JIGSAW24

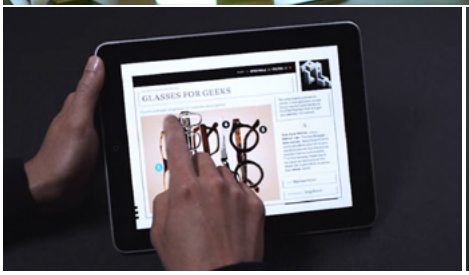
Adobe

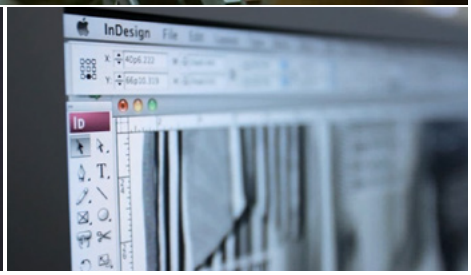
Monetise your assets with Adobe DPS

Your content, but better (and cheaper, and faster...)

If you've already got stacks of print content and rich media sitting on your servers, it's time to make it earn its keep. With Adobe Digital Publishing Suite, it's now easier than ever to take your existing content and repurpose it for digital delivery, meaning you can monetise what you already have rather than duplicating work you've already done.

Whether you're an agency that's just started taking on digital work, or a print publisher looking to create digital versions of popular titles, Adobe DPS offers you the quickest route from page to tablet – and because it's based on InDesign, your team already have all the skills they need to get cracking. (Well, okay, one of you might need to brush up your HTML5, but that's what Dreamweaver's for...)





Rebecca
Jigsaw24's Adobe Business Manager

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!

Condé Nast

Watch how the global magazine Condé Nast re-imagines its print magazines for the digital era.

Click or visit:

tv.adobe.com/watch/digital-publishing/cond-nast-goes-digital-/

Want to know more about Adobe Digital Publishing Suite? Give us a call on: **03332 409 320**
email: **AdobeDPS@Jigsaw24.com** or visit: **Jigsaw24.com/fcp/content/adobe-dps-monetise-assets/content**

Next page

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How Adobe DPS can help you...

Save money

Bring digital work in-house and embrace a cheaper distribution model than print-and-post. Because the main tools you need to make your publication are InDesign and HTML5, it's likely you'll have all the skills you need to make the most of DPS, meaning a short learning curve and next to no setup and training costs.

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 marketing. 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).

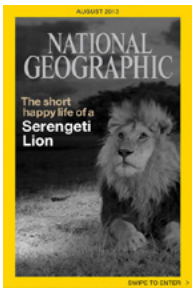
If you want to prove a return on investment or look at how your publications could be improved, you'll be pleased to hear that all of this interaction can be tracked, measured and reported on using the Adobe Digital Marketing Suite. Sorted.

Increase interactivity, easily

Simply drag and drop layers over your InDesign layouts to add interactive elements and convert static photos into slideshows. 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.

Drive sales

Use the interactive features and the engagement they create to drive in-app purchases for your own services or a client's. For example, users can click on a product in a video to purchase, or click on an advert within your digital publication to find out more or purchase – and they can do this without ever leaving your app, so when they're done, they can go right back to their page. Not only does this help create new revenue for you, it's going to make your publications a far more attractive location for tech-savvy advertisers.



Some examples of apps created using Adobe DPS. For the full gallery visit:

blogs.adobe.com/digitalpublishinggallery/

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

email: **AdobeDPS@Jigsaw24.com** or visit: **Jigsaw24.com/fcp/content/adobe-dps-monetise-assets/content**