

WeAllEdit saves Danske Bank 1,500 hours in its first year.

About Danske Bank

Danske Bank Group is one of the largest financial companies in the Nordic countries. Danske Bank Group is comprised of Danske Bank, Danica Pension, Realkredit Danmark and a number of subsidiaries.

The Group serves a total of about 5 million customers and a significant number of public and institutional companies.

The challenge

Danske Bank Group produces a wide range of brochures, advertisements, magazines, posters, etc., that are created in InDesign. The projects are initiated by a project manager in Group Marketing and then laid out in the DTP department and proofread by the relevant persons throughout the Group.

In the past, graphic tasks were carried out in the traditional way, with files, printouts, notes and telephone calls. Single projects often required 5-10 proofreading rounds – a situation many other companies are likely to be familiar with.

The solution

Danske Bank quickly saw the advantages of WeAllEdit, which enables efficient proofreading and approval processes when working with InDesign files. WeAllEdit minimises the number of proofreading cycles and makes it easy to document all changes.

The decision to implement WeAllEdit was based on a calculation that showed the potential for a significantly positive return after just the first year:

“We made an estimate based on the number of small, medium and large projects that we felt could be implemented via WeAllEdit,” says Klavs Hjort, Group Marketing. “Then we estimated how much time a project manager and graphic artist could save per proofreading round by using the system. Based on these estimates, we were able to multiply the amount of time saved per project by the total number of projects, which provided an expected savings of more than 1,500 working hours in the first year.”

The feedback after the first 17 months of working with WeAllEdit is positive. “We have now run more than 1,700 documents, totalling 11,586 pages, through WeAllEdit and have saved more than one hour per document, on average, so it fully lives up to our expectations. We have also conducted a qualitative follow-up, and there is great satisfaction with the system among project managers and graphic artists – and, most importantly, there are never any problems with the system,” says Klavs Hjort.

From the time of the decision, it only took a few days before Danske Bank was operating with WeAllEdit. The system is web-based and requires no installation, so all of the users were ready to get started after just a short introduction.

From the DTP department, graphic artist Gitte Ljunggren Dalsgård says: “It works really well. We got started with the system quickly, and it’s a relief that I no longer have to regularly set half hours aside for proofreading. Instead, I now spend my time on more constructive things – so it’s not that we have less to do now. We just get more done!”