

# InDesign Server for Big Brand (re)Launch

**We delivered where a  
global customization  
platform did not.**

## Introduction

In today's highly competitive business environment, corporate branding is critical. A business card is one of the most essential branding tools for a company, and it is important to ensure that they are professional, attractive, and consistent with the company's brand image. However, creating custom business cards for each employee in multiple languages can be a daunting task, especially if it has to be done for multiple offices. This white paper discusses how a custom InDesign Server workflow was developed to automate the process of creating custom business cards for a company with six international offices.

### Custom UI for Business Card Design

To simplify the process of creating custom business cards, a custom UI was developed. This UI allowed users to customize their business cards by choosing from five different colors, selecting every letter of the alphabet, and multiple finishes. The UI was designed to be user-friendly, intuitive, and easy to navigate. Users could preview their business card design and make changes as needed before finalizing their order.

## Support for Multiple Languages

One of the key challenges in creating custom business cards for a global company is supporting multiple languages. The custom UI was designed to support six different languages, one for each of the company's international offices. This ensured that employees from all offices could easily customize their business cards in their native language.

## InDesign Server Workflow

Once the business card design was finalized, the InDesign Server workflow took over. The workflow was designed to automate the process of creating print-ready PDFs for each business card order. The workflow took the user's custom design and merged it with a pre-designed template that was consistent with the company's brand image.

The InDesign Server workflow was designed to be highly scalable and could handle multiple business card orders simultaneously. It was also designed to be fault-tolerant, which means that it could recover from any errors that occurred during the process.

## Results

Over the course of four years, more than 3,000 business cards were produced using this custom InDesign Server workflow. The entire process was automated, which meant that there was no need for any engineering or QA resource investment. The custom UI and the InDesign Server workflow were highly reliable, and there were no issues reported during this period.

## Conclusion

Automating the process of creating custom business cards can save time and resources for any company. By using a custom UI and InDesign Server workflow, it is possible to create professional and consistent business cards that are in line with the company's brand image. This workflow can be highly scalable and fault-tolerant, which means that it can handle multiple orders simultaneously and recover from any errors that occur. Overall, this custom InDesign Server workflow was highly successful in producing more than 3,000 business cards for a global company over a four-year period without any engineering or QA resource investment.

