INTERNATIONAL
PRINECT USER DAYS

8th and 9th October 2014

5. International Prinect User Days, October 8th and 9th, 2014

Workshop
Multi Channel Publishing

Lucia Dauer, Manfred Diers

HEIDELBERG

Agenda

1. Introduction Multi Channel Publishing	Lucia Dauer
2. Live Demo: Multi Channel Publishing with Prinect Media Manager	Manfred Diers
3. User Report: ABUS, Germany	Manfred Diers
4. User Report: BVD, Liechtenstein	Lucia Dauer

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Net sales of selected communication media from 2000 to 2012

	Newspaper	TV	Magazine	Shopping Newspaper	Outdoor Advertising	Radio	Online Media
2012	3.233	4.051	1.281	2.001	868	720	1.079
2011	3.557	3.981	1.440	2.060	811	709	990
2010	3.638	3.954	1.450	2.011	766	692	861
2009	3.694	3.640	1.409	1.966	738	678	764
2008	4.373	4.036	1.693	2.008	805	720	754
2007	4.567	4.156	1.822	1.971	820	743	689
2006	4.533	4.114	1.856	1.943	787	680	495
2005	4.477	3.930	1.791	1.898	769	664	332
2004	4.502	3.860	1.839	1.836	720	618	271
2003	4.455	3.811	1.861	1.746	710	579	246
2002	4.937	3.956	1.935	1.702	713	595	227
2001	5.642	4.469	2.092	1.751	760	678	185
2000	6.557	4.705	2.247	1.792	746	733	153

Net sales in million €

Resource: Central Association for the German Advertising Industry (ZAW)

statista

Quelle: Horizont, Zentralverband der deutschen Werbewirtschaft (ZAW)

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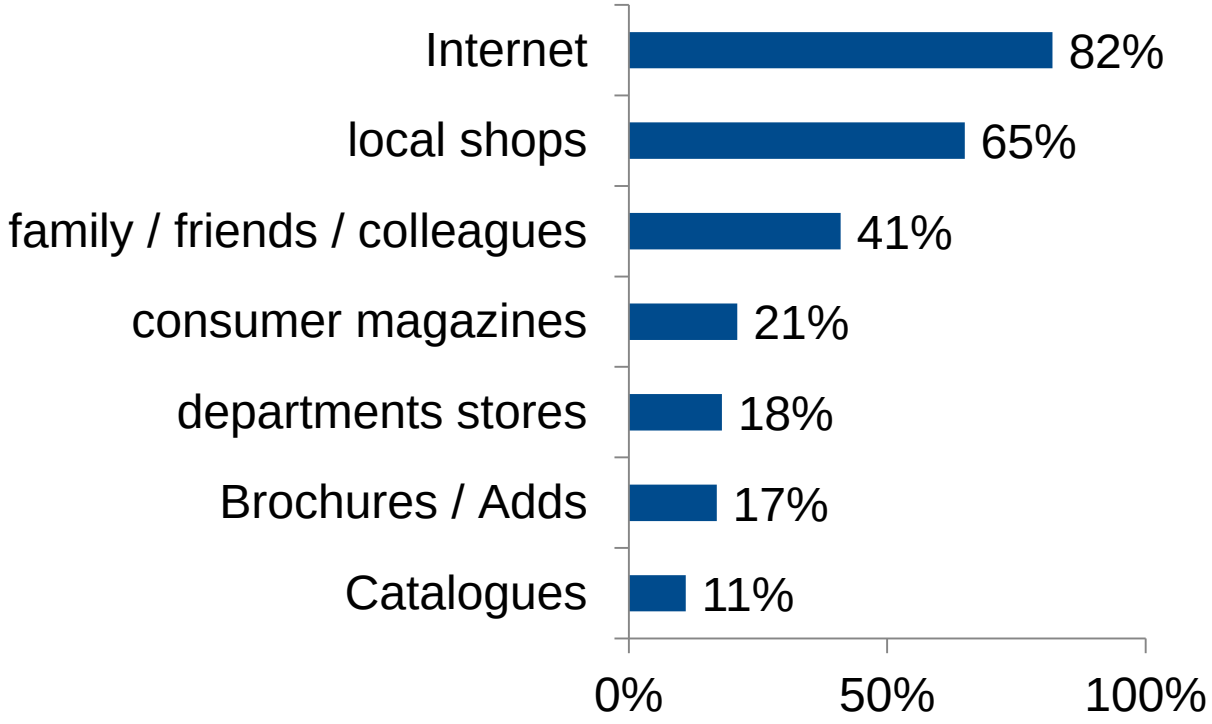
Internet is the most important information platform for consumers

