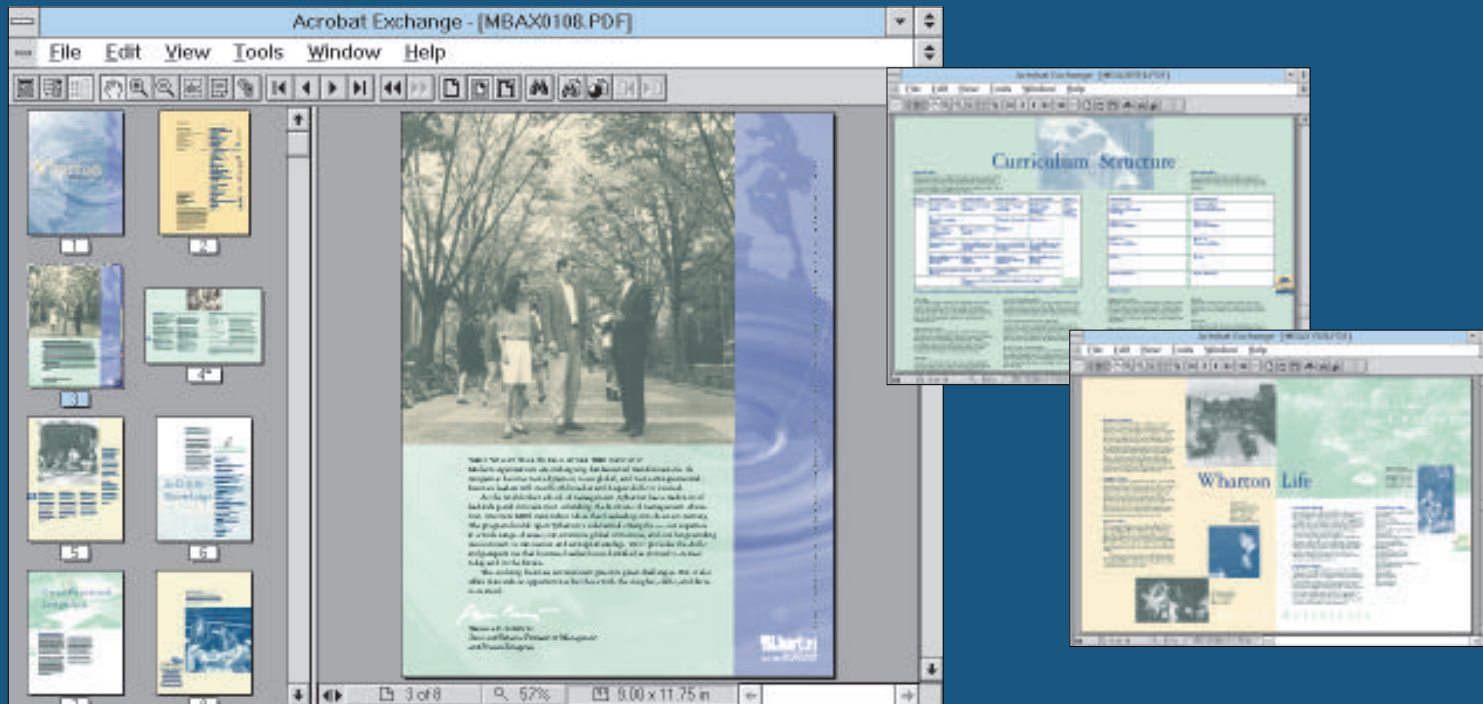


Adobe™ Acrobat™



The Wharton School, University of Pennsylvania



Kendall Whitehouse, associate director of Publishing and Media Technologies, Wharton School.

Faculty and Students Have Easy Access to a World of Information Using Adobe Acrobat

What started out as a project to provide students and faculty with easy access to computer documentation has evolved into an extensive on-line information network, with formatted electronic documents published across the Internet worldwide computer network. It is called the Wharton Information Network, and Adobe Acrobat software is an integral part.

