

## The Danish Ministry of Culture

# WE COMMUNICATE WITH A SINGLE VOICE

The Ministry of Culture is finished with changing visual signals when the department communicates with its stakeholders in writing. With SkabelonDesign's software solution WordEngine all employees of the Department are in a position to develop written material that always meets Ministry requirements and guidelines for professional design.

SkabelonDesign's WordEngine solution has been installed in the Ministry of Culture for all users across all departments that use the new solution in their daily work. Dorte Andersen, an administrative officer in the Ministry of Culture and coordinator of the SkabelonDesign project talks about the Ministry's new solution:

"It was crucial for us that we got a solution that could support our design of various documents in our daily tasks. We prepare a lot of written material on a daily basis, and therefore it is important that we do not spend too much time achieving the correct professional image, which also meets our visual design guidelines," says Dorte Andersen.

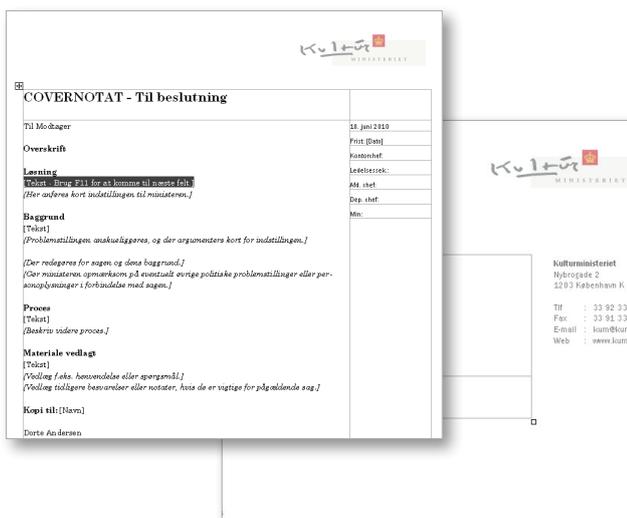
### A flexible and user-friendly solution

WordEngine is a software solution developed by SkabelonDesign for Microsoft Word which makes it easy for employees in the Ministry of Culture to design letters, publications, reports and other written material which do not deviate from the ministry's design specifications. The ministry's new templates for WordEngine are all implemented in the department's file and document management system Captia.

"We already had three requirements that the solution had to meet. Firstly, we very much wanted the solution to be flexible and user-friendly. Our staff is not necessarily strong on technical skills, so the solution had to be simple to use. Secondly, the solution must deliver a consistent and professional image when we communicate in writing with our stakeholders.

It was also a crucial requirement that we were able to edit the Word templates, e.g. change colours, logos and positioning.

WordEngine meets all three requirements to the letter. It is especially easy for us to edit templates, as this can be done centrally. This means that even the smallest patches can be rolled out to the entire department simultaneously. Thus, we avoid the problem that some departments amend a template, and then send out documents that do not match those which the rest of the ministry uses. This was a problem we often encountered before we implemented WordEngine," says Dorte Andersen.

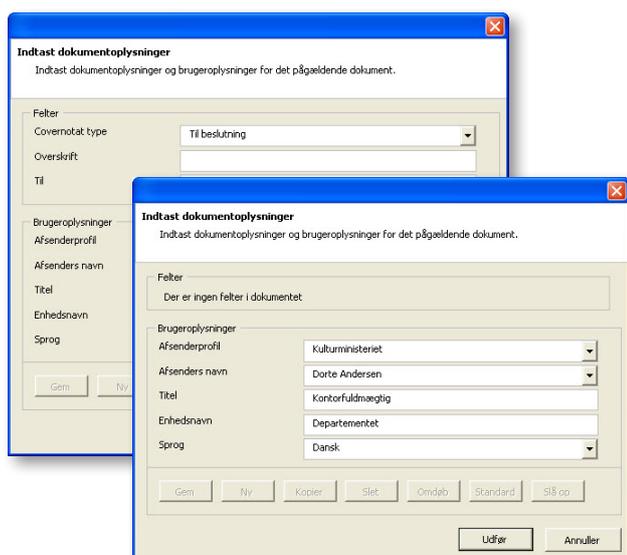


## A tailor made solution

The Ministry of Culture, which had been searching for an appropriate solution to the department's challenges, did not waste much time choosing SkabelonDesign as the right supplier.

