

Adobe® Acrobat®

Bull

International IT group saves \$1 million annually by distributing computer documentation and sales reference materials as Adobe PDF files on CD-ROM, the corporate intranet, and the Internet

ABOUT THE CUSTOMER

- International IT consulting group
- Revenue: \$4.3 billion in 1999
- Employees: More than 18,000 worldwide
- Headquarters: Paris, France

BENEFITS SUMMARY

- Bull saves \$1 million annually in printing and shipping costs on a worldwide basis by publishing documents in Adobe PDF.
- Full-text and cross-document search capabilities within Acrobat and Adobe PDF ensure that Bull's staff and customers can find all the information about a particular topic in a timely and more productive manner.
- The platform and application independence of Adobe PDF files is a crucial benefit for Bull's international customers.
- Publishing documents electronically as fully searchable Adobe PDF files enables Bull to make more information more accessible, for less money.

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The magic of a systems integrator is making disparate products operate as a seamless solution. This magic applies to its marketing organization as well. Salespeople need tools to wade through the literature for thousands of products to select the right combination for a particular customer's need. An international systems integrator, operating in nearly 100 countries and earning \$4.3 billion in 1999, Bull has risen to that task by using Adobe Acrobat software to publish its internal sales reference and training documents—including product descriptions, pricing materials, and presentations—as searchable Adobe Portable Document Format (PDF) files on CD-ROM, the corporate intranet, and the Internet.

RETAIN LOOK OF ORIGINALS

Bull first adopted Acrobat software when its support staff for the Americas and Australia wanted to reduce the cost and improve the ease of use of reference materials supplied to the sales force. The company had been creating sales reference materials in Microsoft Word. A complete kit, containing more than 1,200 pages, was shipped to each staff member twice a year in a three-inch binder. The sales reference guide was “the Salesman's Bible”—but the

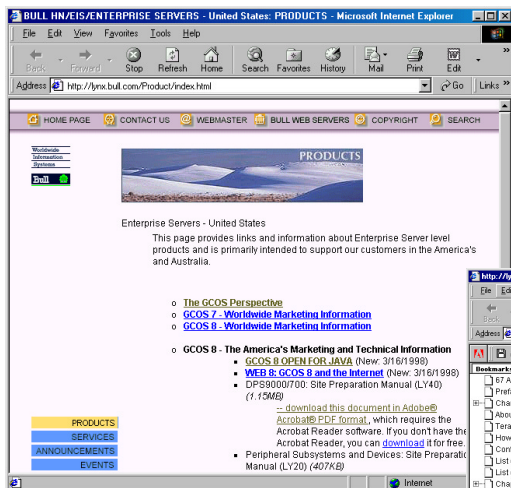
absence of a comprehensive index made it difficult to find relevant materials. Plus the printing and shipping of each binder cost more than \$50, which meant that the costs for just these 500 sales reference guides amounted to \$25,000.

Bull wanted to distribute the documents electronically. “When we published native application files, there were always problems with incompatible versions of software,” says Esther Lumm, Program Manager of CD-DOC II at Bull. A crucial benefit of Acrobat is that Adobe PDF files retain the look of Bull's complex documents no matter what computer, printer, or software are used. “Adobe PDF files makes the authoring software and version irrelevant because

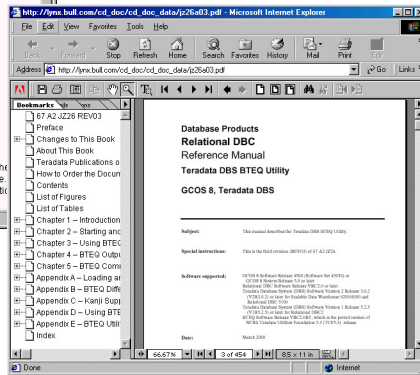
“We used to ship a crate of 400 manuals. By publishing documents in Adobe PDF on a single CD-ROM and on the Internet, we'll save \$700,000 annually in shipping costs alone, and more than \$1 million when you figure in printing costs.”

—*Esther Lumm*
Program Manager CD-DOC II





By publishing systems and software documentation in Adobe PDF on the corporate intranet, Bull has eliminated time- and cost-intensive processes associated with paper copy documents. Full-text and cross-document search capabilities within Acrobat and Adobe PDF ensure that Bull's staff and customers can locate crucial information in a more timely and productive manner.



anyone with Acrobat Reader™ can view and search the files exactly as they were created,” says Lumm.

POWERFUL CROSS-DOCUMENT SEARCHING

The sales force rejoiced when Bull retired the hefty binders in favor of Adobe PDF files on CD and the intranet. Using the full-text and cross-document searching capabilities within Acrobat, sales reps and support staff can immediately find product specifications, presentations, availability guides, and pricing information—and know that no information is missing.

“The full-text, cross-document searching in Acrobat is enormously powerful because we don’t have to agree beforehand on search terms and then add them to the document,” says Lumm. “And once a document is created, it costs almost nothing to convert it to an Adobe PDF file that we can publish to the corporate intranet, Internet, and CD-ROM.” After the initial success of the sales reference guides on CD, Bull made a corporate decision to add all training and customer presentations to their marketing CDs. Now,



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For time-sensitive information on Bull’s CDs, such as the status of Year 2000 programs, Bull includes links to the Web in its Adobe PDF files. This ensures that staff and customers can always find the latest information, even if they’re using a CD that was distributed months ago.

ONE MILLION DOLLARS SAVED ANNUALLY

Distributing the sales reference guides, marketing materials, and computer documentation on the Internet and CD has improved Bull’s bottom line as well as its service to customers. “We used to ship a crate of 400 manuals. By publishing documents in Adobe PDF on a single CD-ROM and on the Internet, we’ll save \$700,000 annually in shipping costs alone,” says Lumm, “and more than \$1 million when you figure in printing costs.” In fact, when one of Bull’s customers didn’t have a PC with CD capabilities, Bull determined it was more cost-effective to purchase a new PC for the customer than to pay for printing and shipping the manuals.

For both the documentation and the sales reference materials, “Not only did we cut costs, we improved service,” says Lumm. “Acrobat and Adobe PDF let us provide more information and better access to it for a lot less money.”

TOOL KIT

Software

Adobe Acrobat
Acrobat Capture®
Acrobat Catalog
Adobe Illustrator®
Adobe Photoshop®
Microsoft Office

Hardware

Pentium® based PCs and notebook computers

sales reps have more information at their disposal—the equivalent of a 60-foot high pile of information.

DOCUMENT PUBLISHING ON CD AND THE INTERNET

Inspired by the success of the sales and marketing CDs, Bull now also publishes its 500 hardware and software manuals for the Bull GCOS 8 mainframe systems as Adobe PDF files on the corporate intranet, CD, and the Internet. The manuals are distributed to about 1,000 customers and Bull’s customer support staff.

Once Bull creates an Adobe PDF file, it can be published on both the Internet and CD without any incremental costs. The company prefers the Internet for its software release bulletins, which are published more frequently than CDs are distributed. On the other hand, sales reps or support staff often work remotely and don’t always have high-speed access to the Internet. With the CD, they have everything they need.

