

The Catalog Planning Checklist

Catalog production is difficult, complex, and potentially cost-prohibitive. Whether you are planning a new catalog or improving an existing workflow, the following checklist will help you plan and prioritize your next move to improve your catalog workflow.

(Please note: You are welcome to contact Comosoft to ask any questions regarding our LAGO product, or our integration services for catalog publishers. However, this planning document is intended for general use—with or without Comosoft products and services.)

GENERAL PLANNING	CURRENT	PROJECTED
Print Circulation (all versions)		
Target Page Count (per catalog)		
Average Number of Products Per Paged		
Number of Regional Versions		
Number of Language Versions		
Number of Online Versions (print facsimile)		
Number of Online Versions (responsive web/mobile)		
<i>NOTES / DETAILS / PAIN POINTS:</i>		

LABOR COST FACTORS	CURRENT	PROJECTED
Design Cost Per Hour (if separate from layout, etc.)		
Design Hours Per Catalog		
Design Cost Per Catalog		
Layout/Assembly/Production Cost Per Hour		
Layout/Assembly/Production Hours Per Catalog		
Layout/Assembly/Production Cost Per Catalog		
<i>NOTES / DETAILS / PAIN POINTS:</i>		

DESIGN/PRODUCTION ENVIRONMENT

	CURRENT # OF SEATS	PROJECTED # OF SEATS
<input type="checkbox"/> Digital Asset Management or DAM System Name/version:		
How well is the DAM system integrated with the design/production environment? <input type="checkbox"/> Very well (i.e., easy to find assets, drag-and-drop placement, asset version tracking, etc.) <input type="checkbox"/> Moderately well (tolerable difficulty when using DAM system in catalog production) <input type="checkbox"/> Not well (DAM use creates unacceptable costs/effort) <input type="checkbox"/> N/A <input type="checkbox"/> Don't know		
NOTES / DETAILS / PAIN POINTS:		
<input type="checkbox"/> Product Information Management or PIM (seats) Name/version:		
How well is the PIM system integrated with the design/production environment? <input type="checkbox"/> Very well—including some or all of the following functionality: <ul style="list-style-type: none"> • Ease of use in finding and using SKU data • All product information translates easily to the catalog layout • Automatic catalog updates in page layout software when PIM data changes • Catalog designers can override PIM data, when authorized <input type="checkbox"/> Moderately well (tolerable difficulty when using PIM system in catalog production) <input type="checkbox"/> Not well (PIM use creates unacceptable costs/effort) <input type="checkbox"/> N/A <input type="checkbox"/> Don't know		
NOTES / DETAILS / PAIN POINTS:		
<input type="checkbox"/> Page Layout Software (e.g., Adobe InDesign, QuarkXpress etc.) Name/version:		
NOTES / DETAILS / PAIN POINTS:		

DESIGN/PRODUCTION ENVIRONMENT (CONT'D)

DESIGN/PRODUCTION ENVIRONMENT (CONT'D)	CURRENT # OF SEATS	PROJECTED # OF SEATS
<input type="checkbox"/> Other Desktop Apps involved in the Production Workflow (e.g., Photoshop, Office) <i>Name(s)/version(s):</i>		
<input type="checkbox"/> Other Cloud/SaaS/Web Apps (e.g., OneDrive, DropBox, Slack, etc.) <i>Name(s)/version(s):</i>		
<i>NOTES / DETAILS / PAIN POINTS:</i>		
Sales and/or Inventory Management System(s) <i>Name(s) & version(s):</i>		
How well are other business systems integrated with the design/production environment?		
<input type="checkbox"/> Very well (i.e., easy to find/use high-margin items, avoid low stock level items, etc.)		
<input type="checkbox"/> Moderately well (tolerable difficulty when using these systems in catalog production)		
<input type="checkbox"/> Not well (using these creates unacceptable costs)		
<input type="checkbox"/> N/A		
<input type="checkbox"/> Don't know		
<i>NOTES / DETAILS / PAIN POINTS:</i>		

BRAND CONTINUITY & DESIGN

How well is the DAM system integrated with the design/production environment?

- Very well (i.e., easy to find assets, drag-and-drop placement, asset version tracking, etc.)
- Moderately well (tolerable difficulty when using DAM system in catalog production)
- Not well (DAM use creates unacceptable costs/effort) N/A Don't know

How do you create and maintain brand identity across multiple catalog issues or versions? (Check all that apply.)

- Very well (i.e., easy to find assets, drag-and-drop placement, asset version tracking, etc.)
- Moderately well (tolerable difficulty when using DAM system in catalog production)
- Not well (DAM use creates unacceptable costs/effort) N/A Don't know

How do you create and maintain design parity between printed and digital versions of a catalog? (Check all that apply.)

- Digital catalog is a facsimile of the printed version
- Digital catalog uses XML and CSS to keep as close as possible to the print brand
- Print and digital versions are based on the same PIM or other SKU data, and the data are formatted for multiple output channels
- Other: _____
- N/A
- Don't know

SUCCESS/RESULTS TRACKING

How are changes in sales volume correlated to printed catalog featuring of individual SKUs or general product categories? (Check all that apply.)

- Special offer codes or other identifiers on the printed page
- Customer satisfaction or other surveys
- Anecdotal or other informal feedback
- Other: _____
- N/A (There is currently no way to correlate printed catalog activity and sales results.)
- Don't know

SUCCESS/RESULTS TRACKING (CONT'D)

How are changes in sales volume correlated to online catalog featuring of individual SKUs or general product categories? (Check all that apply.)

- Trackable URLs
- Customer satisfaction or other surveys
- Anecdotal or other informal feedback
- Other: _____
- N/A (There is currently no way to correlate online catalog activity and sales results.)
- Don't know