



## Dyson When invention is everything



**dyson**

Dyson  
Malmesbury, Wiltshire, England  
[www.dyson.com](http://www.dyson.com)

In Partnership with  
censhare AG  
Munich, Germany  
[www.censhare.com](http://www.censhare.com)

**censhare**  
GLOBAL PUBLISHING

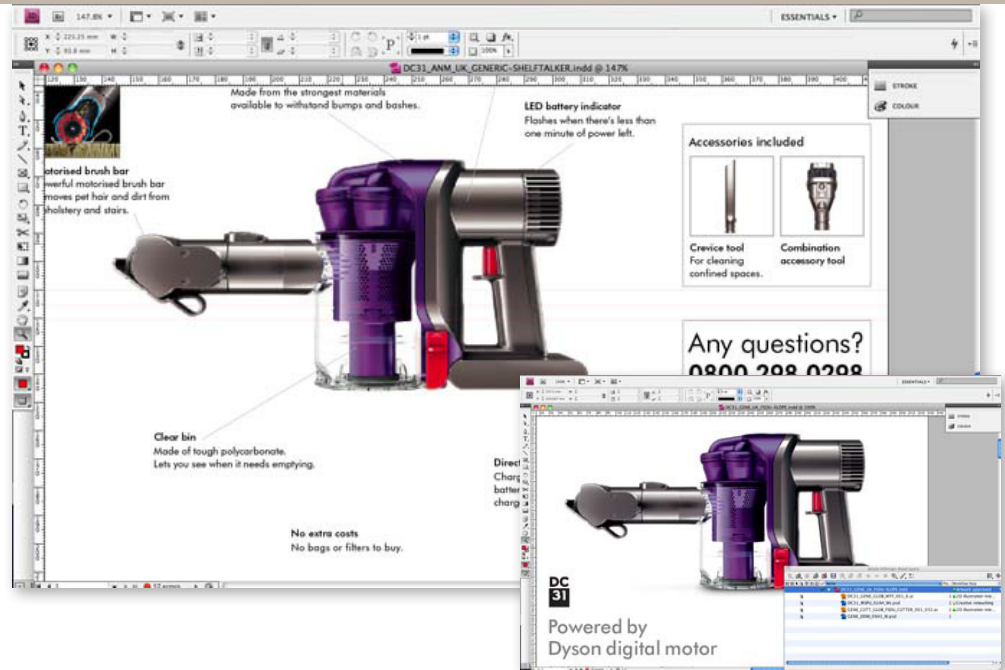
Dyson speeds time to market across the globe with Adobe® Creative Suite® Design Premium and censhare, based on Adobe InDesign® CS4 Server software

In some cases, reinventing the wheel is a good thing. Just ask James Dyson, founder of Dyson—the company best known for its highly effective vacuum cleaners that roll on balls instead of wheels. Dyson and his engineering team developed a vacuum cleaner that never loses suction; a fast, hygienic hand dryer that blows air at 400 miles per hour; and most recently the Dyson Air Multiplier™, a bladeless desk fan.

Today, Dyson continues to invent and always strives to do things better. It is no surprise that when it came to choosing an innovative publishing platform to support creation of packaging, manuals, and other materials for the company's products, Dyson selected Adobe Creative Suite Design Premium and the censhare publishing system, based on Adobe InDesign CS4 Server software.

"We have to stay one step ahead of the competition," says Gary Bidwell, IT manager, Dyson Creative Services. "Often, that means late-breaking specification changes that squeeze the time allotted for translation and publishing of packaging, user manuals, and other materials. With Adobe Creative Suite software and the censhare publishing system, we can accelerate our publishing processes to support Dyson's goal of being first to market globally with the industry's most inventive technology."

Dyson creates up to 4,000 graphic design jobs spread across approximately 200 different campaigns every year, requiring translation in up to 27 languages. For each campaign, designers create the materials using components of Adobe Creative Suite Design Premium. Files are then uploaded to the censhare database. Within censhare, InDesign Server gives users a WYSIWYG page that is live, allowing them to change text and imagery.



