

# AUTOMOBILES PEUGEOT SELECTS QUARK ENTERPRISE SOLUTIONS FOR GLOBAL CATALOG PRODUCTION

THE FRENCH CAR MANUFACTURER USES QUARK PUBLISHING PLATFORM TO PRODUCE ONLINE CATALOGS IN 15 COUNTRIES



Automobiles PEUGEOT has chosen Quark Publishing Platform to create brochures for its range of vehicles, representing up to 500 documents per year in fifteen different languages.

Present in nearly 160 countries, with more than 10,000 sales outlets, PEUGEOT combines motion with emotion. In 2013, PEUGEOT achieved 1,553,000 sales worldwide, saw progress in most major expanding markets and continued its move upmarket.

Along with the emblematic 208 GTI and XY versions, PEUGEOT recently launched its new urban crossover and radically updated its range in the C-segment, or compact car segment, with the new PEUGEOT 308. The high level of quality in products and services, the refined design, the attention to detail and the driving experience all contribute to the emotion delivered by each PEUGEOT.

With more than 60 million vehicles sold, these qualities have been at the heart of the brand's commitment for 125 years. PEUGEOT has chosen to leverage Quark Enterprise Solutions to create brochures for its range of vehicles, representing up to 500 documents per year in fifteen languages.

### A Choice Guided By Efficiency

Automobiles PEUGEOT conducted an in-depth review of the production process for its global product catalogues to identify the areas that could be improved. PEUGEOT priorities were to reduce the costs associated with the cromalin color proofing process as well as translation and pre-press processes. Furthermore, PEUGEOT marketing teams were aware that the production and correction monitoring process did not give the opportunity to have an overall, real-time view of the production chain. PEUGEOT also needed to address how to best



Following the Platform's success, PEUGEOT updated Quark Publishing Platform to the latest version, which offers new opportunities in dynamic publishing terms.

fulfill an increasing number of requests for online brochures and high definition PDFs.

### **An Immediate Return On Investment**

Quark Publishing Platform leverages Quark's expertise in dynamic publishing to provide PEUGEOT an online editorial platform that is accessible through a Web browser. The Platform maintains master templates of each catalogue for each vehicle model, including copy blocks and images. PEUGEOT teams in each country can access the templates to edit the catalogues using predefined rules. The teams are able to modify photos, load content directly, localize figures in tables and make other regional changes.

Quark Publishing Platform also manages schedule monitoring by triggering alerts to report any delays to delivery schedules and prepress printing compliance using Quark's Job Jackets® technology.

Three years after going into production, each project manager, regardless of where they are in the world, is able to download a brochure from the platform, edit it to suit their territory and language and request for a print for distribution to the different parts of the sales network.

### **CHALLENGES**

- Optimize the sales brochure production process
- Offer customization capabilities in the brand's communication tools
- Enable each project manager worldwide to access a full range of brochure templates to edit and publish them according to their markets
- Maintain the brand's image worldwide regardless of communications medium
- Facilitate and optimize translation workflows between head office, countries and partners

### **SOLUTIONS**

- Quark Publishing Platform

### **RESULTS**

- Deployment of Quark Publishing Platform to 15 countries
- Currently looking at expanding to utilize product content on mobile devices