- About 82 % of German consumers inform themselves via online media about a product before purchase



Source ibi research 2012

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Communication to the appropriate target groups requires multiple media channels

Print

Brochures / Price lists

Catalogues

Web-to-Print

Print-to-Web

Web Sites

Web Sites

Online Shop

Social Media

Mobile Devices

Smart Phone / Tablet Apps

Web Sites

Social Media

A variety of new digital media channels came along in the last decade

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Conventional Media Production

Print

Text 1

Web Sites

Text 2

Mobile Devices

Text 2

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Diversity of media channels holds new challenges

- High efforts for creating and maintaining of the different media products
- High efforts to coordinate the different media production processes
- Production know-how for different media types
- Data management
  - Content distribution
  - Content updates

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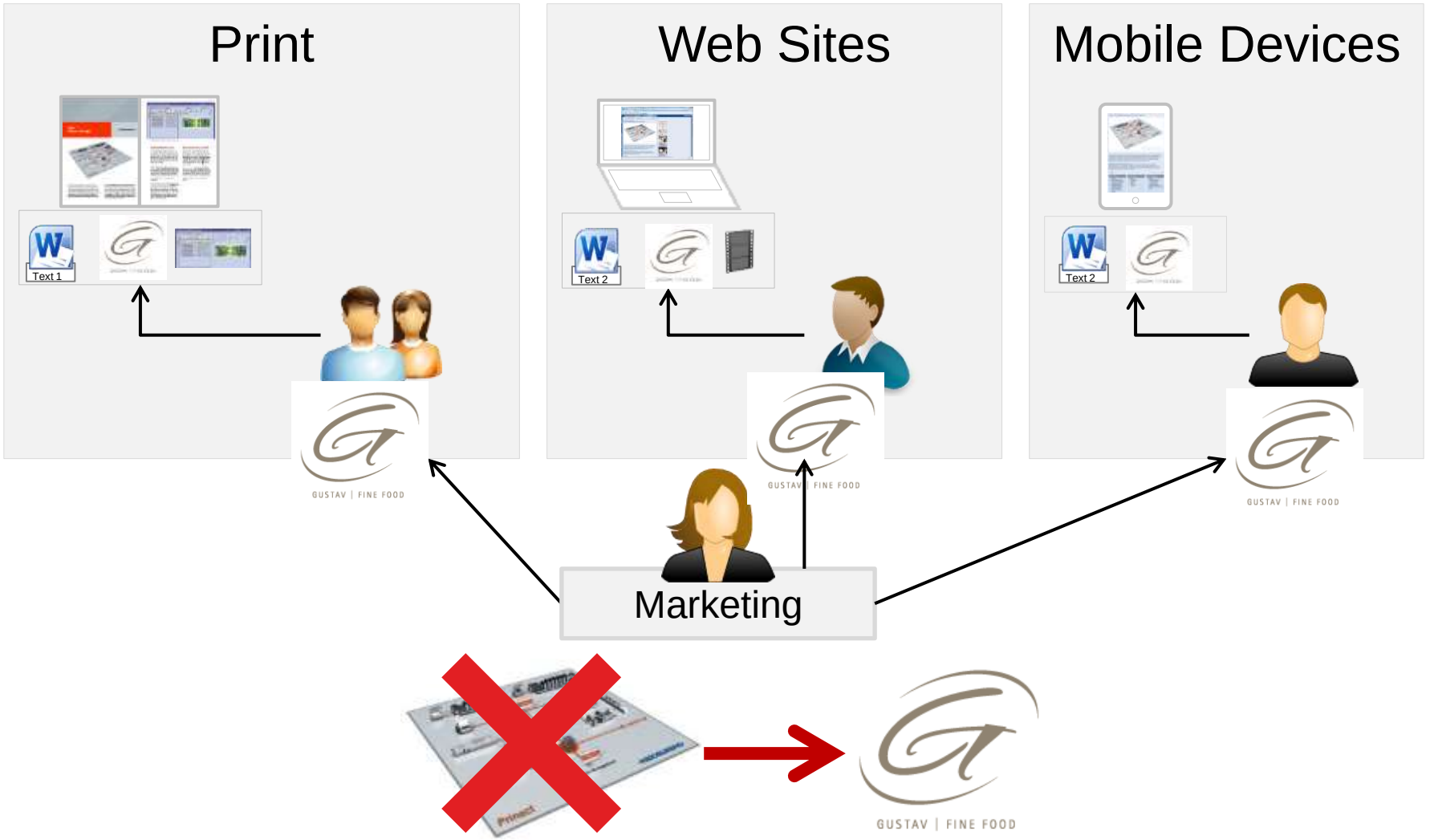
What happens if e.g. text or logo changes?



