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Multi Media Studio safeguards the Airbus brand always with Smart Templates by CHILI publisher

Thomas Julé, Subcontractor on the Multi Media Studio project at Airbus, reveals how utilizing the dynamic applications of CHILI publisher has enabled the aerospace giant to create an online Brand Portal where staff can access and create marketing/project materials that consistently protect the strict guidelines of the Airbus brand.

The struggle -
Create the production room to maintain key brand guidelines

Airbus has been operating in the aerospace industry for 50 years, pioneering progress in everything from civil aircraft to military aviation, eventually growing into one of the leading names in the design, manufacture and sale of aerospace technology. But with such a vast company and with so many colleagues working on different projects and marketing activities, it's all too easy for strict brand guidelines to become lost with users accessing different documents for different purposes. Airbus needed a 'production room' of sorts operating on two distinct levels - a virtual design center where users could login and design preset documents and a more advanced version called "DIYDocs" to fit into its growing Multi Media Studio for dedicated product documentation. And for that it needed an asset-driven software solution that connected a vast grid of data with a browser-based tool anyone could utilize with the right training.

For the Airbus graphic studio, CHILI publisher provided the key ingredient the company was looking for - fully integrated Smart Templates. Back in 2014, Fabrice Seydi, Multi Media Studio Leader, and the Airbus' graphic studio were looking for a solution that would enable them to progress the web-to-print plans: *"When we saw that CHILI publish was using HTML5, we knew we had found something that could integrate far better for use in a browser without any other plugin such as JavaScript™ or Flash. So, we set up a trial with a sandbox to put a Smart Template through its paces. And it didn't take long for us to realize we had found the right solution!"*

The solution –
Smart Templates that empower a brand

Alongside a small team, Multi Media Studio began implementing CHILI publisher on a small scale within its digital delivery platform, developing the personalization-driven Brand Center for its marketing teams and a unique DIYDocs solution for its Multi Media Studio. Utilizing templatization through CHILI publisher enabled Airbus to truly optimize the user experience on both platforms, implementing all of Airbus' key branding while creating forms that can be customized and altered on demand. The graphic design engine enabled the team to develop, test and eventually roll out both solutions in little over a year, providing an agile development window and swift time to market from conception to official launch.

CHILI publish | SPICY stars

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Problem

Airbus needed a 'production room' where employees across the organization could access documentation and create collateral without contravening brand guidelines.

Solution

Leveraging the power of smart templates, Airbus now relies on an online portal that's accessible, secure and fully functional for project and marketing materials.

Timing

The rollout of CHILI publisher in Airbus' Multi-Media Studio took around 12 months from start to finish.

Economy

Small agile development team to control cost, time and features. Use of open source solutions for the portal. Shared collaboration between Multi Media Studio and Brand Services to use the same CHILI license/server on 2 separated environments. Scalable hosting cloud services. Smart Workflow to
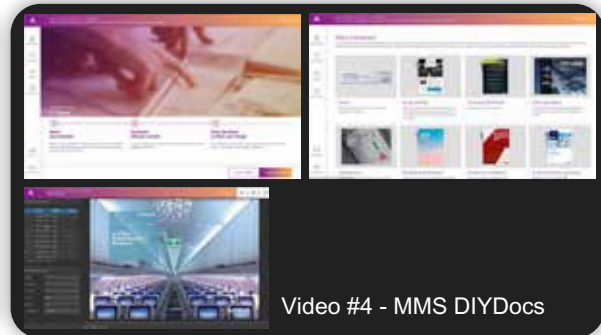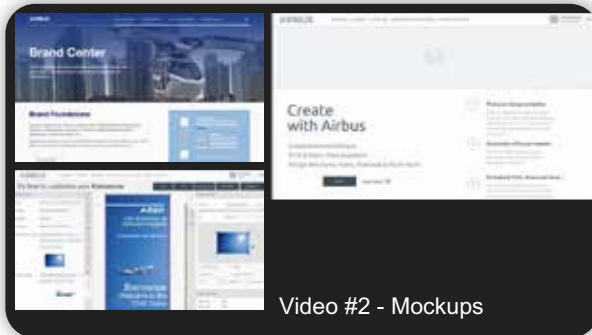
Result

Users of the Multi Media Studio can now create project-oriented products on a secure online portal, while others can create marketing materials and collateral within protected, brand-oriented Smart Templates.

A powerful driving factor for the successful partnership between Airbus and CHILI publish has been smoothness of the integration and the support provided through training. *"Our relationship with CHILI publish, from initial contact to today's ongoing support, really makes it stand out from other software partners we've worked with. We were given incredibly useful insights into optimization, enabling internal staff and external agencies to maximize the efficiency of our online documentation. Smart Templates have enabled us to leverage large data grids and preserve them with a front-end design experience, decreasing production costs and times throughout the organization."*

Implementing CHILI publisher as part of the new Brand Center and the Multi Media Studio tools has enabled Airbus to create a more efficient design experience that empowers its users and creates a cost-effective alternative to previous marketing processes. Now users no longer require a designer to create a document as the dynamic, asset-driven templates are already uploaded, ready for adjustments.

The benefits –
Safeguarding branding through templatization

"Previously, some project managers would ask me to work on a new banner, but with our new Brand Center, they now have the training and the confidence to do it themselves. Now they can just change the text in the production room and produce brand-centric collateral themselves. So, we're seeing user mindsets changing for the better, from project manager to final user. It's great, because we're saving time while simultaneously reducing costs."

Video #2 - Mockups

Video #4 - MMS DIYDocs

The company aka a SPICY star aka boilerplate

Airbus is a multinational aerospace corporation specializing in the design, manufacture and sale of aerospace technology in both civil and military capacities. Their Multi Media Studio needed to evolve into a smart template-driven platform for marketing and project documentation and creation. The new Brand Center Production Room, powered by CHILI publisher, delivers a smooth and fully optimized in-browser design experience that connects users with a library of up-to-date templates. The DIYDocs solution builds on these same values, while using greater restriction but more advanced options to support the project teams.

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