

# Berry Network

**Leading national Yellow Pages agency achieves substantial savings and improves client services with Adobe Acrobat software and Adobe PDF**

## PROFILE

- Berry Network, a subsidiary of The Berry Company, Bell South, is a leading producer of Yellow Pages ads in the U.S.
- Headquarters: Dayton, Ohio
- [www.berrynetwork.com](http://www.berrynetwork.com)

## BENEFITS SUMMARY

- Delivering ad drafts electronically in Adobe PDF to review teams takes seconds, as opposed to hours or days when dealing with paper.
- The electronic workflow has resulted in substantial annual savings in administrative and printing costs.
- The quality of feedback from clients has improved because the electronic commenting tools in Acrobat make editing easier.
- The Acrobat software development kit (SDK) simplified the process of integrating Acrobat and Adobe PDF in Berry Network's Web-based document routing system.

The busy sales and design teams at Berry Network work with national advertisers to ensure that company ads in Yellow Pages are perfect. This is no easy feat, considering Berry Network handles production of more than 40,000 Yellow Pages ads annually published in directories nationwide. With that kind of volume, managing the flow of paper among designers, account staff, and customers was often inefficient. But now, using a custom document routing system and powerful review and commenting tools in Adobe Acrobat software, Berry Network has significantly streamlined its processes.

The administrative demands of handling the layout requirements for each customer are intense. For example, ads for national accounts that are tailored to branch locations must contain different addresses, hours of operation, and employee photos. To further complicate the process, Yellow Pages publishers often have their own rules, with different specifications for color, layout, and borders. Says Rise Davis, director of product support and creative services at Berry Network, "We were surprised by just how much employee time was spent on administration and managing paper. With Acrobat, we quickly noticed tremendous efficiencies."

### Doing more with less

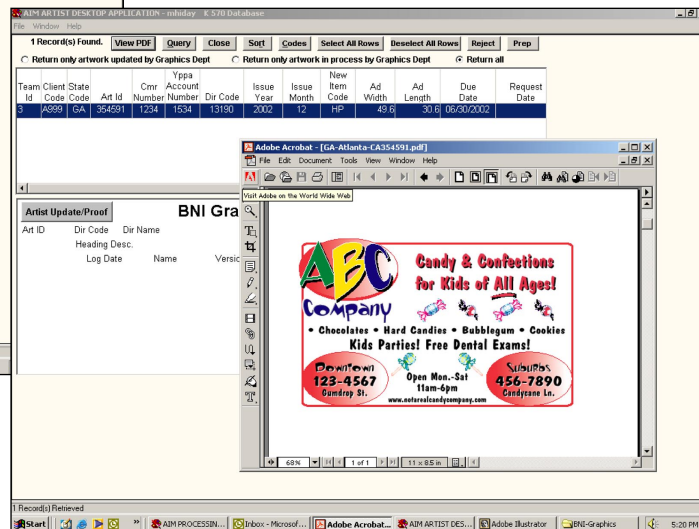
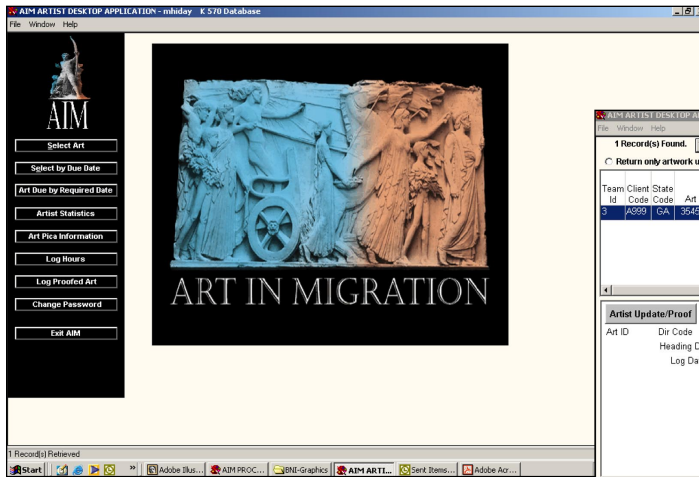
Berry Network adopted its Acrobat software-based workflow in late 1999 and immediately began seeing the benefits. By converting ad drafts for review to Adobe Portable Document

Format (PDF) files, the drafts could be delivered electronically in seconds to staff and clients, as opposed to the one or two days needed to mail materials. Yet even the benefits of faster document access and lower delivery costs pale in comparison to what Davis views as the administrative efficiencies of automated document review and approval. "We can now handle a lot more work with the same resources," she says.

In addition, the ability to mark up ads electronically in Adobe PDF using Acrobat commenting tools improves client feedback. Previously, Berry Network staff often had to call clients after receiving faxed comments because the comments were illegible. With Acrobat tools such as text highlighting and electronic notes, reviewers can clearly indicate changes on the Adobe PDF files and e-mail the files back to Berry Network. The result is that edits can be received in minutes via e-mail and an updated draft can be sent to the client in less than an hour, a vast improvement over the process that used to take hours or days when relying on paper. Berry Network expects the review process to be refined even further once clients begin using Acrobat support for digital signatures.

### An integrated solution

Berry Network's Acrobat workflow is integrated with an in-house developed document tracking system called Art in Migration (AIM). Ads are created in Adobe Illustrator software, converted to Adobe PDF, and then placed into AIM. Creative



Acrobat software and Adobe PDF are key tools in Berry Network's custom document tracking system, called AIM. The system has enabled the company to significantly streamline processes and reduce production costs for its Yellow Pages ads. Delivering ad drafts electronically in Adobe PDF to review teams now takes only seconds, compared to hours or days previously required for paper-copy review.

*“Acrobat software and Adobe PDF win high praise from our developers, creative staff, and clients. Work that previously required hours and many employees can now be done in seconds with a lot less effort.”*

*Rise Davis  
Director of product support  
and creative services  
Berry Network*

staff and sales staff are alerted by AIM when clients' ad drafts are ready for review. At the same time, large clients with access to Berry Network's secure system receive notices and can log onto the network to mark up materials in Adobe PDF using the commenting tools in Acrobat. Other clients receive e-mails from Berry Network staff containing the compact Adobe PDF files, with all text, layout, and photos intact.

“Acrobat and Adobe PDF map to how we want to work internally and with our clients,” explains Davis. Berry Network programmers used the Acrobat SDK to integrate Acrobat into a system that tracks Adobe PDF files through all stages of review. For instance, if the deadline for client comments is approaching, the system automatically alerts reviewers that changes are due by a given date or additional production charges might be applied. Says Davis, “It's given us a strong framework for meeting deadlines and speeding ad production.”

#### Rapid return on investment

The Adobe software is enabling Berry Network to lower costs and enhance client services. The designers use Adobe Illustrator to create ads,

then use Adobe Photoshop to clean up any photos included in layouts. The Illustrator files are output directly to Adobe PDF. The seamless integration between Illustrator, Photoshop, and Acrobat enables staff to move materials from one application to the next without worrying about degrading document quality or integrity. Also, the ease of using Adobe applications helps make Berry Network more responsive to clients because last-minute changes can be accommodated quickly.

Concludes Davis, “Acrobat software and Adobe PDF win high praise from our developers, creative staff, and clients. Work that previously required hours and many employees can now be done in seconds with a lot less effort.”

#### TOOLBOX

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