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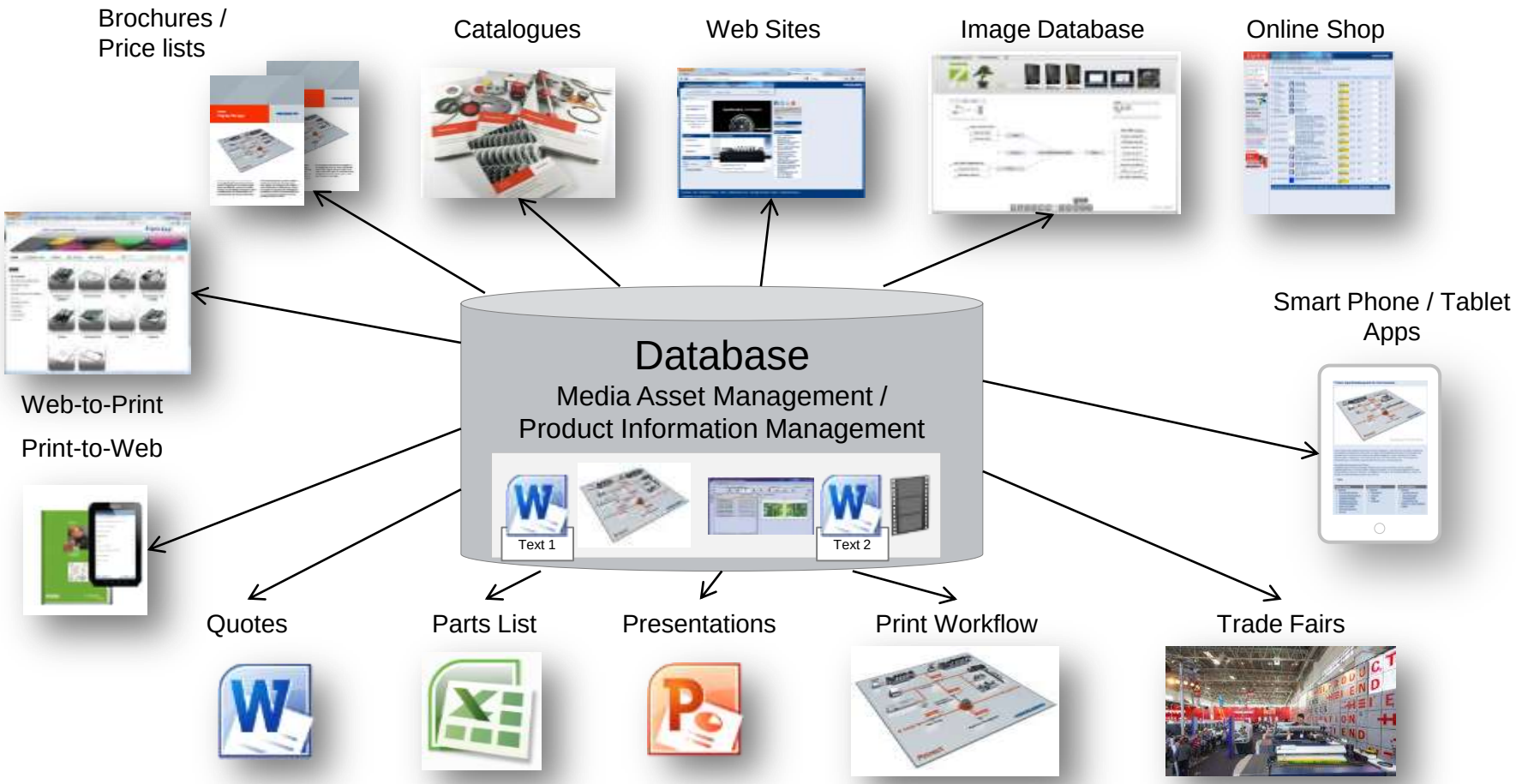
Multi Channel Publishing – one database for all documents and media



