

Case Study



Ansell Publishing/Got My Kids

The Challenge

Ansell Publishing owns one of Canada's most widely distributed parent resource guides called 'Got My Kids', with over 1,000,000 printed guides being delivered to Canadian households in 2006.

One of the reasons for the popularity of the guide is that individual editions are published for local neighbourhoods, allowing advertisers to precisely target individual markets.

The challenge is that the production of the guide was taking large amounts of manual labour for Ansell to data enter listings from local advertisers that would often go through multiple revisions as advertisers telephoned or faxed in changes to their ads prior to the book going to press. A typical listing looks like this:

The Country Day School	13415 Dufferin Street, King City, ON L7B 1K5	(905) 833-1220	(905) 833-1664
Contact: Christopher White Ages: JK through Grade 12	admissions@ods.on.ca www.ods.on.ca	Hours: 8.00 am - 5.00 pm Average Class Size: 15	
We are committed to offering a superior educational experience that is sensitive to the needs of each student, enables learning and equips students for life.			

Imagine individual advertisers wanting to submit these listings via fax and phone and possibly revising them multiple times. Ansell was facing a logistical headache as the number of guides continued to grow.

The Solution

Ansell Publishing contracted hind-smith.com to provide a solution that would eliminate the majority of the manual work required to manage these listings. Ansell and hind-smith.com decided to implement a solution with two mandates:

- Allow advertisers to directly data enter and revise their own listings on the web, thus removing the load of managing thousands of individual ads from Ansell.
- Assemble print ready 300dpi artwork from the data automatically based on predefined layouts that Ansell defined.

hind-smith.com decided to use a combination of ColdFusion MX7 for the web portions and FileMaker 8.5 for the database and PDF assembly functions. ColdFusion is known as a powerful yet user

friendly way to deliver scalable web applications. hind-smith.com built a web portal in ColdFusion MX7 that allowed advertisers to securely submit and edit their ads as often as they liked.

FileMaker 8.5 was used as the database engine for two reasons. The first is that its friendly desktop client application allowed Ansell to easily tap into the database to watch ad activity and run reports in real time to see where ads were being placed.

As well, FileMaker has licensed Adobe's Acrobat engine as part of the FileMaker application. This allowed hind-smith.com to create programming that gave very granular control over PDF production directly from the FileMaker application. FileMaker was able to directly produce 300 dpi PDFs that were easily incorporated into the master guides making the Ansell design team's job much more efficient.

The Result

Ansell Publishing now has the proven infrastructure to expand the production of the guide into the United States, knowing that they have a cost efficient way of managing ads for a business that continues to grow.

Jeremy Ansell, President of Ansell Publishing says: 'Through the innovative system developed with hind-smith.com we have been able to reach several milestone accomplishments. Firstly we have reduced "human error" from our directory listings and placed the emphasis on the client to ensure the accuracy of data submitted. Secondly we have reduced the time to assemble our guides by over 50%, and as the products grow in size so will these production time savings increase'.

The management of this system, via FileMaker Pro 8.5, has enabled us to review client data submissions in real time, and share the reports with our franchisees so they can also check which clients have submitted and who needs to be chased up. This has further enhanced the value of the system and will become a valuable production assistant over time.'