

SoftCare K2: From the Makers of K4

This new publishing solution combines the security and stability of large editorial systems with the requirements of small publishing houses and corporate publishers.

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SoftCare GmbH will be presenting its new product SoftCare K2, an editorial system that is tailor made to the demands of small publishing houses, agencies and companies, in the lead-up to the IfraExpo 2006. The system is ideal for small workgroups that want to combine creative know-how with efficient processes. It is completely integrated within Adobe InDesign and Adobe InCopy and is a high-quality professional solution, which has the same basic technical features as its "big brother" SoftCare K4. This includes, for instance, the database substructure and also the proven, tested and efficient operating elements. SoftCare K2 aims at ensuring that clients can immediately start putting the system to practical use in a short period of time whilst being very user-friendly.

Classical workflow sequences are already preconfigured by SoftCare K2 and can also be tailor-made to the user's needs. A workflow that can be set independently for layout and articles, administration of layouts and article templates, rights categories, users, group and category administration, versioning, intelligent database queries with differing modes and palettes that can be freely configured are also available right from the start.

Small service providers in particular or departments within companies need to be able to optimize processes within the publishing sector in order to generate decisive competitive advantages and reduce costs. "SoftCare K2 is the ideal starter product to access the world of professional publishing," says Andreas Schrader, Managing Director of SoftCare. "Parallel workflow between editorial and design, a very user-friendly product, the essential tasks are always automatically put in front of you and the product represents excellent value for money - these are the clear benefits of this small but ingenious workgroup solution."

The system is not just extremely easy to use in conjunction with Adobe InDesign and InCopy, the administration also follows a simple user guidance concept. SoftCare K2's intuitive administration interface makes it easy for inexperienced users to quickly get to grips with the system. Self-explanatory Wizards guide the users step-by-step through the various tasks. So hardly any time passes before the first publication has been set up and users can access it.

SoftCare K2 is configured for up to twenty five users and can so to speak grow in line with the requirements of its clients. If necessary you can switch to SoftCare K4 without much difficulty and at little expense. "Softcare K2 is tailor made to the requirements of those clients for whom a system such as SoftCare K4 is still too large at the moment, but who nevertheless want to achieve productivity increases by making use of efficient workflows," according to Birgit Rosenthal, Director of Business Development at SoftCare. "The system can pay off and the internal processes can be greatly optimized for as few as three users."

Press Release



SoftCare – Professional Publishing Solutions

SoftCare Software-Service GmbH with its headquarters in Bönningstedt near Hamburg specialises in the development of professional workflow solutions for editorial work with Adobe InDesign. The efficient, integrated publishing solution SoftCare K4 combines efficient working process with verifiable time and cost benefits for users and is now regarded as a standard product within the industry. SoftCare K2, the workgroup system, has provided an excellent base product for people entering the world of professional publishing. Simple and secure use as well as flexibility and stability represent decisive benefits for the user. The system has been completely preconfigured and people can thus immediately start working on it. In addition SoftCare plug-ins support and simplify the daily work in editorial teams.

An ever increasing number of highly qualified employees and competent international sales partners make SoftCare's products accessible to clients throughout the world. This is why SoftCare solutions are now being used successfully at publishing houses, agencies and companies for various publications such as magazines and newspapers and also in the field of corporate publishing. These include publications such as FOCUS, Capital, Playboy and the New York magazine. SoftCare Software-Service GmbH was founded in 1990 and concentrates many years of experience in the field of software localisation, consultancy, training, development and integration of editorial solutions with professional publishing expertise. SoftCare recognised the great potential of Adobe InDesign and Adobe InCopy at an early stage, and became a pioneer plug-in developer and one of the first companies, to totally devote itself to the development of workflow solutions with InDesign. The world's first magazine to be produced with InDesign, also used SoftCare's K4 Publishing System right from the start - it is thus no surprise that SoftCare is one of the most innovative and successful companies in its industry.

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