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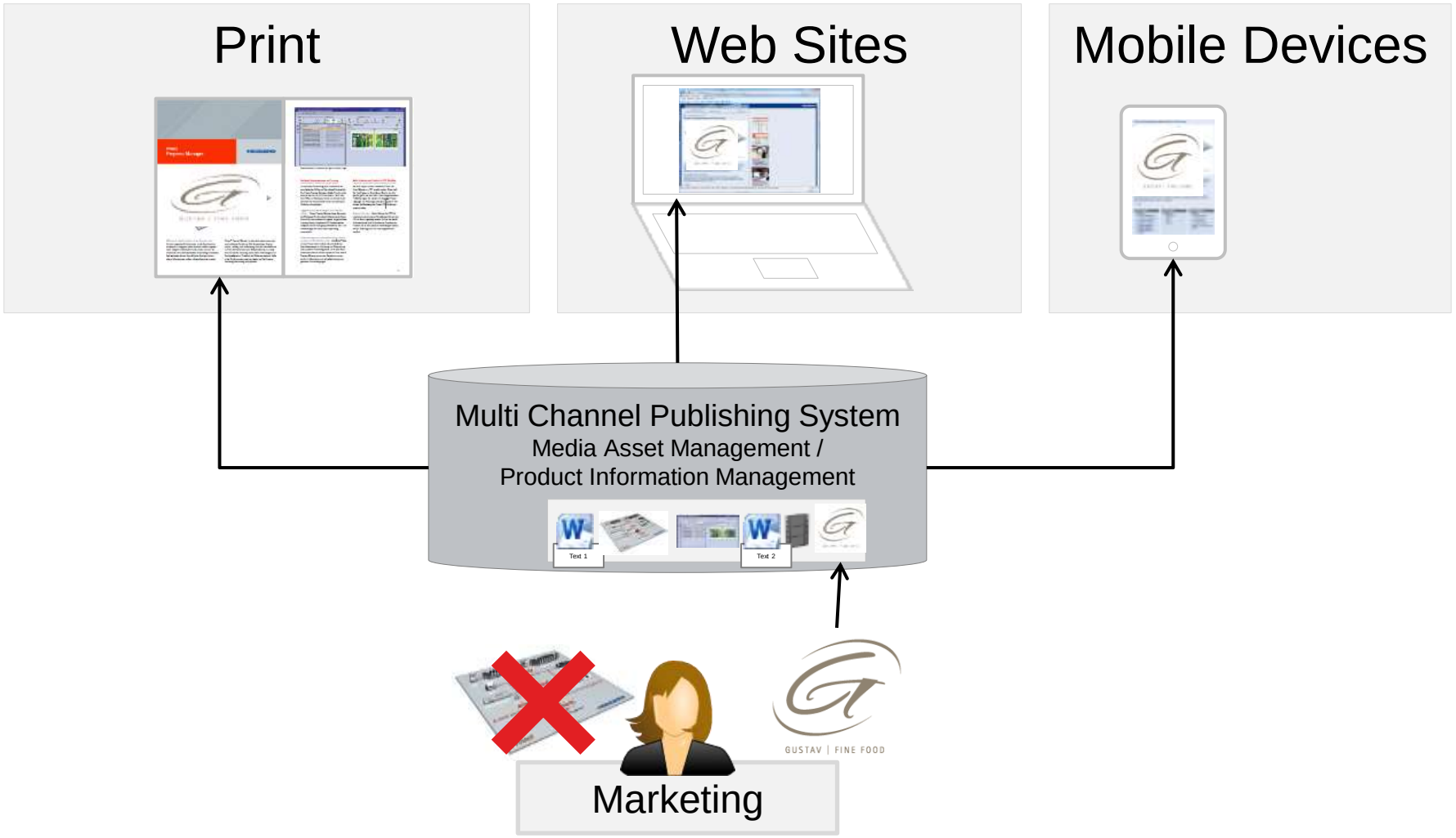
What happens if e.g. logo changes?



