

ReportLab

“With ReportLab, our publications became a simple extension of our website, generated automatically from the very same content.”
University College London
25,000 brochures downloaded every month

On-demand Prospectuses

ReportLab has been working with some of the UK’s leading universities to let them produce course literature on demand. Our platform harnesses live website and database content to create beautiful PDFs that are always up to date. Generated in seconds, ready for download or professional print, they save you time and help to impress your prospective students.



We set up a hosted platform for each of our clients that merges pictures, data and text into smartly presented PDFs. Information is pulled directly from your website each day, ensuring that every brochure displays the latest content, and that the design follows your exact guidelines. The system dramatically cuts down the work needed to produce brochures, enables your website to offer immediate digital downloads, and allows for the easy management of short print runs.

For a quotation and to find out more please contact us:
020 8405 6420, enquiries@reportlab.com

The problems we tackle

University websites play an increasingly important role in the drive to recruit new students. A well presented site with modern functionality delivers that crucial first impression. But more could be done...

1. Students rarely make a decision on a degree course by themselves in front of a web browser. They want to take away information on a range of courses and may have questions about practical matters like accommodation, societies, the campus, funding and so on. With ReportLab, they can take away exactly what they need.
2. University websites have grown to the point where the degree course information they display is now more comprehensive than anything they might have in print. Critically, they also tend to be the place information is first updated. Yet universities still rely on prospectuses or a range of printed course brochures as their key marketing materials. These involve a long, labour-intensive production cycle which can make the information out of date within a few months of print. Maintaining separate copy and images for these long documents in parallel with a regularly refreshed website is a waste of time.
3. Digital print has made huge strides; modern printers can handle small runs on demand, with every copy personalised, if need be. This potentially allows a flexible approach to printing - producing only what you need, when you need it. To realise this, one needs to be able to prepare the content quickly and accurately and this is what ReportLab enables.

The ReportLab approach

ReportLab enables universities to make their website work twice as hard, harnessing existing content to produce always-up-to date PDF brochures on-demand that can also be used for professional print. Our system delivers:

- an up-to-date, standalone brochure on every degree course, which can be linked to on the course page.
- subject area brochures covering a range of courses to any desired level of detail.
- a 'build-your-own prospectus' solutions where the applicant can choose topics and supporting materials, build their PDF and take it away in a few seconds.
- personalised student prospectuses which can be printed professionally and mailed to the student.
- ways to quickly configure and prepare short-run brochures for professional printing: for example, choosing titles, subtitles and cover images to prepare a brochure for a specific open day.
- campaign support: target a thousand people with a different, focused prospectus each - via email or in print

We give you new ways to communicate with your prospective students - either cutting out a postal loop for a faster response, or by printing smarter - giving better impressions and delivering operational cost savings.

How do we do it?

ReportLab makes one of the fastest PDF generation tools in the world. We believe we are the only firm that can generate publication-quality brochures in a second or less on a web server. Fast enough to let a visitor build a 50-page prospectus in 5 seconds for download; fast enough to regenerate 500 course brochures in a few minutes when updated; and fast enough to let you adjust content and images and see proofs almost immediately. We do this for a very reasonable cost, with no need for expensive third-party tools.

Our approach has been tried and tested in several industries. The course literature service is based on a system built for Hilton Hotel Corporation that serves thousands of brochures daily, a variety of other travel industry solutions involving fulfilling personalised responses; and fact-sheet and statement solutions we deliver to the financial services industry.

We set up a dedicated DocEngine™ server for each of our clients. This is a fully hosted and managed service that contains the building blocks of our document production system. It includes a full database and a web application server using one of the most popular web frameworks available today (Django). This regularly pulls content from your website, via a technique agreed with you, and lets you log in and manage any content which is specific to the brochures. Print-quality images can be uploaded through our gallery and tagged with the courses and subjects they relate to. Any changes that might adversely affect document generation are clearly flagged. Meanwhile, overall system health is constantly monitored by our expert team.

Built to order, from standard parts

Every system is assembled to order with your designs and your data. Over the years we have evolved a standard approach which works quickly.

- We identify the best way to get hold of the course data. Some universities have JSON or XML feeds available from their website or CMS; others export a snapshot of their database. We are happy to push or pull, and will work with your web team. *(Note: if you are thinking of rebuilding or creating a CMS - our system can do the job and be used to power a website, which offers big economies of scale).*
- We will work with you to come up with master design templates. We can start by looking at your existing printed literature, or you can come up with new designs which we will then realise. Designs for electronic delivery and for download can vary slightly.
- We identify the shapes and sizes of images your brochures will need and set them up in our image gallery. You can then upload images and tag them to relate to courses and subject areas or other aspects of university life. When we make brochures, our system will pick the most appropriate imagery, yet can use generic ones to fill whitespace.
- We identify any extra text that might need storing on our side, and set up easy-to-edit user interfaces for you to maintain it.
- We code up the documents using our Report Markup Language system, generate a full range, and work with you to test them. There is an important testing phase where we get to see how things work with varying lengths of content, conduct print tests, and adjust the rules to get the best possible results.
- You integrate the links we provide into your website.

