

Convection Corporation: Upgrade to QuarkXPress 6 Powers Productivity

"I'm the one tasked with keeping our installation of QuarkXPress current, and my job is made easier by the fact that the software is so stable day in, day out. It's also very easy to support and to bring users up to date on the latest features. Quark 6.0 added new tools that we especially like, such as project spaces, synchronized tags, and similar tools that have increased our productivity. After getting a preview of the upcoming release of QuarkXPress 7.0, I'm looking forward to helping my design group become even more productive and enhance our return on investment with this invaluable software," said Sam Jenkins, Senior Graphic Designer & Systems Administrator for the Macintosh Group, Convection Corporation.

Convection Corporation has been in business for more than 30 years and is the world's largest producer of water-cooled diesel engines for industrial applications, such as mining and construction. The company designs, manufactures, markets, and services these engines for original equipment manufacturers (OEMs) worldwide. Its engines are incorporated into products as diverse as tunneling equipment, portable generators, and surface-mining hydro-generation systems, as well as many other industrial/commercial applications.

The company has long supported a robust Graphic Services department for the production of service manuals, brochures, and other marketing collateral, and Convection Corporation offers printing and prepress services to its customers and others as a service in its own right. Convection Graphic Services provides a full range of design, desktop-publishing, printing, bindery, mailing, and literature-fulfillment services. Graphic Services is the largest internal print operation in southeastern Colorado. Its customers include corporate clients, advertising agencies, manufacturers, and distributors — in fact, everyone who is interested in high-quality printing at competitive prices.

Convection's Experience with the QuarkXPress 6 Upgrade

The company's design group consists of 11 designers and six desktop publishers, who all handle both technical and creative marketing materials in a mixed Mac and PC environment. A typical project the group produces is the engine line brochure, an annual publication with at least five different sections of various sizes. At least three designers collaborate on such a project at one time to create the brochure and related marketing materials.

Before upgrading to QuarkXPress 6, the company's designers and technical publishing people were still using QuarkXPress 4.0. Company representatives had decided that they wanted to be able to upgrade the Macintosh computers to OS X when they next upgraded their software, so they skipped the QuarkXPress 5 upgrade and waited for QuarkXPress 6, when they could upgrade their operating system at the same time.

"Our experience with the updates at Quark has been very good. We were part of their pre-release testing program, so we had actually been testing QuarkXPress 6.0 in advance of its release to the public. Our relationship with Quark had been great. Quark was very responsive when we submitted bugs or feature requests to them,

which they tried to integrate into the product before it shipped to the entire customer base. Once the final version did ship, we installed it on all of our machines within probably the first month of it being released. It was a very smooth transition — a few glitches here and there about some things, but it was a smooth transition, and the subsequent updates — such as QuarkXPress 6.1 — have been just as smooth," Jenkins said.

QuarkXPress 6 included new features that the designers liked, such as layout spaces and synchronized tags, which significantly increased Convection's staff's productivity.

"It's made us more productive," Jenkins said, explaining that creating long documents in previous version of QuarkXPress sometimes produced multiple documents, especially when documents were five or more sections long.

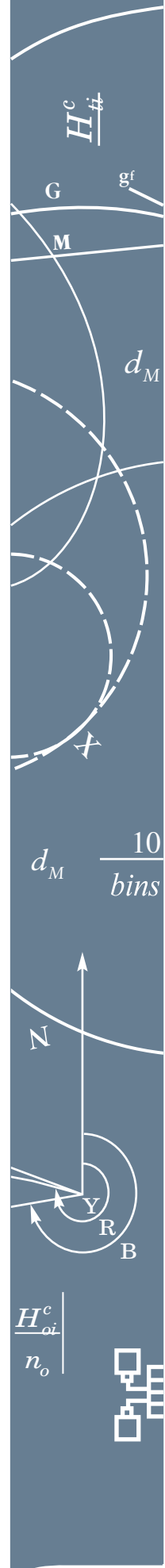
"We've now condensed them down to one project file, which makes our job easier for archiving it [and] managing it," he said.

Other new tools in QuarkXPress 6.0, such as "projects," have also increased the group's productivity, Jenkins said.

"With the projects feature, we can group related documents — each with its own layout, page dimensions, length, etc. — all in one file for better organization. The 'projects' feature makes managing and archiving our documents so much easier. At the same time that QuarkXPress has added new features and tools, it has become more intuitive and functional for users while its interface has remained stable," Jenkins said.

The company found that the learning curve for picking up these new features wasn't as large as representatives first suspected. Users found that QuarkXPress 6 had become more intuitive than previous versions, but without sacrificing functionality or the familiarity of the QuarkXPress user interface. The designers particularly appreciated the new features in the interface, such as layers, that make using some of the tools easier.

"Quark is giving us the power to do more and be more productive," Jenkins said. "I like the phrase 'power productivity.' With increased productivity, we become more profitable. The corporation benefits because QuarkXPress has helped us become more proficient. We get things done faster, thanks to the software's new features."





Next Steps – Workflow Management

Convection Corporation today is looking seriously at Quark Enterprise Solutions as a potential tool for managing its digital assets and workflow to improve its productivity even more.

“Over the years, we’ve dealt with the challenge of having to re-purpose assets, such as photos or text files, used time and again in a variety of documents. We have to be able to quickly locate and adapt content to make it available for use in a variety of applications, such as in print or on the Web. Quark offers content-management tools that allow us to maximize our resources, keep our content current, and achieve a greater return on our investment in our assets,” Jenkins said.

The company’s digital assets, such as marketing materials, technical documents, and product images, are re-used constantly in print, on the Web, and in various other media channels. To ensure consistent branding across all these applications, it is imperative that the company’s digital assets can be managed in a manner that ensures consistently with minimum redundancy.

Jenkins expects a Quark content-management solution will be in Convection Corporation’s near future because the benefits are obvious.

“The same photo needs to be in every application,” Jenkins said. “So an enterprise-based solution is going to be a better way for us to manage our digital assets. The great thing is, we find it easy to work with Quark to solve the issues that are very important to us.”

CONTACTING QUARK

In North America

Quark, Inc.
1800 Grant St.
Denver, CO 80203
www.quark.com
solutions@quark.com
800.676.4575
303.894.8888

In Europe

Quark Media House Sàrl
Rue de Saint Nicolas 7
2000 Neuchâtel
Switzerland
euro.quark.com
solutions@quark.ch
00800 1787 8275

©2004 Quark Technology Partnership. All rights reserved. Information in this document is subject to change without notice and does not represent a commitment on the part of Quark Technology Partnership or its licensee, Quark, Inc. Quark Products and materials are subject to the copyright and other intellectual property protection of the United States and foreign countries. Unauthorized use or reproduction without Quark's written consent is prohibited. Quark, the Quark logo and QuarkXPress are trademarks of Quark, Inc. and all applicable affiliated companies, Reg. U.S. Pat. & Tm. Off. and in many other countries. All other marks are the properties of their respective owners. 60167CSIE