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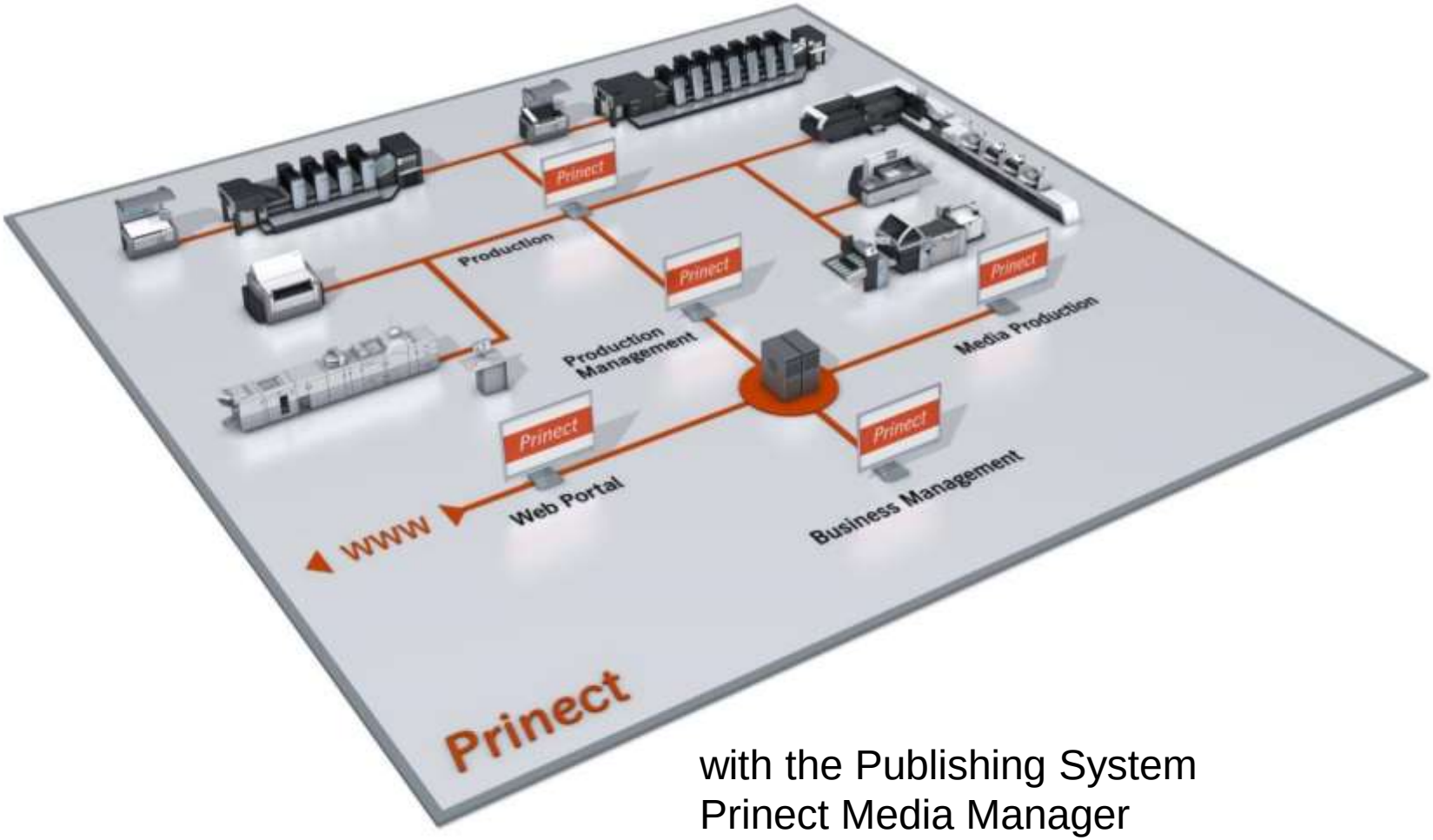
Prinect goes Multi-Channel-Publishing



