HighGear™ Customer Case Study

Transforming Digital Publication Processes with No-Code Workflow Automation

Testimonial

"Everything is controlled in HighGear. More than **12,000 tasks are workflow-generated each month**. There's no way we could manage that volume by hand."

Operations System Specialist

Results

Automated the production of 1,000+ digital publications each month

Integrated homegrown publication processing tools with HighGear APIs

Generated 1,000's of workflow tasks assigned to various team members

Increased publication processing volumes by over 30 percent

Improved reporting visibility and analytics to reduce error rates

The services division of a global, multi-billion-dollar, Fortune 1,000 integrated communications and logistics company created a digital asset management tracking and distribution platform for book, magazine and periodical titles. Each month, the company converts more than 1,000 print-ready titles into digital-friendly formats for distribution to every major online content marketplace, e-book and mobile app platform worldwide. On any given day, more than 250 titles are in various stages of production, from FTP file uploads and team task assignments to digital content conversion and file approval processes prior to final circulation.

The Workflow Challenge

The digital asset management process for every single publication was highly manual, time consuming and difficult to scale, with scheduling and production information tracked across more than 20 Google Docs and spreadsheets. In addition to their regular duties, seven team members spent at least three hours per day working with various teams over Skype and e-mail to determine which tasks to assign, corrections to complete and files to approve to keep projects on track. Team members had to manually move and upload more than 100 files each day for delivery and distribution to various marketplaces to meet ongoing deadlines.



A digital asset management platform provider deployed HighGear to automate the process of converting books and magazines to digital-friendly formats for worldwide distribution.

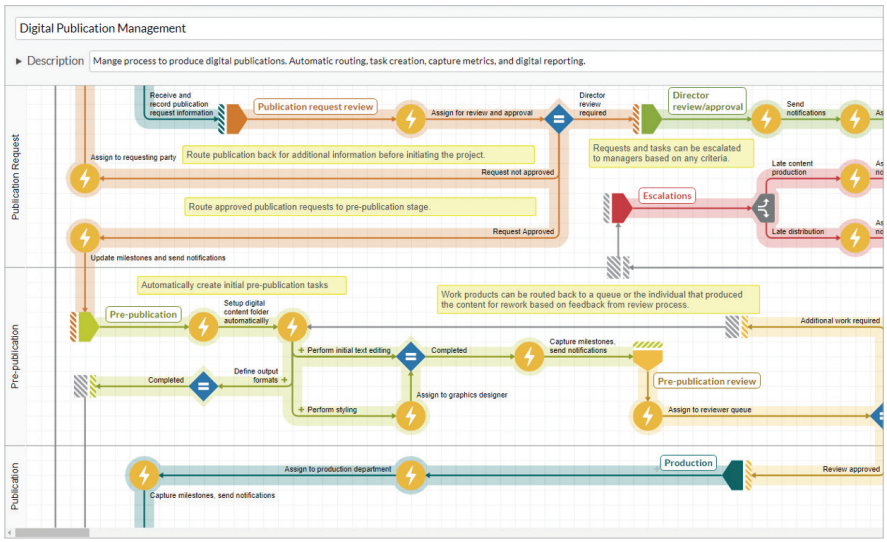
Solution

- Workflow Automation
- Document Management
- Team Task Assignments
- Routing & Notifications
- System Integration APIs
- Approval Processes
- Reporting Analytics

Testimonial

"HighGear exceeded everyone's expectations. It's helped us remove our process bottlenecks. We are able to **automatically deliver 99 out of 100 magazines**. Very rarely are there any problems. It just works. **We went more than a year without having a late delivery** for one of our major vendors."

Operations System Specialist



The HighGear Solution

HighGear was deployed as a cloud solution by the operations team to provide task management and document management capabilities to manage publisher schedules, production processes and delivery dates. A non-technical team member used HighGear's visual workflow engine to design workflows that automatically generate hundreds of tasks and assign work to dozens of team members for each publication. The IT department leveraged HighGear APIs to integrate several homegrown tools and even configured HighGear tasks to trigger data extraction, packaging and delivery processes to meet marketplace requirements.

The Results of Automation

HighGear allows the company to process significantly greater volumes of publications each month and provides complete visibility into the status of each project to prevent issues from falling through the cracks. Dozens of workflows create tasks, assign work, route notifications and request approvals to keep the publication process moving and deliver 99 out of 100 magazines automatically without additional manual effort. HighGear's real-time reports provide executives with in-depth analytics on publication volumes, turnaround times and error rates, while giving publishers visibility into the status of their publications.

HighGear™

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The No-Code Workflow Automation Platform

HighGear is the leading, intuitive no-code platform for business analysts to rapidly build enterprise-grade workflow applications. Businesses in regulated industries rely on HighGear to create custom workflow applications that easily drive adoption within their lines of business, instead of being forced to adapt to pre-built software or adding to the IT backlog for homegrown solutions. The world's leading companies depend on HighGear to manage work, improve visibility, streamline operations, meet compliance requirements and achieve digital transformation. Your workflow awaits.