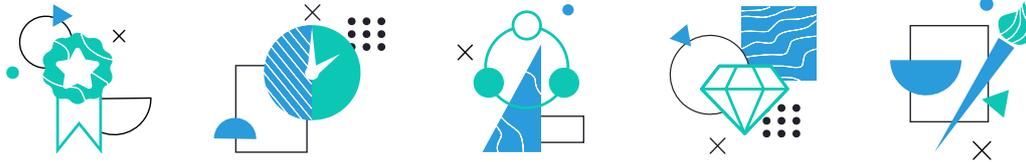




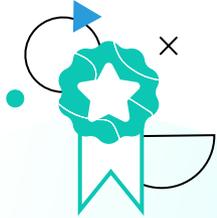
THREE WAYS MAGIX SOFTWARE USES XARA CLOUD TO  
**BRING THEIR BUSINESS DOCUMENTS TO LIFE**



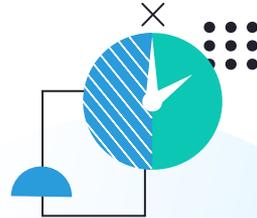
**// MAGIX**

CUSTOMER SUCCESS STORY

# MAGIX Software partnered with Xara to:



Improve the quality of  
business & marketing  
documents



Simplify work-flow  
to maximize  
productivity



Streamline  
cross-function  
collaboration

# Intro

MAGIX Software GmbH is a market leading software producer and publisher, established in 1993 with over 15 million registered users across the globe and 350+ employees worldwide.

MAGIX Software were keen to implement a platform to centralize document creation and control to help accelerate growth into new markets.

**With the introduction of Xara Cloud MAGIX Software experienced:**

**40%**

*Reduced content creation  
workload from 1660 hours to 990*

**20%**

*Time reduction  
communicating with external  
sources*

**50%**

*Reduction in required software  
licenses to create documents*

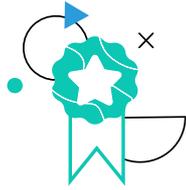
# One central platform for all documents

MAGIX Software creates a range of different documents, designed for internal and external use, and as a result Xara Cloud was implemented across all department.

Brand focused documents play a crucial role in the way MAGIX Software communicate with a range of audiences and with Xara Cloud, MAGIX centralized the creation and sharing of multiple document types:

- Employee handouts
- Business Letters
- Presentations
- Social Graphics
- Web Banners
- Amazon landing pages
- Display advertisements

- Mood boards
- Product offerings
- Fact Sheets
- Pre-sales information sheets
- SEM-reports
- Handouts
- Support status reports



## Klaus Schmidt, CEO of MAGIX

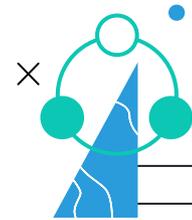
“As a rapidly growing international company, it is critical for us to execute quickly and communicate a consistent brand across every market.”

“Xara Cloud gives our cross-functional teams the ability to create and collaborate on content easily and from anywhere in the world. And just as important, Xara ensures that every document is properly MAGIX branded according to guidelines established by our marketing and design teams.”

# Improving creativity and enhanced cross function collaboration for the social media department

Real-time multi-user editing resulted in audience engaging graphics being created in minutes instead of hours, and less time was spent going 'back and forth' between the social media department and design team.

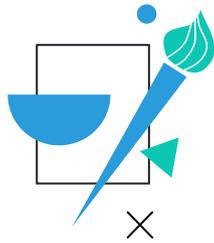
A library of stunning templates, access to thousands of free high-quality stock imagery, and the ability to add customizable design features resulted in improved social media graphics and campaign results.



