

## **Fourth Annual s.a.x. Conference Discusses Best Practices and Future Perspectives for Dynamic Business Documentation**

*Karlsruhe, Germany, June 28th, 2002* The fourth annual s.a.x. conference, hosted by s.a.x. Software GmbH in the Schlosshotel Bühlerhöhe, Baden-Baden, Germany, on Friday the 21<sup>st</sup> of June 2002, examined the impact, relevance and employee-acceptance of internal and external documents in today's business environments. Under the banner "Documents Alive", leading figures from well-known German and international companies, exchanged experiences and opinions on the theory, implementation and use of corporate design under real conditions.

Lively discussions centred on the theory and practice of creating lively and enduring designs. Günter G. Lange, a hugely influential lecturer and practitioner of type design and typography for the most of the last century, stressed the need for an awareness of both timeless design values and the changing design environment in ensuring the continued relevance of design and design elements. Jürgen Barthel, Director of Communications at Siemens AG, explained the principles and the process behind renewing the corporate design at Siemens, and the importance of combining room for expression with easily understood guidelines to achieve enthusiastic acceptance from management, designers and users.

The issues in implementing designs to create effective documents were examined by Hans-Dieter Hoffmann, of s.a.x. Software GmbH, and Steffen Papke, JetCAPS Program Manager at Hewlett-Packard GmbH.. Mr. Hoffmann reported on proprietary and autonomous market research that indicates the value of a comprehensive management system for business documents, such as the s.a.x. MasterLayout, and the contribution such a system can make to the efficient production of internal and external communications. Mr. Papke focussed on the role of colour in the effectiveness of documents, and how recent developments and possibilities are changing the general perception of colour printing in the office as a luxury into a standard, cost-effective procedure.

Stefan Kirschke, Chief Financial Officer at MetaDesign AG, and Michael Schubert, Head of the Department for Service Delivery at Robert Bosch GmbH dealt with the economic aspects of design and its technical realisation. Mr. Kirschke provided perspectives on corporate identity as an investment rather than an expense, and indicated parameters for consistent communication and effective visualisation that determine the short-term and long-term success, respectively, of a brand. Mr. Schubert described the role of s.a.x.'s MasterLayout in providing a well-accepted and efficiently managed environment for consistent corporate design at Bosch. He emphasized the fact that the actual roll-out of the 3 modules for Word, PowerPoint and Outlook, for more than 50,000 workstations, was successfully completed within 24 hours.

In summing up the event, Frank Sax, Managing Director of s.a.x. Software GmbH, stressed the importance of the annual event. "In providing a forum where agency, IT and marketing people can meet and exchange practical and theoretical ideas, we are

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helping close the gaps between design, implementation and use. The result is a clearer path to documents that are alive with communicative possibilities.” Information about the fourth s.a.x. conference is available on the web at <http://www.saxsoft.de/Conference2002/>

## **Trademarks**

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## **About s.a.x. MasterLayout**

MasterLayout permits the creation, maintenance and changing of a single set of layouts, using Microsoft Word, for both personal and application documents throughout the enterprise. A hierarchical database produces automatic variations for different countries, sites and employees, minimizing the number of templates, saving the costs of obsolescence and minimizing supply and distribution logistics.

For personal documents, employees continue to work with familiar Microsoft Office applications to create corporate design conformant documents.

For application printing, the modular software intercepts data from applications, formats it according to the design guidelines, and outputs it correctly.

## **About s.a.x.**

s.a.x. is a worldwide leader in the development of products and services for corporate electronic stationery, business forms and document management systems. Hewlett-Packard has chosen s.a.x. as both a solution provider and local partner for their JetCAPS corporate printing solutions program. s.a.x. is one of the very few companies worldwide authorized by Microsoft to develop and supply TrueType fonts. Information about s.a.x. is available on the web at <http://www.saxsoft.de>

## **For further information**

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