

## Testimonials

Success in practice

heiler|software



### Leo Burnett

Capps Digital Frankfurt is the competency and production center for design-intensive projects. As an independent unit within the Leo Burnett Group, Capps Digital Frankfurt and its staff of 38 offers services in the sectors of design and pre-media. This includes digital layout development and final artwork, creative image processing, 3D stills and animation, digital photography, digital printing (large-format printing), prepress, content and media logistics, and consulting.

### Before OPAS-G

Before implementing OPAS-G, we had separate data storage structures and naming conventions for each service within the unit. Centralized efforts were only possible with additional personnel (project management) to ensure that the right file was used at each stage of production.

Data always had to be archived and then input into an asset database for subsequent searches. This type of maintenance was too time-consuming and also resulted in deceptive misinformation. Documents were archived only after the server capacity was exhausted. The result was that before a search could actually be performed, it had to first be verified whether the data was still available online through the server or already in the archive.

Unlike the Leo Burnett Group's external service providers, Capps Digital is integrated and uses the same systems—for internal assignment and invoicing, for example. The objective, therefore, was to have a job's meta data automatically transferred from the existing assignment and invoicing system (DDS) to a media asset management system.

### Solution with OPAS-G

Thanks to consistent use of the OPAS-G digital job bags with defined hierarchy structures, centralized collaboration with commonly defined parameters is possible. The data maintenance—in particular, the use of different states—reduces the potential for error in the production process. Completed jobs are automatically archived and made available online as needed through an LTO jukebox. The search mechanisms remain the same, regardless of the actual storage location. The interfaces between the DDS and OPAS-G eliminate the redundant master data input of all the jobs. The job information in the DDS system and in OPAS-G is parallel from the time the job is first created.

### The last word

The strength of OPAS-G is clearly its ability to assign helpful and important information without the tedious use of folder structures and naming conventions. We have already realized clear time savings by archiving records with OPAS-G. The search parameters are uniform regardless of the data storage medium.