### Challenge

- Speed time to market
- Cut publishing and translation costs
- Support innovative brand

### Solution

- Provide Adobe Creative Suite Design Premium to all 100 designers for photo retouching, artwork, and layouts
- Move to asset management and complete workflow system, censhare, integrated with Adobe InDesign CS4 Server and provide to 400 Dyson users across departments worldwide

### Benefits

- Cut time to market while producing more work with same staff
- Easily translated materials into 27 languages
- Improved brand consistency
- Reduced storage needs by 80%

### Toolkit

Adobe Creative Suite Design Premium. Components used include:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign

Adobe InCopy  
 Adobe InDesign Server integrated with the censhare publishing system

### Perseverance pays off

It took 15 years of frustration, perseverance, and more than 5,000 prototypes for James Dyson to finally launch the Dyson DC01 vacuum cleaner under his own name in 1993. Within 22 months, it became the best-selling vacuum cleaner in the United Kingdom.

Since then, the company has grown exponentially and expanded globally, prompting the need for a more efficient, translation-friendly publishing solution to support rapid time to market. Today, Dyson creates up to 4,000 graphic design jobs spread across approximately 200 different campaigns every year, requiring translation in up to 27 languages.

### Overcoming publishing limitations

Until recently, Dyson Creative Services was facing several challenges in meeting the publishing needs that come along with being a fast-growing global manufacturer. Translation was outsourced—a slow and expensive process—and the company had to purchase language-specific versions of its previous page layout software to publish in different languages. The layout software also had certain limits on page sizes, making it difficult to design large items such as vacuum packaging. Asset management had also become a major challenge.

"It was a full-time job just making sure assets and files were in the right places," says Bidwell. "We needed something to manage our data and assets for us."

Dyson began looking for a comprehensive digital asset management system that would house 60,000 assets and support its print workflows. Dyson wanted to establish an electronic review and approval process to help accelerate time to market—sending files for review via e-mail or routing physical jobs to recipients via courier was resulting in significant production delays. The company designs materials centrally, but fulfills print jobs globally, and also needed a final output format that would help ensure quality and consistency.

"We still put a lot of ink on paper, and we take great pride in color accuracy, so we needed a print-aware system," says Bidwell. "We also wanted a workflow based on PDF so that we could move to electronic design and approval processes and deliver print-ready PDF files for final output to our global print providers."

censhare, driven by Adobe InDesign CS4 Server, is the hub of Dyson's publishing process. The system is available to 400 users worldwide across departments so that teams can initiate campaign briefs, translators can enter foreign-language copy, and legal teams can check for content trademarks.



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Gary Bidwell,  
IT manager,  
Dyson Creative Services

### A comprehensive system, integrated with Adobe InDesign CS4 Server

After determining that censhare's client roster included a number of high-profile newspapers as well as manufacturers like BMW and General Motors, Dyson selected the censhare publishing system, which is integrated with Adobe InDesign CS4 Server software. In addition to being proven at several large manufacturers and newspapers, the censhare system met another critical prerequisite—the ability to work seamlessly with the applications in Adobe Creative Suite as well as with Adobe InCopy® software. The manufacturer's more than 100 creative and marketing team members rely heavily on Adobe Photoshop® for retouching photos, Adobe Illustrator® for creating and finessing vector artwork used for items such as product stickers, and Adobe InDesign® software for packaging, manuals, and other lengthy materials.

When it was considering censhare, Dyson had already transitioned from QuarkXPress to InDesign and an all Adobe workflow, resulting in publishing productivity gains, and significantly reduced costs for digital asset storage. The company wanted to build on its success with Adobe solutions.

