



International Paper

Automating the conversion of thousands of policy procedure and quality management documents

Doing business by the principles of corporate social responsibility requires that companies do more than pay mere lip service to environmentalism, human rights and other important social issues. It requires action and the stakes are often high. The stakes for International Paper do Brasil Ltda. – the Brazilian subsidiary of 60,000 employee strong global forest products company – are higher than most. IP Brazil is entrusted with managing a corner of one of the world's great environmental treasures: the Brazilian forest. The company's paper mill in Mogi, a rural district in the state of Sao Paulo, enjoys a particularly close and harmonious relationship with its natural environment.

Located amidst vast tracts of lush eucalyptus forest, the plant is 50 km in any direction from a major urban center. In this setting IP Brazil manufactures high quality uncoated papers for domestic and global markets. According to Senior IT Analyst Marcos Roberto Nava, the plant grows, harvests, process and replants 100% of its trees every seven years. This commitment to the natural environment, not surprisingly, is also shared by the plant's 800+ employees who live in the three neighboring communities of Luiz Antônio, Araraquara and Ribeirão Preto. Though working hard to remain in harmony with its environment, document workflows inside the mill were not always as harmonious.

A documentation workflow “nightmare”

The process of making high quality consumer paper is labor intensive, process driven and demands a razor-sharp focus on quality control. The operation of IP Brazil's Mogi plant alone requires some 15,000 up-to-date process, procedure and quality management related documents. These documents essentially show the employees how the system works and they cannot perform their jobs without them. “These documents are our operational intelligence,” Senior Nava believes, and it was his responsibility to ensure that they are available to employees through the company's intranet portal. “It was a constant challenge to make sure the correct version was always available, secure and accessible.”

The document workflow, Senior Nava found when he took over in January 2006, relied on the content contributors to manage their own revision histories and lacked any capability to automatically render the documents into a standard, secure format like PDF. Instead, the plant's workflow was an inefficient patchwork of Word, Excel and other formats that required many time-consuming manual work-arounds. The process was fraught with risks including employees following dangerously outdated processes and procedures, unprotected documents that could be altered to hide errors and inadequate quality controls that could impact the company's bottom line.

It was clear to Senior Nava that the plant needed a way to quickly render a range of document formats from multiple users of varying technological aptitude into secure PDFs that could be quickly posted to the company's intranet. Any solution would also have to accomplish this within the limitations of the plant's existing network architecture.

The Benefits

- Standardized document format utilization
- Automated document conversion, “No one even knows its there”
- Automated document audit trail
- Easy and rapid adoption - no end-user training needed
- Reduction in the circulation of outdated documentation
- Improved document quality control

“Before we implemented a solution from AdLib, our document workflows were a nightmare to manage. With Express Server at the heart of our system we now have a quick and powerful way move our documents through the various approvals and on to our intranet where the workers can access them”

*Marcos Roberto Nava
Senior IT Analyst
IP Brazil*

IP Brazil chose Adlib’s “perfect” Server Express solution

“We did our research, we looked at the solutions other companies like Adobe had to offer, and it was clear to us that Adlib Software was the perfect solution for our situation,” Senior Nava recalled. IP Brazil selected Adlib Server Express 3.81 to seamlessly integrate into their existing document workflow. Adlib Express Server allows the plant’s various document contributors to easily upload their documents to the workflow by simply dragging and dropping them into a dedicated directory in their Windows file manager. For the employees, many of whom are machine operators with differing levels of comfort with PCs, this meant that there was no need to learn new applications or interfaces.

“This was a crucial factor for us,” Senior Nava said. “It is particularly important that the document contributors don’t need to perform any of the document conversion work themselves. It instantly eliminated a big area of risk.” Express Server also manages the version history of each document. Contributors no longer need to keep track of their versions manually. They simply upload the latest document and, once approved, it replaces the old version in the system. Behind the scenes, all versions are retained and complete “paper” trail is kept should there ever be a need to conduct a version audit.

As with any implementation of this importance, IP Brazil required some support during the initial integration and set up of Express Server into its workflow, but Senior Nava recalls that his experience with the technical support team was a positive one. “They were first-rate,” he says of support experts at Adlib. “We had everything cleared up after a few exchanges. I was extremely happy with support I received. We haven’t had any problems since then. Users used to complain that our system was inefficient and prone to errors. They don’t complain any more. That’s good news for me.”

Workflow harmony in a “special place”

Thanks in large part to Express Server’s unique combination of processing power, ease of integration and end-user usability, harmony has come to the document workflows at IP Brazil’s processing and manufacturing plant among the eucalyptus forest in Mogi. “Before we implemented a solution from Adlib, our document workflows were a nightmare to manage,” Senior Nava explained. “With Adlib at the heart of our system we now have a quick and powerful way to move our documents through our workflow. And because Express Server sits behind our existing system, the employees don’t have to worry about it. In fact, they don’t even know it’s there. But I do! It is the perfect solution for our needs.”

IP Brazil has another paper mill in the country and a third plant in development. They are strongly considering Adlib solutions for those facilities as well. “I’m really hoping that we’ll be able to use this technology throughout all of IP in Brazil,” Senior Nava admits. “I am very comfortable recommending Adlib to my colleagues.” Adlib is proud to support International Paper in its ongoing efforts to promote sustainable forestry practices and to continue its long tradition of managing those “special places in the forest” like Brazil’s Mogi eucalyptus.

For more information on International Paper’s sustainable practices, please see:

<http://www.internationalpaper.com/Our%20Company/Environment/EnvironmentalStewardship.html>

About Adlib Software

Adlib Software is a leading producer of document conversion, transformation and publishing software. Its products integrate seamlessly with enterprise application software as part of a strategic content management workflow or collectively act as a framework for a stand alone solution. Adlib’s Document Transformation Framework has a modular architecture allowing for single feature adoption or an entire end to end document conversion and workflow automation solution.



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