production team of much of the mundane typesetting-based production work freeing them to focus more on strategic design-related communications.

<b>USAGE STATS</b>	users 114, templates 60+, documents 323, PDFs produced 2,500+
<b>BRANDFORCE APPLICATIONS USED</b>	Publish, Catalog, Folio, Admin



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.

106 Maribyrnong Street  
Footscray VIC 3011  
Australia  
T. +61 3 9396 9777  
E. [solutions@brandforce.com](mailto:solutions@brandforce.com)  
[www.brandforce.com](http://www.brandforce.com)