GlobalData. GoPublish

Faster, more agile, and more efficient.

Discover how GoPublish changed GlobalData's content production for the better.

About GlobalData

GlobalData is an award-winning b2b content marketing agency with a wide range of clients across multiple sectors.

They produce and distribute content through a variety of channels, predominantly using Adobe InDesign and GoPublish for their print proofing workflow.

Since 2012, they have used GoPublish to publish over 1,000 pages of content every year.

Challenges

GlobalData's biggest challenge prior to installing GoPublish was tracking document versions throughout the agency.

With multiple departments simultaneously working on dozens of documents, ensuring content wasn't duplicated, and changes weren't lost, was a constant headache.

GoPublish enabled them to not only work on live documents, but track changes automatically and offer an approval process for their clients.

"GoPublish has changed our entire workflow for the better. We are now faster, more agile, and more efficient in our content production. This not only benefits our business, but it also benefits our clients as well."

Rob Manning,
Director of Operations & Delivery

Production workflow

At GlobalData, publication flatplans are usually created by the editorial team, with commercial input from the sales team.

The design and editorial teams then work on layouts, sending proofs to clients as and when pages are complete.

Once content is approved, the production team ensure that files are distributed to the appropriate channel.

Main GoPublish feature

Flatplanning with live visuals is an extremially important feature of GoPublish for GlobaData.

With their constantly moving commercial opportunities, they require a solution that is adaptable to their ever-changing needs.

A simplified implementation

Installation of GoPublish was blocked out over an afternoon and installed on all required machines.

All future updates were then handled via the GoPublish Adobe InDesign plugin to ensure a smooth production.

Need to know more? We're here to help

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Benefits of GoPublish

- Faster process of project setting up

- Removal of multiple meetings and plans before projects commence

- Ability to create a flatplan and work collaboratively across the agency

- Adaptable solution that meets changeable commercial needs

- Management of multiple publications, for a variety of clients

- Track changes automatically

- Allowing multiple teams working on live documents