



WeAllEdit streamlined processes for Novo Nordisk.

About Novo Nordisk

Novo Nordisk is one of the leading makers of diabetes treatments in the world. They employ more than 29,000 people in 76 countries.

The challenge

The annual report of Novo Nordisk amounts to more than 100 pages and includes input and data from many contributors. The report is a high involvement project that traditionally stretches over several months due to the complexity and the many stakeholders.

Susan Blesener, Director of Corporate Accountability, who is responsible for the project, has built a routine with the communication agency ADtomic to make everything run as smoothly as possible. Still, because of the tight deadlines once data is available at year-end, the project requires very busy days and even overnights for both parties with dozens of rounds of proofreading and editing.

The solution

During 2009 ADtomic were introduced to the online proofreading tool WeAllEdit. Realizing that WeAllEdit could optimize the proofreading procedures significantly ADtomic presented the idea to Novo Nordisk, who also could see the benefits of this smarter workflow.

The process

At Novo Nordisk, Susan Blesener gathers input from the various contributors. She then implements the changes directly in WeAllEdit, re-writing text in the InDesign file without involving ADtomic and without impacting any of the graphic elements.

The annual report is published in both Danish and English and, due to tight deadlines, the translations begins before the source file is finally approved. This calls for a close track on changes, which becomes significantly easier with WeAllEdit which allows the translators to export a change log and get a clear overview of what has been amended since the source document was delivered to them.

During the proofreading process, ADtomic is able to focus on corrections required for graphic changes, which includes pages shifting or being rearranged. Otherwise, Susan Blesener can implement corrections herself and generate a new PDF for the next round of review and proofreading.

Susan Blesener says: "WeAllEdit streamlined processes, removing what had previously involved double work, with changed made first to PDFs and then in InDesign. Being able to edit directly in the document means we saved 15 percent on desktop publishing and we reduced the number of late nights and overnights worked. I also have more flexibility to travel for business during the crunch period since I can access WeAllEdit from anywhere."

"WeAllEdit was a major success for us," Susan Blesener says "and we intend to use it more extensively going forward".