

# PlanSystem3™



*Optimizing creative & editorial workflow.  
Maximizing ROI.*



# PlanSystem3™

**Adding genuine “flow” to your workflow.** Savvy magazine publishers, catalogers, ad agencies and others in the communications industry are saying “good-bye and good riddance” to aging paper-based planning processes and antiquated data silos. They’re tapping into a level of workflow management previously unattainable. PlanSystem3 connects desktops in multiple departments and locations – even from remote sites – to facilitate and streamline workflow and the publishing process.

## **Created for your business realities.**

With intuitive, out-of-the-box functionality, PlanSystem3 efficiently automates key creative and editorial management tasks and communicates real-time across the entire workflow from merchandising and editing to design and layout. PlanSystem3 enables your staff to spend minutes – often only seconds – performing tasks that previously required hours or days. It improves accuracy and quality while shaving time from the process. PlanSystem3 drives revenue with:

- > **Longer sales cycle.** Dramatically cuts planning and tracking time.
- > **Decreased costly makegoods.** Automated tasks and elimination of redundant manual entry of information limit the incidence of human errors.
- > **Facilitates communication.** Efficiently manages workflow, identifies bottlenecks and prevents missed deadlines.
- > **Simplified tracking.** Convenient, easy-to-search database enables efficient organization of text, art, images, pages...virtually any type of file.
- > **Cost-effective modularity.** Purchase only the modules needed for each user.

*“Since we began using PlanSystem3, the amount of time I spend monitoring production and updating schedules has been dramatically reduced. Each week I save at least four to five hours that I used to spend preparing a weekly production update.”*

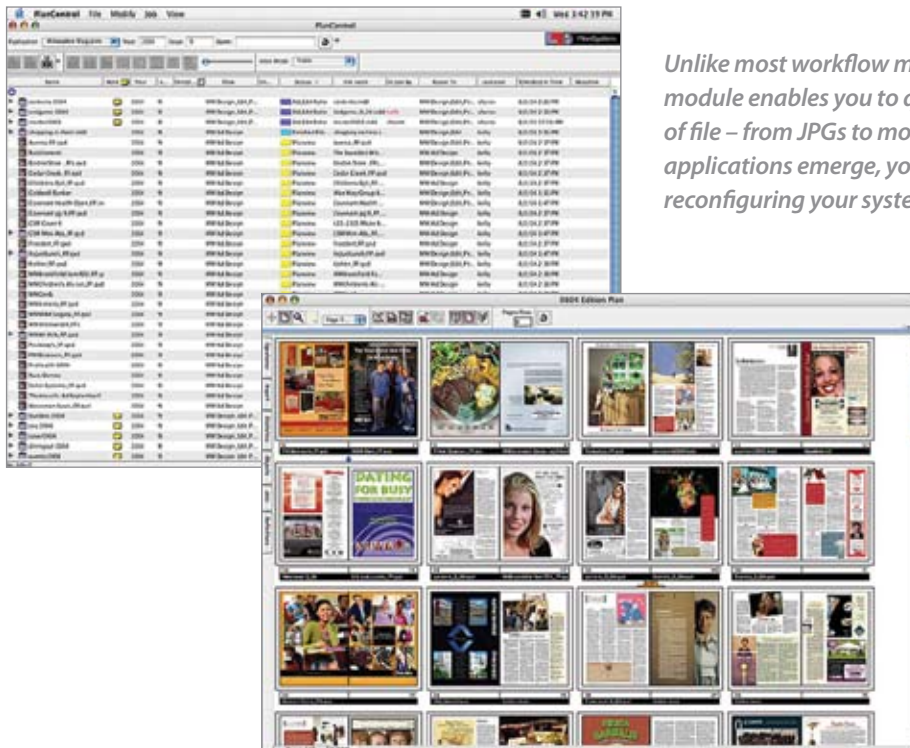
Veronica Bolanos  
Rutland Tool & Supply

## IT success.

Created specifically for your environment by people who understand your business, PlanSystem3's standard technology fits into your company's architecture. Designed by Van Gennep - M.A.C. BV, a leading company in the development of planning, process and collaborative workflow management software solutions in The Netherlands, PlanSystem3 is the result of more than 20 years of publishing experience. Recognizing the competitive opportunities PlanSystem3 offers our clients, QuadSystems secured exclusive North American distribution rights for it.

PlanSystem3 easily integrates with Adobe InDesign®, PhotoShop® and Illustrator®, Microsoft® Word®, QuarkXPress™ and other standard point applications. Plus, as an active member of IDEAlliance, QuadSystems works with you to ensure compatibility with industry standards such as PROSE-XML and AdsML™.

PlanSystem3 is so intuitive and easy to use, your staff will be productive within a few hours after installation. With class-leading intelligence, PlanSystem3 supports you today and grows with you tomorrow.



*Unlike most workflow management systems, the PlanControl™ module enables you to quickly track and incorporate any type of file – from JPGs to movie files. That means when new files or applications emerge, you can take advantage of them without reconfiguring your system.*

*The PlanMaker™ module gives you an ongoing rich, graphical view of the status of every page in your book. It's electronic proofing at its easiest and most accurate.*

## Real-world publishing solutions.

As a subsidiary of Quad/Graphics, one of the world's largest printers, QuadSystems evolved its products and services from a consistent and diligent focus on what our magazine and catalog customers need to be more successful. Every feature and each refinement are the results of feedback from catalogers and publishers like you. From our next-generation technology to our full range of professional services, we design solutions that create a better way of publishing your catalog or magazine – one that gives you more time to market, more profits, more peace of mind.

*Regardless of the size or complexity of your business, PlanSystem3 can make a difference in your productivity and profitability. Talk to our sales team to find out how: 1-866-246-7693.*

**“PlanSystem3 gives our global organization the ability to shorten production development cycles. For the first time in 15 years, our U.S. edition closed early.”**

*Jim Hirst, Project Manager  
Reader's Digest Association*



## Features that work to everyone's benefit.

	Features	Benefits
<b>Editorial/ Merchandising</b>	Ongoing, real-time status of the book in rich, graphical format.	Ability to see and confirm changes as they're made optimizes accuracy.
	Tracks merchandising, stories, pages, editions, graphics and other tangibles, plus intangibles like assignments, concepts and ideas.	Workflow management can begin as soon as work is assigned.
	Deadline-driven approach manages workflow, scheduling and process control.	Elimination of bottlenecks and ability to identify constraints before they occur.
	Streamlines workflow and automates processes.	Extends ad sales cycle.
	Global data-sharing capabilities.	Supports a dispersed workforce.

	Features	Benefits
<b>Creative</b>	Completely file-agnostic.	Ability to organize and track all file formats.
	Automatically updates the entire book when a change is made.	Dramatic time savings and increased accuracy.
	On-line, real-time view as book evolves.	Reduced errors and makegoods.
	Easily drags-and-drops ads from one book to another.	Saves time and hassles.
	Maintains history and versioning control of all jobs.	Simplifies and improves post-production auditing.

### Sales Offices

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