

FROM MOBILE TO WEB TO PRINT – MODERNIZING THE COMPLETE DISSEMINATION CHAIN IN SWITZERLAND

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The Swiss Federal Statistical Offices faces a constantly growing demand for fact-based, objective statistical results on the state of the Swiss society, economy and environment. It publishes information packages on more than 450 occasions every year, containing more than 10,000 assets in about 30 different available formats – from data cubes, interactive visualizations, small information leaflets to atlases and large standard publications.

For more than 150 years, since the foundation of the office, the dissemination process and mandate primarily focussed on standard (and printed) publications (containing tables, texts and occasionally charts). During the past two decades, new output formats and interactive ways of communicating statistics have been added, when demanded by customers or law, such as PDF publications, mobile apps, web apps, infographics, newsmails etc. But the production processes remained more or less the same, with new technologies integrated when necessary.

To cut costs – a constant objective –, be more efficient and fast, but finally also to handle customer demands which grow by 10 or more percent (in volume) every year and are expected to grow further in the future, the Dissemination Unit decided three years ago not only to concentrate their portfolio, but to fully modernize its processes and shift the dissemination chain by 180 degrees. No longer, are print or PDF publications in the focus of dissemination and communication. Mobile and Online content are given priority in production and release management, adding a large number of visual assets, such as maps, charts and infographics – and reducing table- and text-based content.

In addition, a modern three-layer architecture for the production and dissemination of all assets was set up, including a Digital Asset Management (containing now ALL published assets and metadata), a Web Service Platform (that links all existing technologies and tools) and a new Content Management System for the statistical websites. The first visible result of the new system will be the new Swiss Statistics Website, launched in October this year.