



RR Donnelley / Bowne

GPSL Drives Greater Efficiencies

Fierce competition forces Bowne toward greater innovation.

Business Overview:

Bowne & Co., Inc. is the world's largest financial printer, specializing in the creation, management, and delivery of IPO, M&A, EDGAR and other regulatory and compliance documents.

Challenges:

Bowne needed an advanced composition engine that significantly reduced production costs, improved productivity, and reduced turnaround times.

Additional issues faced:

- Multiple-users on single cohesive document
- Drive toward greater efficiencies
- XBRL – a challenge and an opportunity
- Rapid edit turnaround for clients
- Evolution toward self-service model

Complexity:

- Financial Tables
- Clients expect financial print turnaround times even for the most complex work
- Increased foreign language requirements

Requirements:

- Speed, accuracy, adherence to style
- Every job needs to be customized with generic, all-purpose tools
- Need to respond quickly to unexpected demands
- Worldwide distributed composing platform and local sales/service centers



Business Profile:

Bowne and Co.

Industry:

Financial Printing

Geographies:

New York, New York USA

Business Solution:

ACE – Advanced Composition Engine

Products:

APP Desktops and APP Enterprise Servers

Benefits:

- Now able to manage, repurpose and distribute a client's information to any audience, through any medium, in any language, anywhere in the world.
- The solution allows Bowne the ability to grow and stay competitive
- Increased operational flexibility, resulting in additional pages handled without additional staff costs