CIMO

Small agency – big clients

You notice it right away, the homely atmosphere in the office

Company	Cimo, establish in 1992
CEO	Annette Svalgaard
Business Area	Production of catalogues and campaigns
Qualifications	Client's adviser within the graphic industry

Danish ad agency Cimo has only five employees but a range of big, impressive clients in its portfolio. One Wednesday morning, we stopped by to talk to Annette Svalgaard, the owner of Cimo, about big clients at small agencies, time optimisation , global project management in many languages and much more.

You notice it right away, the homely atmosphere in the office. Cimo is not just a place of business, it's a place for life. Annette gives us a friendly reception and right behind, her dog is running towards us to do exactly the same.
"My graphic designer is arriving in a minute; she's bringing my dog's brother,"
Annette says – here at Cimo, they share more than assignments!

Producing catalogues
One of Cimo's main competences is managing the production of large catalogues, for example in the retail industry. All clients, in Cimo's portfolio are offered WebProof as a workflow application, but those producing product catalogues especially benefit by applying WebProof to the process, in Annette's opinion.

Annette gives WebProof credit for enabling Cimo to keep the work rate to an exceptionally impressive one hour per page in a 324-page catalogue. *"We wouldn't be able to produce a catalogue of this size that fast, if we didn't have WebProof as our workflow application"*, says Annette.

One of the biggest strengths of WebProof is its ability to fully centralise project management of campaigns requiring the pulling-together of many threads and people: often the case when producing large catalogues – *"It eases the process when producing these large campaigns,"* says Annette.

Annette Svalgaard,
CEO and owner of Cimo

A perfect example is VMC Pitzner, supplier of construction material for all of Denmark, and producer of the previously mentioned 324-page catalogue. Actually, this catalogue was what Annette used to thoroughly test WebProof's system. To produce a 324-page catalogue from scratch, could be a daunting task for even a huge agency, but Annette is logical to the core and soon came up with a manageable workflow in WebProof that suited the large scale of the production task they faced.

The basic idea is to upload all page elements to WebProof, and make them work as milestones in the process. This means that the client and Cimo can proceed systematically, uploading pictures, rough sketches and text. Once the basic layout has been proofed, the page can be prepared for production, as the client sets status code to 'ready for production'. This creates an unparalleled overview for both Cimo and the client, who at all times, from anywhere in the world, can log into WebProof, and see how far the production has come and what needs to be uploaded, approved etc. This is a huge advantage in productions of this size.

The strengths of WebProof

The overview of projects, is one of the strengths that Annette mentions several times. The fact that any action is documented – pages being corrected, proofed etc. – whenever and wherever it happens, enables you to keep a constant overview of how far along you are in the process and who made the latest changes to the document. Annette observes: *"Many of my clients are pressed for time; we all are – time is a scarce factor. WebProof enables everyone involved in a project to log in as long as they are online. It doesn't matter where you are, the office or abroad, you can just log into WebProof and approve the pages assigned to you. That is a HUGE strength of WebProof."*

The process behind the VMC PITZNER catalogue proves that even large corporations with huge scales of production can convert the graphic workflow to an easy and manageable process using WebProof. As Annette puts it: *"If others adopts the procedure we used for streamlining VMC's production, they will achieve great savings by applying WebProof for both production planning and as the workflow."*

Furthermore, everyone involved will experience the serenity and transparency that WebProof applies to a production. There's no reason to discuss invoices, as everything in the project is accurately logged in WebProof. The time-management feature is your security: here you can monitor all changes made to the document and how much time has been spent.

Annette explains: *"When running catalogues through WebProof, I achieve a more consistent process, because everything is clear. There's only one person who can approve the document – the client. And I'm not the only one benefiting from this transparency: the client is at all times aware of how far the project has come and what's needed from them to make it ready for production. Everyone is platform-independent – a huge advantage."* When Annette introduces clients to WebProof, she always explains that it's easy to pull out statistics from WebProof, should there be any doubts in the process. Cimo has even experienced clients contacting them because of their ability to use WebProof.

WebProof makes even large catalogue productions easy to manage

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WebProof's irreplaceable overview

Michelin in the Nordics – centralised management of production

During our interview, we came to talking about the challenges connected with catalogue production on this scale. Despite Cimo's small size, it has partnered with Michelin for several years. At the beginning, Cimo helped Michelin primarily with office automation, but when Cimo implemented WebProof, it developed into Michelin's full-service agency. Cimo has now assisted Michelin in a series of campaigns, all of which are run through WebProof, enabling Michelin's headquarters in France to oversee all processes. A campaign for Michelin often entails 15–20 different products – flyers, brochures, roll-ups, banners etc.

Later, Michelin became a Nordic unit – covering Sweden, Norway, Finland and Denmark – with the headquarters located in Stockholm, Sweden. This only strengthened Cimo's relation with Michelin, and has made the proofing process easier, now that campaigns are approved in these Nordic countries.

Positioned as a strong partner of Michelin, Cimo has now taken on its magazine, WROOM, which is published in all four countries and (as all special campaigns) produced through WebProof. WebProof's magnificent overview and projectmanagement system enables both Cimo and Michelin to feel secure and confident when running large projects. A Finn can proofread texts in Finnish, while the marketing director in Stockholm proofs the layout on all assignments, and a brand manager in Norway makes sure all guidelines have been respected.

Annette also sees great advantages in integrating InDesign Correction into Michelin's workflow, enabling the user to make corrections directly in the InDesign document. *"That's where I see the biggest growth possibility right now: if the client can grasp the range of possibilities, the InDesign Correction function can apply the graphic workflow,"* she says.

At the same time as Cimo was developing into Michelin's ad agency, WebProof was going through a development of its own. From being a very basic online correction and collaboration tool, WebProof became a software you can apply as a complete workflow solution in your production. Annette as an example highlights the 3D turn-page function and notification service on email and mobile phones as being a great help.

WebProof's constant development and focus on improvement, creates an easier structure for many companies who have implemented the workflow application. *"WebProof is under constant development and it's become such a strong tool in managing projects online – I can't imagine running our large catalogue productions, without WebProof,"* says Annette.

At WebProof, we can't imagine a better statement to round off an inspiring talk with Annette Svalgaard, owner of Cimo. We stroked the dogs goodbye and shook hands with the people at the office. Hearing how much Annette get's out of WebProof every day only encouraged us to continue urging our clients to help us improve WebProof , to make it the perfect tool to support them in their busy work days.