



TfG needed a system for rationalizing production and translation of Toyota's product literature. An installation of the Encode Brand Management System was configured to do the job. The savings in production time are significant as well as the reduction in the overall Time to Market as a result of the general reduction in production process time.

## Toyota saves 50% on brochure production

### Background

The Facilities Group (TfG) have produced all of Toyota Motor Europe's (TME) pan European product literature for the last 4 years. This covers 18 countries and 22 language variations. In total some 5 million brochures are produced per year.

### The brief

TME were looking for a software to improve the productivity and profitability of their multi-lingual brochures. The full project lifecycle to produce a brochure consisting of five constituent parties could take up to twelve weeks. TME required a system that would reduce the costs and schedule of this process significantly and could also be adapted to the challenges of the industry. It was paramount that the software was intuitive, easy to implement and robust.

### Solution

After scoping TME's procedures and processes, Encode was appointed by TfG to build and install a management software system consisting of a number of key modules. As a result the system was constructed to meet TME's complex requirements. The system build took 4 weeks and went online in September 2005 and was configured to allow over 200 users access to:

- Brand guidelines, image library and best practice
- Asset management library
- Control workflow, track and report on projects
- View master artwork
- Translate and locally adapt brochures
- Proofread and approve brochures

- Select and request image variations
- Place orders and delivery specifications

The system was also designed to enable the systemisation of the strategic and creative development process thereby allowing other agencies and suppliers to access relevant materials and information instantly.

TfG provides ongoing training and support to TME.

The system is constantly evolving and integration with other internal systems is scheduled for 2007.

### Benefits

The system brings a number of benefits to TME

- Enhanced management and control
- Faster decision making
- Improved communications
- Brand guardianship
- Transparency of work processes
- Schedules reduced by 50%
- Production costs reduced by over 50%

### The workflow in the system

TfG creates a master template of a brochure. Each country will then log in and place an order on a brochure giving all relevant information regarding the deliverance (date, number of prints, etc.). Then translation and other versioning actions are done in the system using the AdBuilder. Proofreading is done in the system and then the brochure is exported to InDesign where it is finalized and made ready for print. All data and communication regarding each deliverance is saved with the actual versioning job.