

# Internal distribution with DPS

*Because it's time to find out who's really reading your reports...*

Adobe Digital Publishing Suite may have some choice sales tools built in, but it's not all about ecommerce. If you're looking for an engaging way to present company data and internal reports without compromising on security, it can help there too. Insert, annotate and animate charts tracking your company's financial performance, add video and audio evidence to supplement HR reports, or distribute sales apps that make it easier for mobile and customer-facing staff to access the latest assets – either through a public store, Apple's iOS Developer Enterprise Program, or your own in-house channels.

## How Adobe DPS can help you...

### \* Share content securely

DPS is compatible with public venues like the App Store or Google Play, but it'll also work with Apple's secure iOS Developer Enterprise Program (which allows you to distribute publications privately to employees) or your internal Mobile Device Management system, both of which are far more secure than simply emailing round a report. You can send your app out to specific lists of readers, so only the people who need to see sensitive content do, and there's no chance of someone swiping the print copy from their neighbour's in tray.

### \* Maintain current levels of engagement

Spying is a strong word, but Adobe have been carefully observing anonymised metrics fed back from DPS, and their data shows that DPS digital editions have similar levels of reader engagement to print reports. Your average eBook or interactive PDF will have far less engagement, largely due to limited functionality, limited accessibility (for example, an iBook will only work on an iPad, whereas your DPS publication can be sent to any tablet) or a very 'digital' feel when what your readers really want is a natural extension of the print reading experience (Sotheby's auction house gets four times as much reader interaction with their digital catalogue than they do with their online one).

And if you really want to know who's been reading your reports, you'll be pleased to hear that all of this interaction can be tracked, measured and reported on using the Adobe Digital Marketing Suite. Sorted.

### \* Increase interactivity, easily

If you're using InDesign to lay out your reports, all you need to do is drag and drop new layers onto your layouts to add interactive elements such as animated charts, slide stacks and audio or video presentations. You can even use HTML5 (helpfully supplied by Dreamweaver) to create animations and interactions, and then just drop those into DPS, too. The whole suite has a really simple learning curve that uses controls and tools that'll be familiar to anyone who's spent time in Creative Suite.



## Why Jigsaw24?

As the UK's largest Adobe dealer, we know their solutions inside out, and there's no-one better placed to find you the software you need (and help you get a great deal on your licences). Plus, we've spent the last 20 years delivering mission-critical IT solutions to 25,000 of the UK's top businesses and creative companies, so whatever stage of developing your digital publishing workflow you're at, our in-house experts will be able to help!

Once your software's chosen, licensed and deployed, we can arrange training for your team and back up the whole setup with a custom support contract, which can include phone, email and remote support, on-site repairs, emergency hardware loans and guaranteed break-fix times.

**Get in touch to find out more!**



Some examples of apps created using Adobe DPS. For the full gallery visit: [blogs.adobe.com/digitalpublishinggallery/](https://blogs.adobe.com/digitalpublishinggallery/)

**Want to know more about Adobe Digital Publishing Suite?** Give us a call on: 03332 409 320

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