



JetCAPS® Gianfranco Ferré Success Story

fashion design

When Italian fashion house Gianfranco Ferré went looking for a forms printing solution for their AS/400 accounting applications they were quickly convinced by the power and flexibility of the JetCAPS MegaForm solution.

With ever-increasing lines of clothing and accessories, the Gianfranco Ferré group is not content to rest on its considerable laurels. Naturally for a company so deeply concerned with helping people make the right impression, any printing solution needs to be capable of expressing the value and character of the various brand identities, even when printing on the same printer and often from the same pool file.

The continuing diversification of the company meant that the existing impact printers for accounting documentation could only cope by having somebody on hand to make sure that the correct pre-printed form was next for printing. As a dynamic group, they were unconvinced of the longer-term viability of hardware-based solutions offered by many of the suppliers they contacted. So they were particularly interested when their established HP dealer indicated that the JetCAPS partner for Italy, Oberon Service, had a flexible software solution that could meet their immediate, and prospective needs.

quality and flexibility

For an AS/400 application on an NT printing platform, Oberon Service could easily demonstrate that JetCAPS MegaForm was an obvious solution. It could automatically print the invoices (the first document to be changed to the new printing process) for every company in the group, without having to modify the AS/400 applications, while gaining the absolute quality of HP LaserJet printers.

After installing the JetCAPS MegaForm Print software on the NT print server, Oberon Service developed a small program that inserts a flag into the spool file to indicate which electronic form to use, thus avoiding any alteration to the host applications. The usual two to three



Printed on an HP Color LaserJet Printer

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FERRÉ



days of on-site training, working directly with the customers implementation, proved unnecessary, as the Gianfranco Ferré employee who was working on the project picked up the intuitive interface of the MegaForm DesignPro forms-designer quickly. Instead Oberon Service provided 'hot-line' telephone support for any questions that arose while he was developing the forms.

In close to a month, the invoices for the different companies in the group were being printed using electronic templates on a range of HP LaserJet 5, 4000 and 5000 printers – extending the usefulness of the existing printer investment. Initially they printed in parallel on the original matrix printers and cross-checked the output, but after two or three weeks MegaForm took over completely.

form of expression

Gianfranco Ferré started in November 2000 with a 20-user license. They use these virtual 'users' to identify the various print processes associated with the different documents from the range of companies in the group. Because of the ease with which data from the spool file can be mapped to particular positions on the page, it was easy to create new layouts. With new types of documents, and even customized copies sent to specific printers as part of the internal distribution system, they expanded to a 50-user license in April 2001. As the benefits of MegaForm are applied to the full range of host-printed documents, an upgrade to a 100-user license is expected before the end of 2001.

The solution has already paid for itself a number of times over, not just in terms of the savings in preparing and handling pre-printed forms, but also in the reduction of effort used in writing complicated host programs. The ease of formatting and placing data where it is needed on the page lets Gianfranco Ferré concentrate on designing documents for legibility and aesthetic value, free of the constraints of the host applications. The ability to change logos on those documents without human intervention has greatly increased how Gianfranco Ferré can print with greater consistency, while still accentuating the different characters of the increasing range of brands.

Powerful advantages in shaping the image of a group that shapes images.



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