

Adobe® Acrobat® Messenger™

Warner-Lambert

Public Affairs group speeds information delivery and lowers administrative costs by moving from paper to electronic document delivery with Adobe Acrobat Messenger

ABOUT THE CUSTOMER

- Leading provider of pharmaceutical, consumer, and confectionary products
- Size: Annual revenues of \$12 billion
- Headquarters: Morris Plains, New Jersey

BENEFITS SUMMARY

- Acrobat Messenger streamlines delivery of Warner-Lambert corporate news and research to employees, government agencies, and the press.
- Acrobat Messenger enhances productivity and reduces the costs of distributing information.
- Ease of using Acrobat Messenger software helps ensure widespread use of technology by Public Affairs staff.
- Acrobat Messenger provides the flexibility to deliver materials by e-mail or Web links, depending on the nature of the document and the needs of Public Affairs.
- Searchable, compact Adobe PDF files ease document management and provide better access to Public Affairs information.

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Managing corporate communications for a global Fortune 100 company demands technology that supports creative, fast, and flexible responses to all information requests. Financial reports for investors, press releases for news agencies, research for government regulators, and product documents for employees must be available at a moment's notice. Otherwise, the risk of the public and employees forming ideas or opinions based on misinformation is high.

For that reason, the Public Affairs group for the Warner-Lambert Company developed an electronic output management plan to speed the delivery of critical corporate communications. Its most recent project: deploying Adobe Acrobat Messenger software to turn Windows NT® workstations equipped with a scanner or digital copier into walk-up stations for converting paper documents to Adobe Portable Document Format (PDF) files.

With offices in New Jersey and Washington, D.C., Public Affairs handles communications related to the company's pharmaceutical, consumer, and corporate divisions. These divisions generate combined revenues of more than \$12 billion annually through worldwide sales of such widely recognized

products as LIPITOR, NEURONTIN, VIRACEPT, ZANTAC 75, Halls, Listerine, CERTS, Dentyne, and SCHICK razors.

DELIVERING PAPER AT INTERNET SPEED

Adobe Acrobat Messenger provides Warner-Lambert Public Affairs with an easy-to-use solution for replacing slow, costly document delivery via mail or fax with efficient online document distribution in Adobe PDF.

Two Adobe Acrobat Messenger stations—one in the corporate library and the other centrally located in the group's New Jersey office—allow staff to electronically distribute corporate news and product research to employees, government agencies, and the press worldwide. The stations integrate

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**—Tom Martino
Senior Director of Communications**



with Microsoft Exchange for network user authentication in a Windows NT environment, as well as LDAP for global address lookup on the Microsoft Exchange servers.

“We want public and employee discussions about our business to be based on timely, accurate information, so corporate materials have to be readily available,” says Tom Martino, senior director of communications at Warner-Lambert. “By converting paper documents to platform- and application-independent Adobe PDF files, Acrobat Messenger lets us reach our intended audience with reliable information as quickly as possible.”

The workflow built around Adobe Acrobat Messenger offers several advantages over paper-based processes. First, materials that took days to deliver by mail can now be sent instantly online in Adobe PDF, without jeopardizing document appearance or content. Second, unlike static paper copies, Adobe PDF files are searchable, so recipients can find information in seconds with a simple keyword search. Third, materials scanned into Acrobat Messenger can be electronically annotated with notes or highlighted text to make it easier for people to locate and review information.

CLEAR, COST-EFFECTIVE COMMUNICATIONS

Warner-Lambert employees working on new product formulations frequently request product research and market data from the company's corporate library. Some information resides on computers, and some is found in journals and trade magazines. The challenge for literature search scientists is to assemble information that exists on paper as well as in electronic formats and deliver it quickly to employees, who might need it before beginning the next phase of a project.

Previously, the only delivery options for paper documents were fax or express mail; the former offered speed with no guarantee of legibility on the receiving end, while the latter ensured fidelity at a high price and possible delays. What they needed was a way to deliver all information, whether it originated on paper or in electronic form, in files that employees could open and review immediately.

“With Acrobat Messenger, we distribute materials faster than ever and increase the value of information by delivering documents that are easier to access and more interactive.”

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Senior Director of Communications**

Adobe Acrobat Messenger offered the ideal solution. Its intuitive graphical user interface allows even nontechnical employees to scan journal articles and convert them to compact Adobe PDF files that are accessible to anyone with the freely available Acrobat Reader™ software. The newly created electronic files can be sent to employees as e-mail attachments or posted on Acrobat Messenger's embedded Web site with a URL, an option that minimizes the impact on network traffic when distributing long documents.

“We've enhanced our productivity and lowered administrative costs,” says Martino. “By moving from paper to online delivery, Acrobat Messenger lets us deliver information instantly and substantially reduces the costs of copying and mailing materials.”

THREE SIMPLE STEPS

According to Laura Constantine, business systems consultant in Public Affairs at Warner-Lambert, Acrobat Messenger also

overcomes one of the biggest obstacles to successfully implementing new systems: employee resistance to new technology. “Staff with no training can walk up to Acrobat Messenger, scan documents, preview and annotate them if necessary, and immediately send materials to anyone,” she says.

The Acrobat Messenger station for general use by anyone in the workgroup is available to a wide range of employees, from administrative assistants distributing status reports to managers sharing drafts of press documents for review. Some employees also use Acrobat Messenger to scan and send materials to their own computers so they have searchable electronic files, instead of storing paper in file cabinets.

INCREASED VALUE OF INFORMATION

Foremost for Public Affairs is the improved productivity afforded by rapid information delivery. Many of the delays and costs associated with overnight mailings can be eliminated, and documents that once jammed fax machines can be scanned and delivered easily as Adobe PDF files to anyone, no matter where they are.

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TOOL KIT

Software

Adobe Acrobat
Adobe Acrobat Messenger
Microsoft® Windows NT

Hardware

Pentium® based PCs
Fujitsu ScanPartner color scanner