

SUCCESS STORY

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*- Nick Owens,
Senior Application
Programmer.*

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activePDF Tools Power Dynamic Sign Generation, Reducing Overhead and Increasing Efficiency

Company: Boatventures

Industry: Internet Development

Product(s) Used: activePDF Server/Printer

Objective

Create a downloadable and printable sign that is platform independent with print-quality resolution and graphics.

Company Overview

Boatventures provides solid e-business development strategies for the power sport industry, connecting dealers and manufacturers directly to end users to ultimately help them increase sales. Offering extensive support and training, Boatventures teaches manufacturers and dealers how to capture important sales opportunities through quality design and implementation of enterprise-level applications and websites. The company is dedicated to assisting businesses of any size within the Marine industry in becoming successful and profitable conducting business on line.

Boatventures implements the latest technology to provide dynamic e-Commerce platforms for marine manufacturers and their dealers. They use data driven applications that are built to support any manufacturer's products as well as any dealer's marketing strategy.

Business Challenge

A client had requested a project involving the creation of high-resolution, ready-to-print signs for their dealers. The signs were to be ordered or available for download directly from the Internet. The signs needed to be dynamic enough to allow the dealer to customize certain things like the price, photo, options, and other additional information. Signs ordered online could be as large as 18"x24" and needed to be of very high resolution. Dealers wanted the ability to preview the document before downloading it. The printer the client had requested to receive the online orders worked on Apple® machines while all the staff at Boatventures work on IBM® capabilities. The project was under strict time constraints and needed to be completed within a two-month period.

activePDF Solution

PDF was chosen as the document type to be used as it fostered support on multiple platforms, while maintaining high resolution of graphics both for on-line viewing and printing - 'what you see is what you print'.

"After testing practically every PDF solution on the market, we decided to go with activePDF Server/Printer bundle to dynamically generate the PDFs created", stated Nick Owens, Senior Application Programmer with Boatventures.

An online intranet was built to handle traffic from the network of over 500 dealers. Sixteen tables inside the Oracle database were designed to handle the data used to create, store, and order the PDF signs. Signs were first built in low-resolution for quick previewing on the Internet. When ready, dealers had an interface from which to download the high-resolution signs. Over 800 signs have been customized and downloaded to date. "Dealers are happy, the client is happy thanks to activePDF's robust solutions", added Owens.

Why they chose activePDF

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"Combined with terrific foresight, talent, and personal charm, activePDF gives me the power to initiate and design custom PDF solutions almost at will. activePDF runs in literally seconds and creates high-resolution, quality signs ready for print," added Owens. "With an extensive and compelling front-end, my dealers can choose print options and order their high-resolution 18x24 prints online and have them shipped next-day air from a professional printer with cardboard backing and a wire frame."

"Searching for a dynamic PDF solution was surprisingly easy. No other solution offers the flexibility, functionality, and scalability that activePDF brings to the plate," said Owens. "After a successful evaluation, the decision was obvious." activePDF solutions meant that Boatventures did not have to design their own component - which had seemed like an attractive solution to Owens and his team while evaluating other products in the market.

"None of the other solutions we looked at offered the sheer control activePDF seems to have over the inner-workings of the PDF document. Also, the versatility these products provide - being able to create my own document or convert to a PDF from any of a myriad document types - is amazing."

activePDF