“Adobe Acrobat is a powerful tool for sharing information across the Wharton School campus or around the world via the Internet worldwide network,” says Kendall Whitehouse, associate director

of publishing and media technologies at Wharton. “Providing information on the network in a single format—Acrobat software’s Portable Document Format (PDF)—has enabled us to expand the Wharton Information Network far beyond our initial expectations.”

The Wharton School of the University of Pennsylvania is one of the leading and most innovative global business schools in the world. Every year, Wharton provides top-rated management education to nearly 5,000 undergraduate, MBA and doctoral students. In the process, students and faculty



need access to volumes of information. The Wharton computing system is typical of the complex, multi-platform computing environments of businesses and universities today, with several computer labs containing a series of Novell® NetWare® file servers, more than 110 PCs, several Apple® Macintosh® computers and a network of high-performance UNIX® workstations.

Wharton first developed an archive of electronic documents in PDF and made it available over the school's local area network, accessible from the DOS/Windows™ and Macintosh labs throughout the Wharton campus. The second phase of the information system will enable Wharton to publish information across the worldwide Internet network.

Phase I: Local Area Network Document Archive

Wharton publishes *TechBriefs*, information to help its students and faculty access the diverse information systems on campus. Wharton Computing and Information Technology wanted these *TechBriefs* to be available on-line so users could view and print needed documents. "The prospect of maintaining all of this documentation on-line in different file formats was daunting," says Whitehouse. "Because we frequently update our *TechBriefs*, it would have required a lot of overhead to manage different electronic versions."

Using Acrobat software, Whitehouse has one simple automatic conversion process. Whatever needs to be published is created as a PostScript™ language file that is then converted into PDF. The same files are accessible and viewable—with all the original formatting—from either PCs or Macintosh computers within the labs.



Campus map in PDF of Wharton's MBA admissions catalog.

Since the introduction of Acrobat software, the Wharton Information Network has expanded to contain not only technical documentation but also undergraduate and MBA publications and documents collected from other Internet archive sites.

Benefit: Improved Access to Information

Whitehouse says that Acrobat software makes managing and accessing information on the network easier. He plans to use cross-document links between PDF files to simplify viewing and browsing of information on the network. For example, cross-document links would enable users to click on a publication title and view the document instantly.

The ability to make touch-up edits on PDF files within Adobe Illustrator™ 5.5 for the Macintosh will be a big plus, simplifying the process of making minor changes to a document once it has been converted to PDF. "There have been times when minor errors were detected in a published document," says Whitehouse. "Being able to make quick, clean fixes to a file will save a lot of time and effort."

Phase II: Internet-Wide Document Archive

Once the local area network document archive was completed, Whitehouse began

investigating how to make this information available outside of Wharton. He recently implemented an Internet-based version of the Wharton Information Network. Faculty and students can still browse information in the campus document archive, or they can share information published by colleagues and others via the Internet.

"We have a highly distributed computing environment, with a large number of people publishing documents created many different ways," says Whitehouse. "Acrobat plays an integral role in expanding the Wharton Information Network." Acrobat software promotes sharing ideas and information throughout the university, because no one has to worry about the originating application or platform.

"By making documents available as PDF files either on the campus or worldwide networks, users can access them regardless of the available platforms or applications," says Whitehouse. "Acrobat was the enabling technology that made all this feasible."

The Wharton School Systems at-a-Glance

Hardware

LOCAL AREA NETWORK
DOS/Windows PCs
Macintosh computers
Novell NetWare servers

WIDE AREA NETWORK
HP 9000 workstations

Software

LOCAL AREA NETWORK
Acrobat Distiller™
Acrobat Exchange
Acrobat Reader
Aldus® PageMaker®
Asymetrix ToolBook

WIDE AREA NETWORK
Acrobat Distiller
Acrobat Exchange
Acrobat Reader
NCSA HTTPD
NCSA Mosaic