"Our design supplier e-Types advised us to contact SkabelonDesign. We were visited by Jeppe Schytte-Hansen of SkabelonDesign, who presented us with a very professional solution at a very affordable price. We were immediately excited about it. We approved the project and a thorough consultancy process was set in motion, which resulted in the fact that we now have exactly the solution we wanted and needed. Besides supplying the solution, SkabelonDesign acted as our committed advisor and partner throughout the process, so that we have been able to continuously adapt the solution to our needs," explains Dorte Andersen.

WordEngine was implemented at the ministry in mid-2010 and is already a permanent part of our employees' daily tasks.



The image shows two overlapping dialog boxes titled "Indtast dokumentoplysninger" (Enter document information). The top dialog box is partially obscured by the bottom one. Both boxes have a title bar with a close button (X) and a subtitle "Indtast dokumentoplysninger og brugeroplysninger for det pågældende dokument." (Enter document and user information for the document in question). The top dialog box has a "Felter" (Fields) section with a dropdown menu for "Covernotat type" (Cover note type) set to "Til beslutning" (For decision) and an "Overskrift" (Title) field. The bottom dialog box has a "Felter" section with the message "Der er ingen felter i dokumentet" (There are no fields in the document). Below this is a "Brugeroplysninger" (User information) section with fields for "Afsenderprofil" (Sender profile) set to "Kulturministeriet" (Ministry of Culture), "Afsenders navn" (Sender name) set to "Dorte Andersen", "Titel" (Title) set to "Kontorfuldmægtig" (Office Assistant), "Enhedsnavn" (Department name) set to "Departementet" (The Department), and "Sprog" (Language) set to "Dansk" (Danish). At the bottom of the bottom dialog box are buttons for "Gem" (Save), "Nyt" (New), "Kopier" (Copy), "Slet" (Delete), "Omdøb" (Rename), "Standard" (Default), "Så op" (Open), "Udfør" (Execute), and "Annuller" (Cancel).

Dialogue box in which the user enters their sender information once.

## Industry knowledge is critical to success

SkabelonDesign works with many different industries and types of companies, and has experience with both the private and public sectors.

## About SkabelonDesign

SkabelonDesign develops Brand Management Tools such as templates and other solutions for Microsoft PowerPoint, Word, Excel and Outlook with two objectives in mind - to promote the strict application of visual identity in an organisation's communications, and streamline employees' Microsoft Office usage. SkabelonDesign has 480,000 users worldwide, made up of small, medium and large organisations. We have agents in Scandinavia, the USA, England, France and Spain. Visit [www.skabelondesign.dk](http://www.skabelondesign.dk) for further details.

"It meant a lot to us that SkabelonDesign also works with other ministries. It was important that we knew they understand what it means to deal with ministerial service on a daily basis," adds Dorte Andersen.

## Word Engine at the top of the grading scale

"If I had to evaluate our new solution on a scale of 1 to 10, I would give it a 9, because the solution really did meet our requirements to a great extent. The limitations we have encountered are mainly limitations in Word and Captia, and not in WordEngine®. It's a huge advantage that the solution is so incredibly simple and user-friendly. I should also mention SkabelonDesign's fast, friendly and professional administration. Our challenges have always been taken seriously and treated with respect, so that we have always felt we were in good hands," says Dorte Andersen.

## Next step: Library and Media Administration

SkabelonDesign's interaction and contact with our customers extends far beyond the implementation process as SkabelonDesign's employees act as consultants and advisors to their customers.

"SkabelonDesign has made us almost completely self sufficient with our new solution because it is so simple. But it's nice to know that our collaboration will continue at a lower tempo. In the short term, we expect the Library and Media Administration, which is subject to the Ministry of Culture, to also sign up to our new solution," says Dorte Andersen.

## About the Ministry of Culture

The Ministry of Culture is responsible for assignments and cases relating to culture, cultural dissemination, radio and television, sports, copyright and cultural relations with foreign countries. The Ministry also administers subsidies for the arts, music, theatre, film, libraries, archives, museums and further education in the areas mentioned. The Ministry of Culture's brief currently covers the Ministry of Culture's department, 4 boards and 34 state cultural and educational institutes. The Ministry assists the Minister in developing and formulating cultural policy and putting this policy into practice in the best possible way.