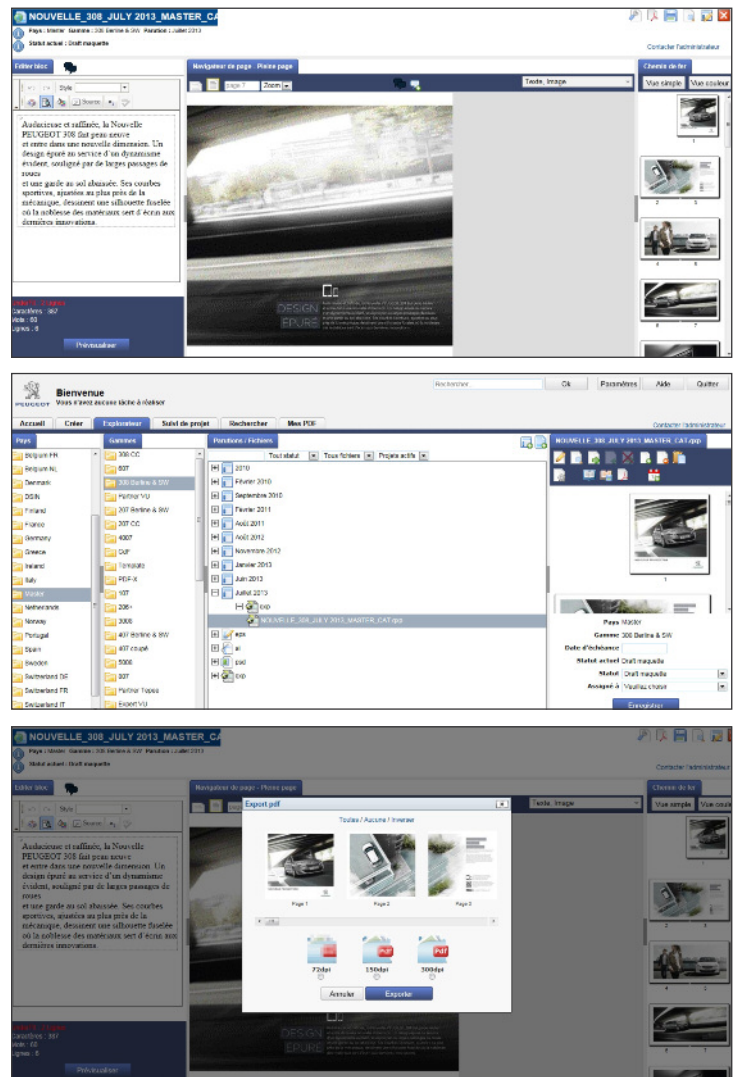
## Quark Publishing Platform

Following the Platform’s success, PEUGEOT updated to the latest version of Quark Publishing Platform, which offers new opportunities in dynamic publishing.

PEUGEOT aims to integrate the Quark Publishing Platform within its information system to further improve the car manufacturer’s publication ecosystem.

For many years the collaboration with Quark has been both relevant and a source of opportunities for PEUGEOT marketing teams. The potential offered by Quark Enterprise Solutions, such as the ability to aggregate content in HTML5 or XML for distribution on tablet and handheld devices, has led PEUGEOT to consider other channels for reaching their global audience. The Platform’s accessibility and flexibility, along with constant innovation, mean that Automobiles PEUGEOT is able to develop new ways of utilizing their marketing documents for the brand.

“Quark Publishing Platform is a fully customizable publishing solution, facilitating the creation of targeted, relevant communications that improve the client relationship and strengthen their level of satisfaction,” said Gildas Duval, Quark Sales Director, Southern Europe, Asia, Middle East & Africa. “By proposing to integrate all types of content — PDF, XML, Word, HTML 5 — in a single, unique platform, Quark offers a global dynamic publishing solution that helps reinforce a brand’s identity. For international organizations like PEUGEOT, this type of solution is a powerful lever for competitiveness and innovation.”



By integrating all types of content — PDF, XML, Word, HTML 5, etc. — in a single, unique platform, Quark offers a global dynamic publishing solution.

## ABOUT QUARK SOFTWARE INC.

Quark’s software enables organizations of all sizes to meet customer demand for engaging, relevant communications when, where and how they want them. Our solutions combine the power of XML with flexible layout and design to automate the delivery of customer communications to print, Web, and interactive experiences on the latest digital devices. Financial services firms, manufacturers, and governments around the world rely on Quark solutions to elevate customer communications to new levels, reduce time to market, and lower costs.

To find out more about Quark Enterprise Solutions visit [www.quark.com/enterprise](http://www.quark.com/enterprise) or contact us at [www.quark.com/contact](http://www.quark.com/contact)

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