Projects commonly take about three months from sign-off to delivery.

Contact us to find out more. We will work to your requirements and needs.

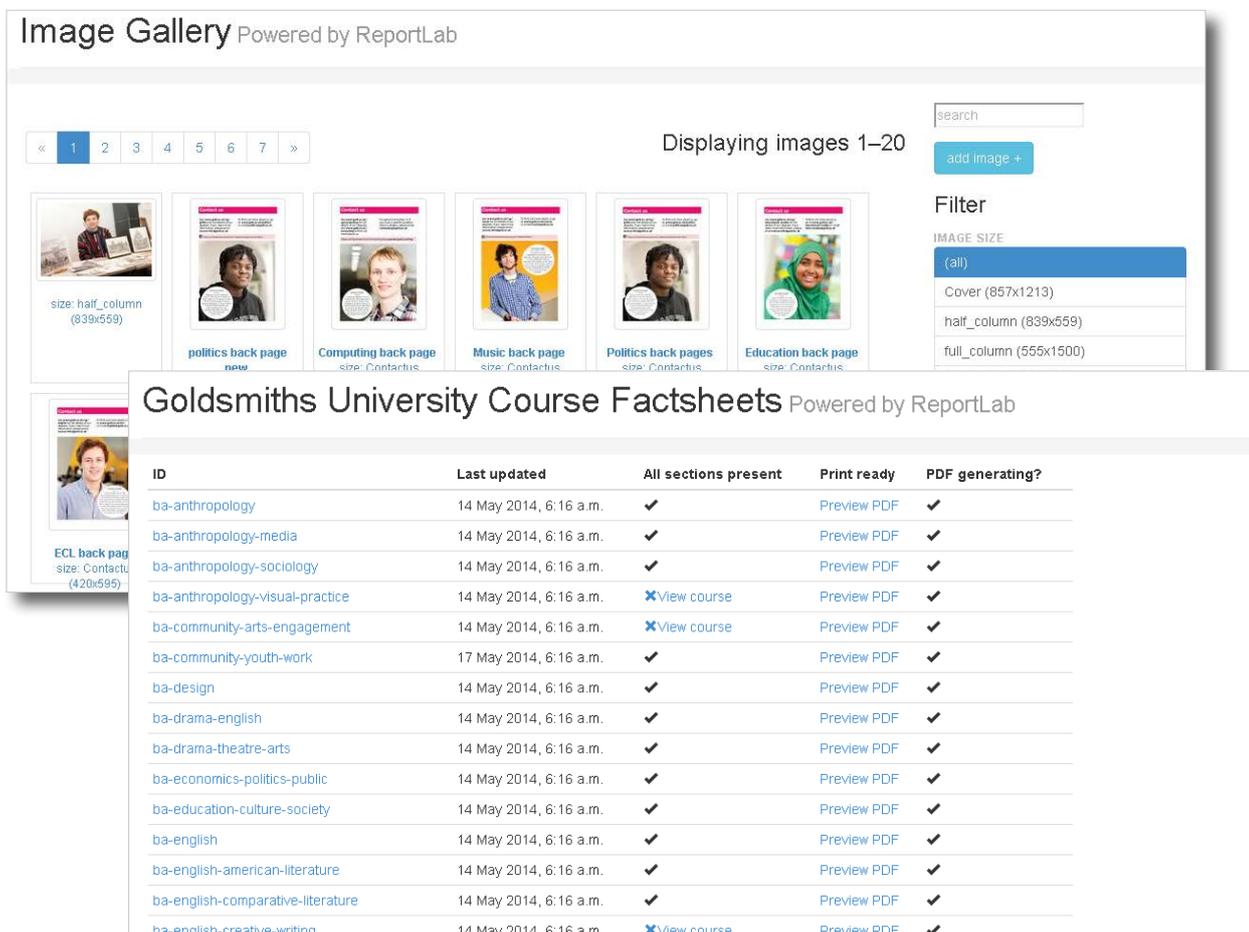


Image Gallery Powered by ReportLab

Displaying images 1–20

Search:

add image +

Filter

IMAGE SIZE

- (all)
- Cover (857x1213)
- half_column (839x559)
- full_column (555x1500)