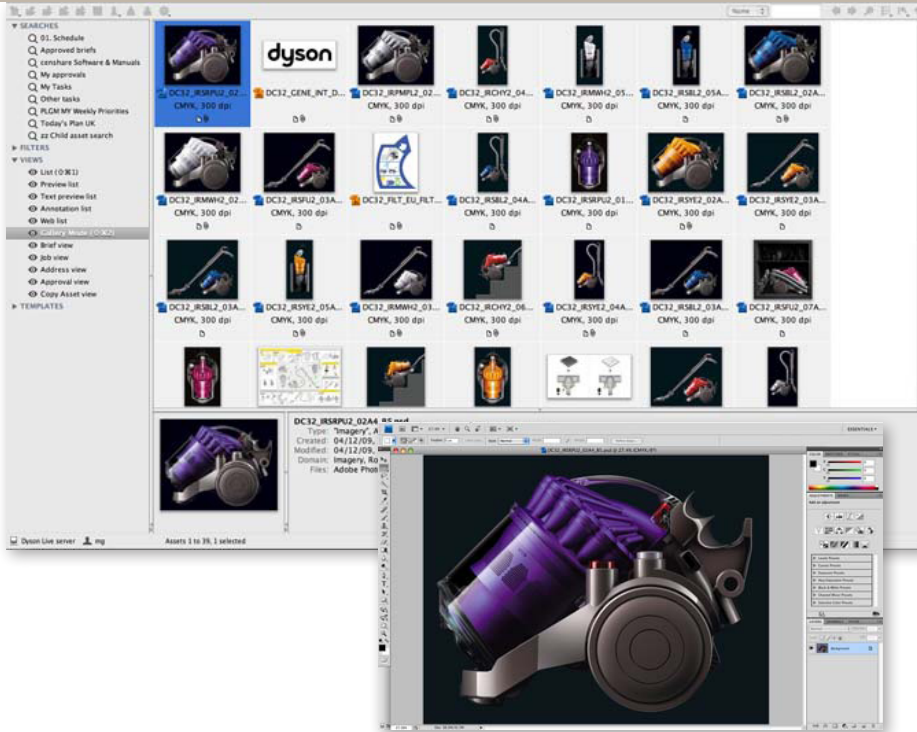
“When we used QuarkXPress, we had to use and store very large DCS EPS files for any five-color jobs,” says Bidwell. “With Creative Suite and InDesign, we were able to move to native Photoshop and Illustrator files, reducing the storage required for our images about 80%. Essentially, the switch to InDesign bought us many publishing innovations, plus an immediate two-year extension on disk space.”

Today, censhare, driven by Adobe InDesign CS4 Server, is the hub of Dyson's publishing process. The system is available to the 400 users worldwide across departments so that sales or marketing people, for example, can initiate campaign briefs, translators can enter foreign-language copy, and legal teams can check for content trademarks.

### Asset tracking made easy

Once campaigns are initiated and approved, designers create the materials using components of Adobe Creative Suite Design Premium. The files are then uploaded to the censhare database. Within censhare, InDesign Server gives users a WYSIWYG page that is live, allowing them to change text and imagery.

More than 100 creative and marketing team members at Dyson rely on Adobe Photoshop for retouching photos, Illustrator for creating and finessing vector artwork used for items such as product stickers, and InDesign for packaging, manuals, and other lengthy materials.



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Gary Bidwell,  
IT manager,  
Dyson Creative Services

In-house translators work on the live documents within censhare. They can see the English file, for example, and type the required language straight into the document alongside, using censhare's web interface. The system also has a translation memory system, which can identify common text that has been translated before, and automatically apply previously translated copy.

Throughout the process, users with access rights can review, annotate, and sign off on materials. Upon approval, InDesign Server CS4 renders the layouts as high-resolution PDF files for print.

"Today, we can see which visual and copy assets were used on each page, how many times the asset was used, and where," says Bidwell. "We are growing and doing more launches, which used to be nearly impossible to keep up with. censhare and Adobe Creative Suite give us more structured processes, and that makes us far more efficient."

### Time to market greatly improved

For Bidwell, a major benefit is the audit trail the Adobe and censhare solution provides. He and his team now have an accurate picture of whether schedules have changed, if a brief has gone through correctly, which is the most recent document, and who changed it and when. Says Bidwell, "As a manufacturer, that's invaluable information to have to help ensure completeness and accuracy of materials at all stages of production."

For the marketing teams, the advantages are already apparent, and they are growing. The cost savings from decreased storage as well as moving translation and other processes in house is significant, as is the increased control over the brand and the efficiency of review processes. "We are working with the same number of people, yet we can take on more publishing work because we can get campaigns started, approved, and to market a lot faster," says Bidwell. "That makes all the difference in time to market and success for a global manufacturer like Dyson."

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