

CASE STUDY: ML ENTERPRISE - DESIGN FOR PRINT

ML ENTERPRISE - OVERVIEW

ML Enterprise is the enterprise management division of ML Integration, a £50 million total networking infrastructure organisation. With many years experience in the management field and a strong team, ML Enterprise integrates best in breed management products into a complete enterprise management solution. ML Enterprise provides software and services that allow any organisation using electronic communication to manage, measure and optimise performance levels. Their services are tailored to the needs of Enterprises and Service Providers alike and range from point product solutions to address a particular issue to total integrated solutions including design, consultancy and training.



e:scene 2000 front and back cover.

e:SCENE - HOW WEB DESIGN LEADS TO DESIGN FOR PRINT

Over the past two years Seamless has worked closely with ML Enterprise and its parent company ML Integration to produce and maintain www.mlenterprise.com and www.mlintegration.com.

To compliment the website, James Hall, Marketing Manager for ML Enterprise wanted to create a corporate brochure/magazine. It was to be sent out to clients and potential clients, informing them of current products, recent developments in the company, news stories, articles by their service providers plus advertisements for their services. The magazine was to be distributed in Summer 2000.

Seamless took this information and produced a 20 page, full colour, glossy magazine adding abstract imagery and contemporary typography. The resulting magazine was a colourful and comprehensive guide to ML Enterprise and its services.

The global giants Cable & Wireless have recently acquired ML Integration. Part of the attraction for the acquisition was the on-line presence of ML, which delivered to customers, instant information which was interesting, creative and current. The departing C.E.O. George Macfarlane thanked Seamless personally.

e:SCENE ISSUE TWO GOES DIGITAL

The success of e:scene 2000 has paved the way for issue two summer 2001.

Seamless designed an A4, four page magazine, which acted as a programme to introduce the contents on the CDROM. The CDROM presents 7 movies, with interviews from 5 of ML Enterprise's partners, a demonstration of ML Enterprise's Acquaint Integri Solution software and an introductory movie from Troy Leac Managing Director of ML Enterprise.



e:scene 2001 magazine

Seamless produced and edited the movies, designed and created the CDROM interface and the magazine. The CDROM was produced in Director 8, with Adobe Premiere and After Effects for the animated sequences and movies.



e:scene 2001 CDROM



e:scene 2001 inside spread.



e:scene 2001 CDROM