Extensis™

Global publishing & media firm greatly improves cost efficiency & font compliance with Universal Type Server

Fonts here, fonts there, fonts everywhere. Along with SANDOW's rapidly growing client base came tens and thousands of fonts, including duplicates, scattered across SANDOW's server. This increased spend, created risk of font lawsuits, and caused frustration among designers and brand leads. Deploying Universal Type Server eliminated duplicates and pared down fonts from tens of thousands to a manageable four thousand. With a robust font management system in place, SANDOW can continue to scale while reducing employee frustration, cost, and the risk of a lawsuit due to font misuse.

SANDOW®
Brands Powered by Innovation™

The Challenge

» 15-30 copies of the same font with more and more fonts being uploaded led to confusion and frustration among design teams and brand leads. Designers were spending too much time sifting through fonts in the legacy system.

» Increased liability since fonts were scattered and visibility into font usage was limited. Brand leads were disconnected from their previous font management system.

» The legacy system had lackluster technical support which caused further details and months of wasted time waiting for a software problem to be solved.

The Solution

» Maintain and organize fonts in a manageable system based on workgroups. Designers are able to manage specific fonts based on the project.

» Assign user permissions and run reporting on font usage. SANDOW can assess whether or not it has sufficient font licenses.

" *...control over the groups and the workgroups is easier to manage. I'm able set up font leads, and give people different rights without having to give them full rights. That's definitely an improvement."* **Michael Shavalier, Director of Creative Operations**

The Benefits

» Designers can now load and find fonts in one easy-to-use font management system. The software removed duplications and font overload. Time, cost, and frustration have been reduced.

» Brand Managers and project leads can now look across all brands and see how many people are using a specific font. User permissions and font licenses are granted on a project by project basis, reducing the risk of font lawsuits.

» Questions regarding software set-up and usage have been answered and solved quickly so SANDOW can swiftly go back to work and continue making clients happy. "It's nice to finally get a hold of someone in support," said Michael Shavalier, Director of Creative Operations.

To learn more about Extensis font management solutions, please visit **www.extensis.com**

ROI WITH UNIVERSAL TYPE SERVER

-30% REDUCTION IN SPENDING

A robust font management system eliminated the need to purchase unnecessary and duplicate fonts.

-60% REDUCTION IN IT REQUESTS

More control over font usage reduced IT troubleshooting specific to font requests and removed a bottleneck in the design process.

-10,000 FEWER FONTS

Eliminated unnecessary fonts which improved workflow and increased efficiency.