Goldsmiths University Course Factsheets Powered by ReportLab

ID	Last updated	All sections present	Print ready	PDF generating?
ba-anthropology	14 May 2014, 6:16 a.m.	✓	Preview PDF	✓
ba-anthropology-media	14 May 2014, 6:16 a.m.	✓	Preview PDF	✓
ba-anthropology-sociology	14 May 2014, 6:16 a.m.	✓	Preview PDF	✓
ba-anthropology-visual-practice	14 May 2014, 6:16 a.m.	✗ View course	Preview PDF	✓
ba-community-arts-engagement	14 May 2014, 6:16 a.m.	✗ View course	Preview PDF	✓
ba-community-youth-work	17 May 2014, 6:16 a.m.	✓	Preview PDF	✓
ba-design	14 May 2014, 6:16 a.m.	✓	Preview PDF	✓
ba-drama-english	14 May 2014, 6:16 a.m.	✓	Preview PDF	✓
ba-drama-theatre-arts	14 May 2014, 6:16 a.m.	✓	Preview PDF	✓
ba-economics-politics-public	14 May 2014, 6:16 a.m.	✓	Preview PDF	✓
ba-education-culture-society	14 May 2014, 6:16 a.m.	✓	Preview PDF	✓
ba-english	14 May 2014, 6:16 a.m.	✓	Preview PDF	✓
ba-english-american-literature	14 May 2014, 6:16 a.m.	✓	Preview PDF	✓
ba-english-comparative-literature	14 May 2014, 6:16 a.m.	✓	Preview PDF	✓
ba-english-creative-writing	14 May 2014, 6:16 a.m.	✗ View course	Preview PDF	✓

Examples of an administration image gallery and production interface



“With ReportLab our online information works twice as hard for us, allowing us to deliver printable digital brochures that are always up to date.”
Melissa Suddes, Senior Marketing and Publications Manager

Newcastle University has been running ReportLab's document generation system since 2011, providing website visitors with course specific prospectuses. The XML data feed is refreshed automatically every morning. Further functionality is being added in summer 2014 with the platform also producing subject-lead brochures for each faculty that they can print on demand for specific events.



Key solution features:

- XML feed
- Brochures on 385 different courses
- Web-based management interface
- Taggable image library

Further links:

- The Newcastle University homepage
- See the courses Newcastle University offer
- View an example course brochure



“With ReportLab, our publications become a simple extension of our website, generated automatically from the very same content.”

Ian Bartlett, Head of Publications and Marketing Services

University College London offers more than 650 different course programmes and serve over 25,000 course PDFs per month through the ReportLab platform. The system is also responsible for generating all of their professionally printed prospectuses, with high resolution output sent directly to their print partner. ReportLab’s built-in functions for bleed, crop and colour profiles makes the process straight forward and consistent.



Key solution features

- Daily XML data import
- 667 under / post-graduate course brochures
- Web-based management interface
- Synchronous feed to professional printer

Further links:

- The University College London homepage
- See the courses University College London offer
- View an example study course brochure

Goldsmiths

UNIVERSITY OF LONDON

“Our printed prospectuses could potentially be out of date not long after production. We wanted to avoid this problem and enable website users to build PDF documents on the fly. An in-house project was explored, but it was a very complex process. The ReportLab solution made life easier and enabled us to use information straight from our website. We simply had to export our content into XML and then the ReportLab developers did the rest.”

Dan Watson, Web Development Manager

Goldsmiths, University of London, is a leading institution for creative arts, social science and technology. Their website is a key driver of student recruitment and a place where they can communicate their creative and technological excellence.

Many students who study at Goldsmiths have interests that span disciplines; a musician may also be a skilled programmer for example, and may find a number of options that interest them when choosing a study programme. The Goldsmiths implementation therefore not only dynamically creates PDF from content, but allows students to collate a number of courses of interest into a single, personalised document.



Key solution features

- XML data feed
- 64 courses
- Downloadable PDF brochure for individual degree courses
- Collate multiple courses into one customised prospectus arranged by

Further links:

- The Goldsmiths homepage
- See the courses Goldsmiths offer
- View an example course brochure
- View an example brochure containing multiple course programmes
- Experiment with the Goldsmiths 'My Prospectus' system - create a custom PDF featuring on multiple study courses

About ReportLab

ReportLab was founded in January 2000. The company grew out of a recognition that document-generation technology had not kept pace with the development of the web. We create new kinds of on-demand publishing solutions, which transform business processes in powerful ways.

The company's PDF software library is widely used around the world by institutions including Fidelity Investments, Wikipedia, The Royce Funds, Citrix, CISCO, Hewlet Packard, REIS, Close Brothers, Quilter Cheviot and Oxfam.

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