INTELLIGENT FLATPLAN

"A significant slice of the global magazine publishing industry has the BioMedical team to thank for its improved planning and production capability."

Jon Barrett
Managing Director

What is a 'Flatplan'

Flatplans provide a visual representation of the content and layout of a future magazine publication. Content includes editorials, advertorials and adverts. To make flatplans really useful the layout should include the status of each item indicating, for instance, if copy has been submitted and for adverts whether payment has been received.

The Brief

Traditional magazine planning and production processes are often centred around a simple hand drawn paper 'flatplan'. Our client asked us to develop an online multi-user system that would allow distributed teams to collaborate on their flatplans.

The interface needed to be intuitive with simple 'drag and drop' capability with simple methods to record the status of each item.

As the software was to be offered on a 'Software as a Service' (SaaS) basis a method of managing users and recording usage was also required

The Solution

- Due to the multi-user nature of planning magazines, with various editorial copy and advertisements all needing to be positioned on the plan and their progress tracked, a web service was the obvious platform.
- 'Drag and drop' placement and movement of editorials and advertisements was implemented in HTML5 providing fast and smooth animation.
- Updates on a flatplan are instantly pushed to all other users.

- Automatic alignment of items.
- Individual items can be labelled and colour coded to denote progress status.
- Thumbnail view available for completed pages.
- Ability to print and email flatplans in PDF format at different zoom levels.
- With the magazine publishing industry split 50:50 Mac and PC, the Intelligent Flatplan's browser-based operation provides a seamless, cross-platform working environment for entire publishing teams.
- 24/7 global access.
- Subscription based service with option to purchase online using debit/credit card or direct debit for UK customers.

The Conclusion

At the time of writing, over 7,000 users have used the Intelligent Flatplan to produce over 50,000 issues, totalling 3,600,000 pages. With the on-going introduction of new features and a growth target of 1,000,000 pages per year the Intelligent Flatplan is poised to become a 'household name' in the global magazine publishing sector.

Why not call or email us now to discuss how we can make your ideas work?

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