*“I can add inspiring quotes to harmonious images in no time.”*

Sebastian Franke, Social Media Manager

# Streamlined document creation for the sales department



*“It is so easy to create a second design with text & color schemes”.*

Astrid Mühlehner, Sales Manager

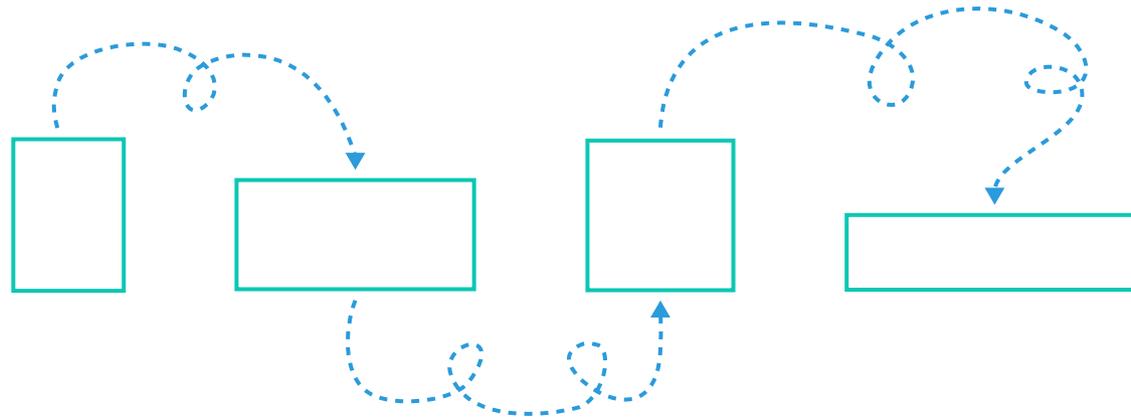
Creating the volume of sales documents MAGIX Software required was resource heavy and time consuming.

Xara Cloud, a tool built for a modern workplace simplified the sales departments workflow to increase productivity.

One-click access to all product imagery, partner logos, brand colors, and marketing text, plus the ability to share documents with senior managers resulted in 40% reduction in time for document creation.

# Using advanced design features to improve marketing results

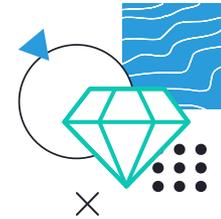
Xara Cloud's automatic document re-size feature enhanced MAGIX Software's marketing departments processes, allowing them to take one social media graphic, product flyer, or letter and with one-click resize it for multiple channels. This resulted in 660 hours of time being saved, freeing up more time to perfect their marketing message.



# Giving internal documents a unique look to boost audience engagement

Through the use of customizable smart tools available in Xara Cloud such as shapes, graphs and charts MAGIX Software's senior management team were able to take the design of internal documents to the next level, resulting in increased audience engagement.

For ultimate user experience MAGIX Software were able to import and fully customize PDF and PowerPoint files, streamlining the transition to Xara Cloud.



*“I can instantly create beautiful product presentations. The variety of templates guarantees a great and unique look.”*

Laura Krüger, Marketing  
Communication Manager

# Significantly improved workflow & reduced costs

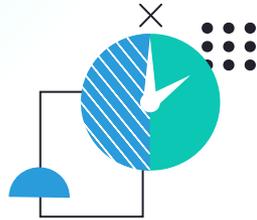
With Xara Cloud Magix were able to:

Enhance software compatibility and cut software licenses in half to reduce costs

Utilize staff capacity by reducing the number of touches each document needed from other departments

Removed 'pass-the-parcel' mentality and workflow disruptions to streamline output

# Less time and resources required to create better documents



*Magix were able to reduce the time spent on their average pre-sales workflow by **40%** while using Xara Cloud.*

## **Magix reduced the time needed for the following tasks:**

Individual tasks: **30%** time-saving

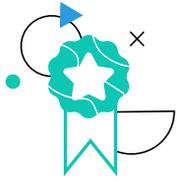
Coordination: **90%** time-saving

Re-work: **50%** time-saving

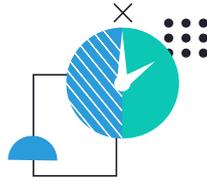
Total workload per document **60%** saving

Average total workload (month): **40%** time-saving

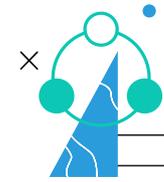
# MAGIX experienced these benefits through using Xara Cloud



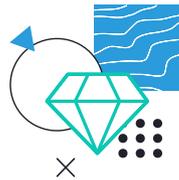
*Help show the full potential of the work force*



*Improved level of digitization in the organization*



*Improved collaboration between departments*



*Consistent CI amongst all pre-sales sheets of individual products*



*Tremendous improvement of document design*

# Xara Cloud's mission is to bring business content to life

By bridging the gap between professional design and business content.

Xara Cloud is a design tool built for everyone that is simplifying the way businesses create, collaborate and control business and marketing documents to help increase revenue and build brand visibility.

Xara Cloud has a long history of software design excellence and has pioneered many of the graphics technologies and techniques now standard in the industry today.



### **Explore more about Xara Cloud:**

-  [www.xara.com](http://www.xara.com)
-  [pinterest.com/xaracloud/](https://pinterest.com/xaracloud/)
-  [instagram.com/xara\\_cloud/](https://instagram.com/xara_cloud/)
-  [facebook.com/XaraGroup/](https://facebook.com/XaraGroup/)
-  [twitter.com/XaraGroup/](https://twitter.com/XaraGroup/)