BRANDCONTROL.NET™
Marketing Resource Management Systems

BigCabinet™ 3.0

BigCabinet 3.0™ Helps Colleges Streamline Catalog Production

College course catalog production can be a long and tedious process. It always requires many changes before final production. Typically, these changes are communicated through a variety of methods: email, fax, telephone, couriers, or even traditional mail. Because DTP designers have to decipher these changes, often using the same methods, it creates room for potential mistakes and can be a production nightmare.

An educational institution wanted to find a quicker and simpler process. BigCabinet 3.0™, and the Edit/Proof Wizard, was the solution they were searching for.

When the school makes changes such as course instructor, course descriptions, or course time and date, its authorized users can log into BigCabinet 3.0™ and edit the info directly in the catalog. No more relaying corrections through conventional means and waiting for a DTP operator to make the changes, create another proof, and send it back. The school has instant access to their catalog and its content.

About BigCabinet 3.0™

BigCabinet 3.0™ is a white–label, browser–based application that allows authorized users to upload standard desktop publishing (DTP) documents and instantly leverage them for online turn key dynamic publishing solutions.

Developed as an ASP or server–installed OEM technology for resellers and integrators, BigCabinet 3.0™ makes dynamic publishing easy. With an office–like application Web front end, detachable Wizards and an extensible interface, users can get documents online in minutes.

College Catalog

Application Brief

Dynamic Content

1. Section Headers

In this case, section headers are configured to be user defined. The user or editor can customize the name of their section headers to meet any special needs related to the content on the page.

2. Course Content

Information for each course is stored in BigCabinet 3.0™ much like a product, with a course name, course description and course details. The information is displayed in a simple form with basic formatting tools that makes editing easy.
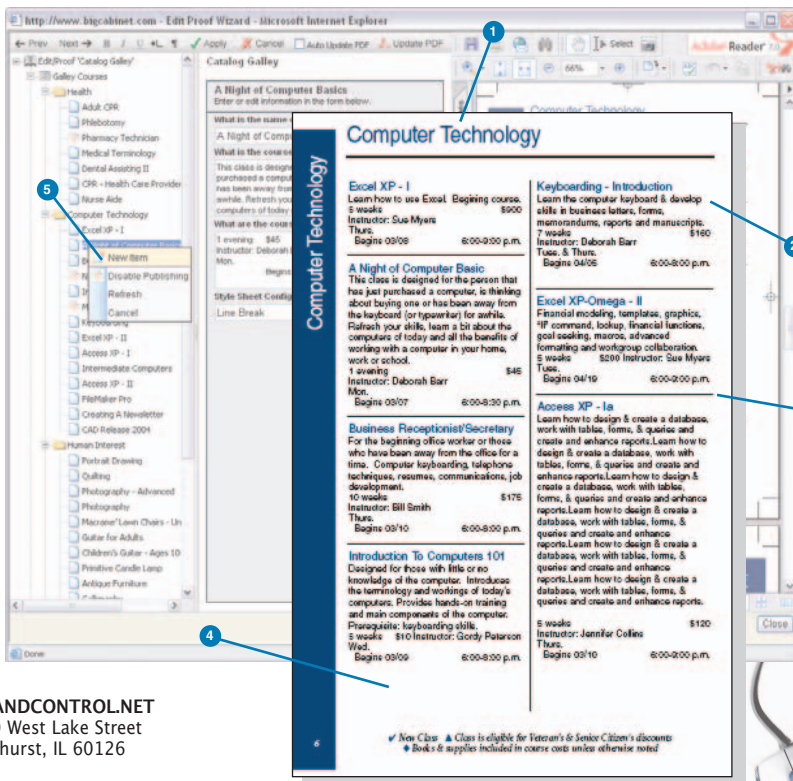
3. Line Break

By leveraging the power of QuarkXPress™ style sheets, BigCabinet is configured to draw dynamic rules below courses based on the design.

4. Style Sheets

Because BigCabinet 3.0™ uses the native Quark document, including all of its layout and design preferences, text boxes that are linked together will auto flow content to multiple linked text boxes and even follow auto page insertion rules to dynamically increase document size to fit content.

