

# Case study

## Takuta Murakami

### Editor of flick! at Ei Publishing

»We routinely use the SV600 for proofing. It's a powerful tool for the editorial department, something we couldn't do without.«

Takuta Murakami, Chief Editor, Ei Publishing



#### The customer

Takuta Murakami is the editor of flick!, a magazine that covers the digital world by Ei Publishing (Setagaya, Tokyo). Since joining the company in 1992, Mr. Murakami has worked exclusively on editing special-interest magazines. After starting out with RIDERS CLUB, a motorcycle magazine, he went on to also edit the Coral Fish and RC Air World magazines, dedicated respectively to saltwater fish rearing and radio-controlled models. He is now hard at work editing flick!, a magazine that introduces readers to function-packed gadgets and idea-driven web services.

#### Editorial team has two ScanSnaps to itself

The flick! editorial team has two ScanSnap devices of its own, an SV600 and an iX500, both of which are essential to the work of Mr. Murakami and his three staff. Installed just a few months ago, the SV600 in particular soon proved its value through its remarkable performance in the toughest part of the deadline-driven editorial process, final proofreading.

“There was a case recently when we (the editorial team) had to work on editing flick! and another publication in parallel, operating at three times our usual rate. This was when the SV600 had only just arrived. I resorted to using it out of desperation, only to discover that it was incredibly useful. Being able to scan and send large proof sheets containing corrections boosted our productivity enormously, and we were able to complete the proofing work with unexpected ease. It's an incredibly valuable tool!” says Mr. Murakami.

Proofreading is the final stage of editing. When pages prepared by operators from other departments are received as PDF files via e-mail, the editorial team prints them out at actual size and then read and make corrections in red pen among themselves. After this is complete, the page is scanned and sent back to the operator by e-mail. The corrected page is received back and then proofread once more. This process is repeated until Mr. Murakami approves the page

#### The customer

Customer: Ei Publishing  
Country: Japan  
Industry: Other

#### The challenge

The flick! editorial team felt there had to be a more efficient way to send corrections to operators during the deadline-driven task of proofreading. They also kept an archive of press releases and other source material used in compiling the magazine, including information not recorded anywhere else.

#### The solution

Using the SV600 contactless scanner to capture large-format proof sheets in a single scan enabled proofreading to proceed smoothly. They also centralized document management and improved searchability by scanning the source material using the high-speed (25 sheets per minute) iX500 scanner and uploading it to Evernote.

### The benefits

- Improved productivity in handwritten proofing
- Less space required for document archiving

The problem here was the size of the printed proof sheets. As editing is performed one spread at a time, a typical A4 magazine has A3-size proof sheets. After corrections are made, scanning the proof sheet on a desktop sheetfed scanner requires cutting the A3 sheet in half, a time-consuming task that disrupts the proofing process. With the SV600, on the other hand, the entire proof sheet can be placed uncut in the scan area and scanned all at once. This is a major productivity improvement.

"Since then, we have routinely used the SV600 during editing. It's a powerful tool that we couldn't do without."



### Advantages include integration with Evernote

Mr. Murakami first started using ScanSnap four years ago with the purchase of an S1300. For someone as familiar with digital devices as Mr. Murakami, it does not seem very long ago. Why is that?

"When editors like myself think about scanning, we think in terms of the high-resolution scans at the printing plant. So one of the reasons is that it never occurred to us to scan documents for ourselves. Also, I don't like throwing things away. I still hold on to old paper notebooks and I keep a lot of data on hard disk. So a second reason is that I imagined using ScanSnap to scan in lots and lots of documents would use up all my hard disk space. All of this changed with the arrival of Evernote. Once I tried storing the scanned data in Evernote, I realized that no matter how much I scanned, there was near-infinite storage capacity available (the Evernote Premium account allows up to 1GB of uploads each month), and that I could retrieve it all using the search function. This was a revelation. The personal scanner, I decided, was a wonderful thing."

### Products and services

- ScanSnap iX500
- ScanSnap SV600

### Vital documents can be scanned and discarded

The iX500 that sits next to Mr. Murakami's desk gets plenty of use scanning documents such as new product press releases, which provide material for compiling the magazine.

"The editorial team collects a huge pile of material. Because some of this information is not recorded anywhere else, we can't just throw it away, even if we have the entire web available to search. It was only when we got the iX500 that we could finally get rid of all this material." Mr. Murakami says. "With its amazing high-speed scanning, the iX500 is truly wonderful. The fact is, the iX500 and SV600 are both essential to the editorial team."

Their policy is to keep a paper copy of documents on hand for about one month. This is because it is frequently easier to look at documents in paper form. Once this time is up, the document is scanned and uploaded to Evernote (where it is available to the entire editorial team) and the physical copy is discarded. This prevents the document from getting lost, and allows you to access it immediately, from wherever you are. Obviously, it also represents significant amounts of saved storage space.

### Business cards are scanned and stored in Eight

Business cards are something else that Mr. Murakami frequently scans. The editorial team accumulates large numbers of these cards. These are all scanned on the iX500 and archived in Eight, a business card management application from Sansan.

"Because entering data from business cards is so cumbersome, I just kept them in paper form. But ScanSnap and Eight solved the problem all at once. We simply scan the cards and enter them into Eight, where the operators type in the person's name, company, e-mail address, and other details for us."

In the age of cloud computing, ScanSnap is proving its true value by helping Mr. Murakami make greater use of digital resources. With ScanSnap at his side making his digital life ever more convenient, ever better editorial content in flick! is sure to follow.

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