



Klepierre

SUCCESS STORY

Leading European retail center management company personalizes customer-facing documents with Adobe® solutions

Klepierre

- Real estate management services specializing in retail shopping centers and office properties primarily in France but also covering southern and central Europe.
- Size: Assets valued at €4.8 billion in June 2003
- Headquarters: Paris, France
- Founded: 1990
- Employees: 630

www.klepierre.com

Industry

Real Estate Management

Solution

Production of personalized customer documents in multiple languages including Eastern European languages

Products Used

- Adobe Central Output Server
- Adobe Output Designer

Company Profile

Klepierre, a subsidiary of the BNP Paribas group, is continental Europe's leading shopping center management company with real estate assets worth €4.8 billion. With almost 300 retail centers on its books, the company administers approximately 10,000 commercial property leases, a process that includes sending large volumes of business documents in multiple languages to customers across southern and central Europe.

Challenges Faced

Automate creation of personalized customer-facing documents

Klepierre generates more than 3,000 invoices, dunning letters, and other accounts-related documents every month. The company's back-office systems were up to the task from an accounting perspective, but Klepierre lacked the technology to automate the creation of personalized customer-facing documents. The company wanted to deploy an automated document generation solution to create personalized, professional-looking documents.

Integrate document generation with existing back-office systems

It was imperative that any new system for producing personalized, customer documents integrate quickly and easily with existing back-office systems. The integration should require minimal development work and not interrupt normal operations. Klepierre's goal was to deploy a fully integrated, powerful system that could quickly generate personalized documents in time with the output from back-office systems.

Support non-Western European fonts and maximize print output options

Klepierre's sites include shopping centers in Prague, requiring communication in Czech, which uses characters not found in the Western European character set. Using a separate system just to create materials in Czech was an unacceptable solution. In addition, the company also wanted to access the various features of different office printers—such as duplex printing and multiple paper tray selection—to suit the needs of each type of document.

Success Strategy

Klepierre considered having a custom system developed to meet its personalized document creation needs but decided against it due to cost and likely timescale. Instead, it chose an Adobe solution for document generation.

"There were essentially two criteria for our choice," explains Klepierre's information systems director Christian Vadot. "The solution that met our needs would be simple to integrate and would quickly and reliably create personalized customer-facing documents from electronic templates."



By using the Adobe solutions, Klepierre employees can create personalized customer materials. The templates are populated automatically with data from back-office systems, enabling staff to generate custom, professional-quality documents for its customers.

Templates for Klepierre's customer-facing documents are created using Adobe Output Designer. All formatting elements—such as text, text entry fields, font, boxes, and logos—appear on-screen exactly as they will appear when printed.

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Business Benefits

- Produces professional-quality, personalized customer documents
- Supports multiple languages and multiple platforms
- Achieves rapid implementation
- Enables output on a wide range of office printers

Adobe solutions integrate seamlessly with Klepierre's back-office systems, taking customer data and merging it with templates to produce and print a wide range of professionally formatted documents. "The solution lets us simply and dynamically integrate images, such as a logo for a French or Italian management company, in order to personalize our invoices," explains Vadot.

In addition, Adobe solutions can recognize and use advanced features of the various output devices at Klepierre, such as duplex printing, selection from multiple paper trays, flash memory, and attached hard disks, maximizing the use of these facilities as appropriate to each document's requirements. "The Adobe solution reduces network traffic and provides page proofs more rapidly than the operating system," adds Vadot.

With Adobe solutions, Klepierre staff can produce the full range of customer documents in Czech as easily as they do in French or Spanish. If documents in Czech cannot be printed locally, Klepierre sends them as Adobe Portable Document Format (PDF) documents to a location where they can be printed. "We can transmit documents at any time to any place, using any peripheral equipment," notes Vadot.

The Adobe solution was quick to implement and integrate with the back-office applications. After only a few months, Vadot is pleased with the solution and plans to extend its use: "We envision deploying it with all our applications to create quality accounting documents at all levels," he says.

The Adobe solution runs on various platforms at Klepierre, including Microsoft® Windows NT®, Windows® 2000, HP-UX, Sun™ Solaris™, IBM® AIX®, and Linux® and can output identical documents from all of them.

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