5. Context Menu

The Edit/Proof Wizard displays content linked to the document in a tree; right clicking in the tree allows the user to perform functions like add a new course, disable publishing on a course, or refresh the current list of courses.

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Elmhurst, IL 60126

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Customize This
Document Online @
www.brandcontrol.net/demos

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Marketing Resource Management Systems

BigCabinet 3.0™ Makes Custom Ringtone Cards a Snap for Mobile Phone Company

A mobile phone company needed a way for regional sales reps to facilitate custom ringtone card orders for special events. They turned to their print distributor, who, by leveraging their own branded BigCabinet 3.0™ solution, uploaded the designer's documents in minutes, streamlining the customization, localization, and versioning of an entire ringtone card campaign.

Based on accounts, groups, login privileges, and BigCabinet 3.0™'s unique Brand Rules™, any authorized user, no special training needed, can access and easily localize, customize, and order ringtone cards online.

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BigCabinet ™

Ringtone Card

Application Brief

Dynamic Content

1. Event Name and Date

Each card is customized for a special event that takes place on a given date. The regional sales rep types this information into the Publish Item Wizard dynamic form.

2. Background Image/Theme

Depending on the type of event, sales reps can pick the appropriate background image from a library viewable based on their login and the Brand Rules™ applied to the document and content – themes like sports, music, art, and holidays, to name a few.

3. Logos

In this case, the logos were not options for the users, but they were automatically flowed into the document based on the user's login and the Brand Rules™ applied to the card. This makes any future logo changes automatic for these documents.
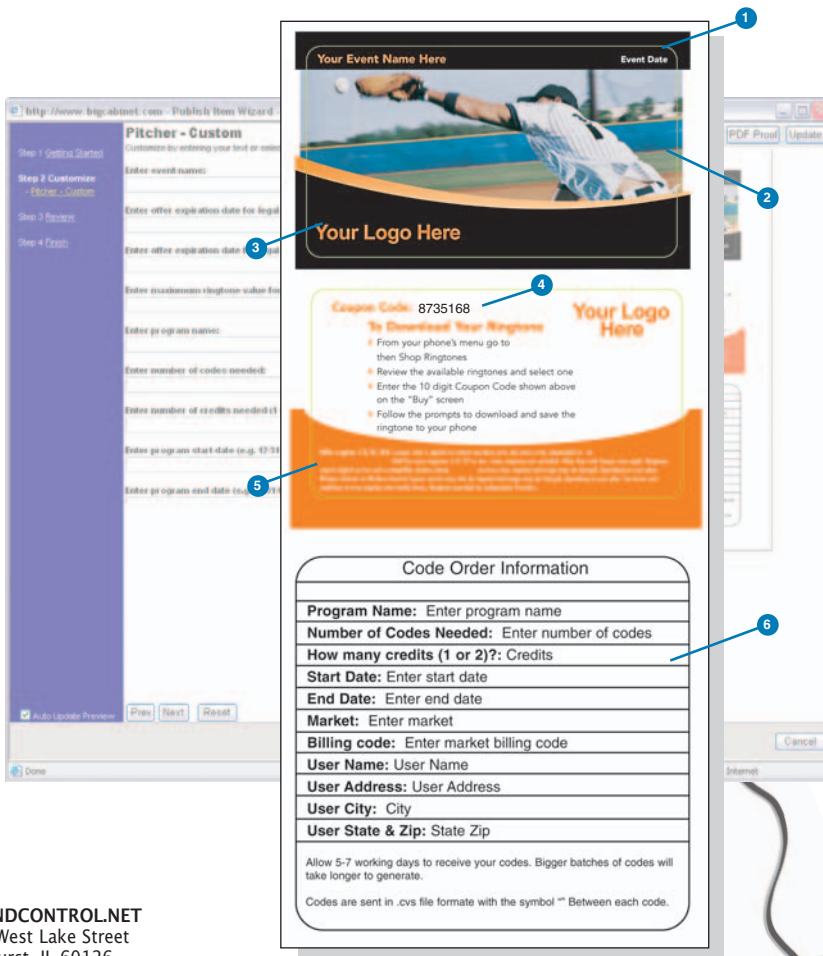
4. Variable Print Data

Each card requires a unique coupon code. The codes are stored in a central corporate database and the card is printed on a digital press. The digital press front end merges the appropriate code onto each custom card.

