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**motor  
presse  
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**CASE STUDY**

Motor Presse Stuttgart is well known in Germany as a provider of some of the best-known magazines on automobiles, motorbikes, air travel, utility vehicles, camping and caravanning, lifestyle and sports. One of its best-known media brands, "auto, motor und sport", has been on the scene for over 65 years. The company now also uses PhantomPDF from Foxit Software to edit PDF documents. The user-friendly, instantly usable PDF solution serves approximately 650 users in Motor Presse Stuttgart GmbH & Co. KG and its associated company Rodale-MotorPresse GmbH & Co. KG, acting as a reliable tool for handling a wide range of office jobs.

"We had previously used Adobe Acrobat Pro for graphical and office work," reported Achim Schäfer, head of IT systems at Motor Presse Stuttgart GmbH & Co. KG. The reason for this was that Motor Presse, delivering its publications to printing houses in PDF format, required seamless PDF creation processes – something guaranteed by 200 Creative Suites, of which Acrobat Pro is a component. Besides Acrobat Pro we also had users working only with the Adobe Reader, but this prevented them to edit PDF documents. Once Adobe stepped into the cloud sector, Motor Presse – with its 900 PCs across the two companies – began to look for an alternative to allow it to work with PDF documents on office tasks.

Since the range of applications was very varied, from merging and splitting PDF documents to editing them directly, the new solution needed to match the functionality of Adobe Acrobat Pro. It was important for it to support Microsoft SharePoint and Office365. "First, we tested PDFXchange Pro, but identified a number of functional weaknesses compared with what we needed", remembered Schäfer. In particular, these related to the editing of documents stored in SharePoint. Although files could be opened for editing, other users would then be locked out. Some PDF documents were also unreadable, such as Adobe license files.

Thanks to United ADDins, a platinum distributor of PhantomPDF, Motor Presse Stuttgart came into contact with Foxit Software. "We were very pleased to be able to help Motor Presse Stuttgart to replace Adobe Acrobat and therefore reduce their license costs," said Borivoje Bogatinov of United ADDins. Foxit is the developer of the powerful PDF editor PhantomPDF, which features a wide range of functions for collaborating on PDF documents and forms as well as editing, commenting, publishing, securing, organizing, exporting, text recognition (OCR) and document signature. PhantomPDF complies with the ISO standard 32000 / PDF 1.7 and works with all existing PDF documents and forms.

The test of the demo version was therefore successful. Because Foxit then proved flexible during the pricing negotiations and had opened an office in Germany late in the previous year, "Motor Presse Stuttgart decided to adopt PhantomPDF at the end of 2016" remembers Borivoje Bogatinov.

Motor Presse Stuttgart – this name represents a media firm which has become an international supplier of special-interest media since its foundation in 1946. In Germany, Motor Presse Stuttgart publishes 27 special-interest magazines in the areas of automobiles, motorbikes, air travel, utility vehicles, camping and caravanning, lifestyle and sports. Most of these are released directly by Motor Presse Stuttgart GmbH & Co. KG, while other media brands are published by associated or subsidiary firms such as Rodale-MotorPresse GmbH & Co. KG (Men's Health, Women's Health, RUNNER'S WORLD) or EuroTransport Media Verlags- und Veranstaltungs GmbH (for utility vehicles). Beyond its core business in classical printing, Motor Presse Stuttgart has also spent many years investing in and expanding new business segments. As a result, the company's portfolio now also includes a wide range of online products, TV-related activities, events and services.  
[www.motorpresse.de](http://www.motorpresse.de)



*Motor Presse Stuttgart is well known as a provider of some of the best-known magazines. Image: Motor Presse Stuttgart*

This proved to be the right move even during the implementation process. The roll-out process went very smoothly: the only issue was that PDF document linking did not function for all users right away. Users were also impressed by PhantomPDF's interface, which is designed along the same lines as Microsoft's ribbon interface. This means that using PhantomPDF is and has been entirely self-explanatory for the staff, who already frequently used Microsoft Office. No training sessions were required.

"We only encountered one difficulty which we had not previously tested for," reported Schäfer. This related to PDF/A documents arriving from the supplier invoice submission portal which could not be directly printed from a specific view mode. With the hope of Foxit's support team, however, the problem was quickly resolved. PhantomPDF also proved to be a very customizable solution. Motor Presse's IT department was able to switch off certain functions associated with cloud services without any issues."

Since May 2017, PhantomPDF has been used for all types of office tasks. "Our users are satisfied. They're very happy to be able to edit documents now," said Schäfer, summing up. PhantomPDF and SharePoint work together without any difficulty. Staff check out documents from SharePoint, edit them with PhantomPDF, then check the updated version back in. One positive side-effect of the rollout has been that the centralized procurement of PhantomPDF has avoided placing further pressure on individual cost centers.

The company can also imagine expanding its use of PhantomPDF. "We still have a number of other departments. The directors there operate independently, however, and have not finalized their decisions," explained Schäfer.