5. Legal and Expiration Text

The appropriate legal text and terms are automatically placed in the document based on geographic location. Custom terms like expiration date are entered by the user.

6. Production/Order Information

In this case, the designer created a form in the QuarkXPress™ file that is linked to fields in BigCabinet 3.0™. Part of the form is auto-filled based on user login, and part is open text entered by the sales rep.

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Marketing Resource Management Systems

BigCabinet™

BigCabinet 3.0™ Breaks Through the Web Site Integration Barrier

Cutting-edge printer Press Tech needed to combine its printing capabilities efficiently with its customer Overture's personalization service– Overture sells personalized business items such as stationery, business cards, even golf balls and pens over the Web. How could they get accurate personalization data to the printer efficiently? Press Tech's managers quickly boiled down the challenge: They needed a cost-effective dynamic publishing solution that could easily integrate with Overture's e-commerce site. But how?

Enter BigCabinet 3.0™! Using BRANDCONTROL.NET™'s browser-based software, Press Tech was able to easily integrate with Overture's Web sites. Powered by BigCabinet 3.0™'s detachable Wizards with built-in punch-out capability, Overture's Web site guides users through a simple 4-step process. Brand Rules™ established by the designer ensure that company logos and other set-in-stone information aren't affected by the customization. When users are satisfied with the content, BigCabinet 3.0™ seamlessly returns to Overture's Web site and then places the print order with Press Tech.

Stationery

Customer:

Press Tech
959 Lee St.
Des Plaines, IL 60016

847.824.4485 Phone
www.inkpaperpride.com

Application Brief

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Dynamic Content

1. Stationery Products

Stationery products reside in BigCabinet 3.0™ as QuarkXPress™ files and are displayed in Overture's e-commerce Web site.
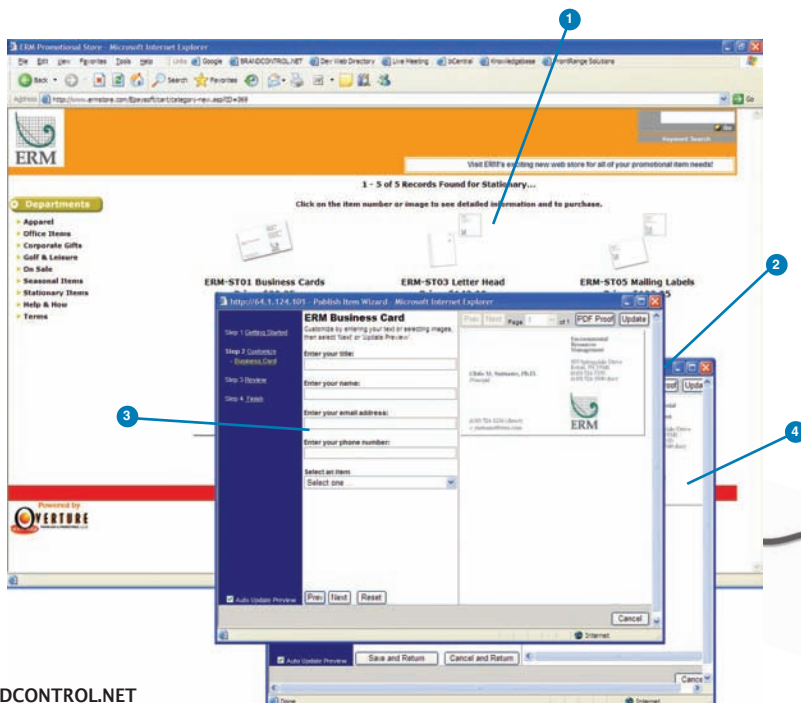
2. Detachable Wizards (punch-out)

Clicking on an item in the Overture Web site launches the appropriate BigCabinet 3.0™ Wizard and walks users through four simple customization steps.

3. Personal Information

Users can enter their name, title, e-mail address, and phone number; then they select their location or corporate office. Clicking Update displays a preview, or users can select PDF Proof to view and download a low-res color proof.

4. Order Information

When used in Punch-out mode, the detachable Wizard returns users, with all the order and production information back to the Overture Web site order page or shopping cart.

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