with the Publishing System
Prinect Media Manager

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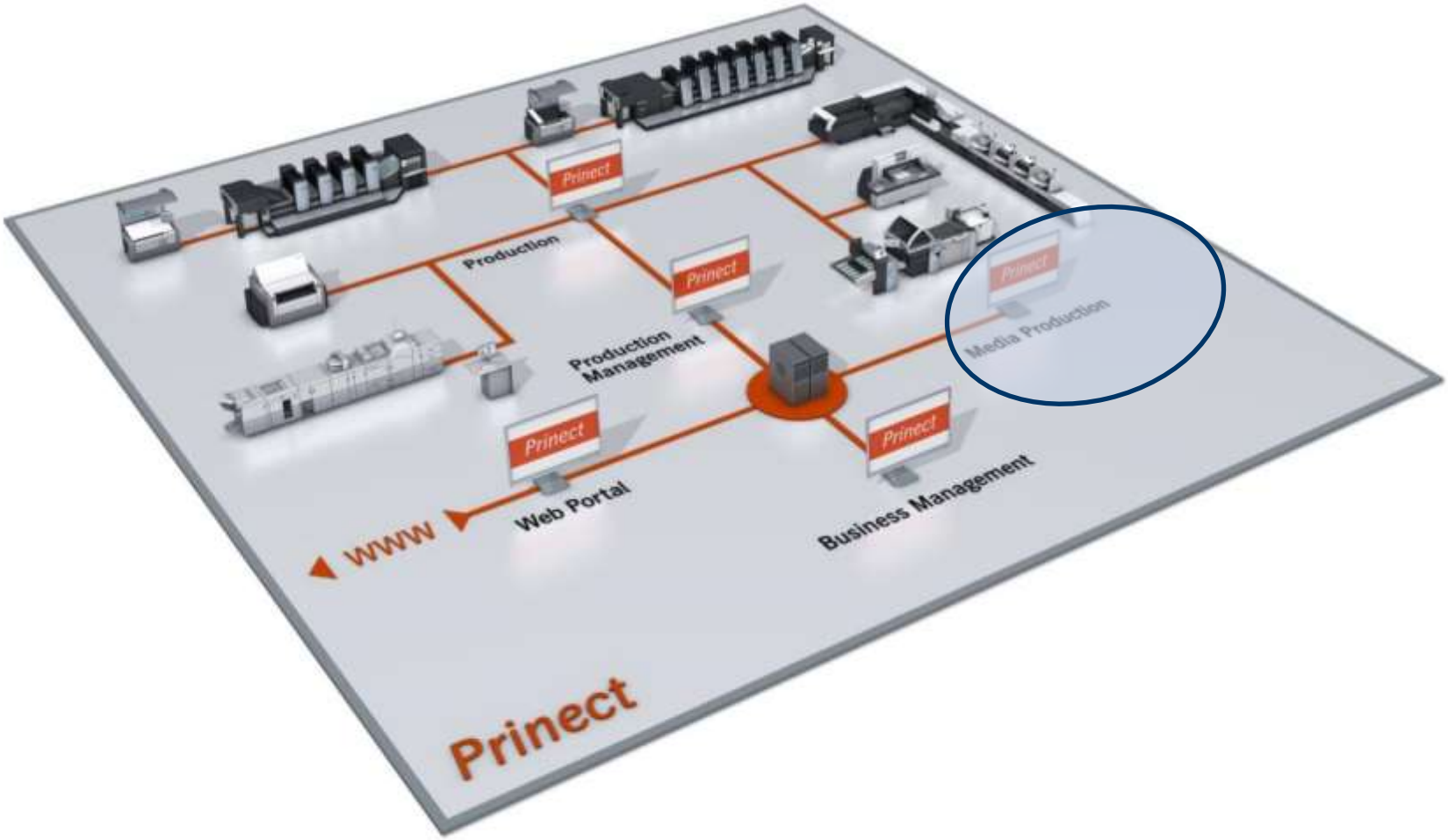
Prinect Media Manager: Where is it in the process?



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Welcome to the

Prinect Media Manager demonstration

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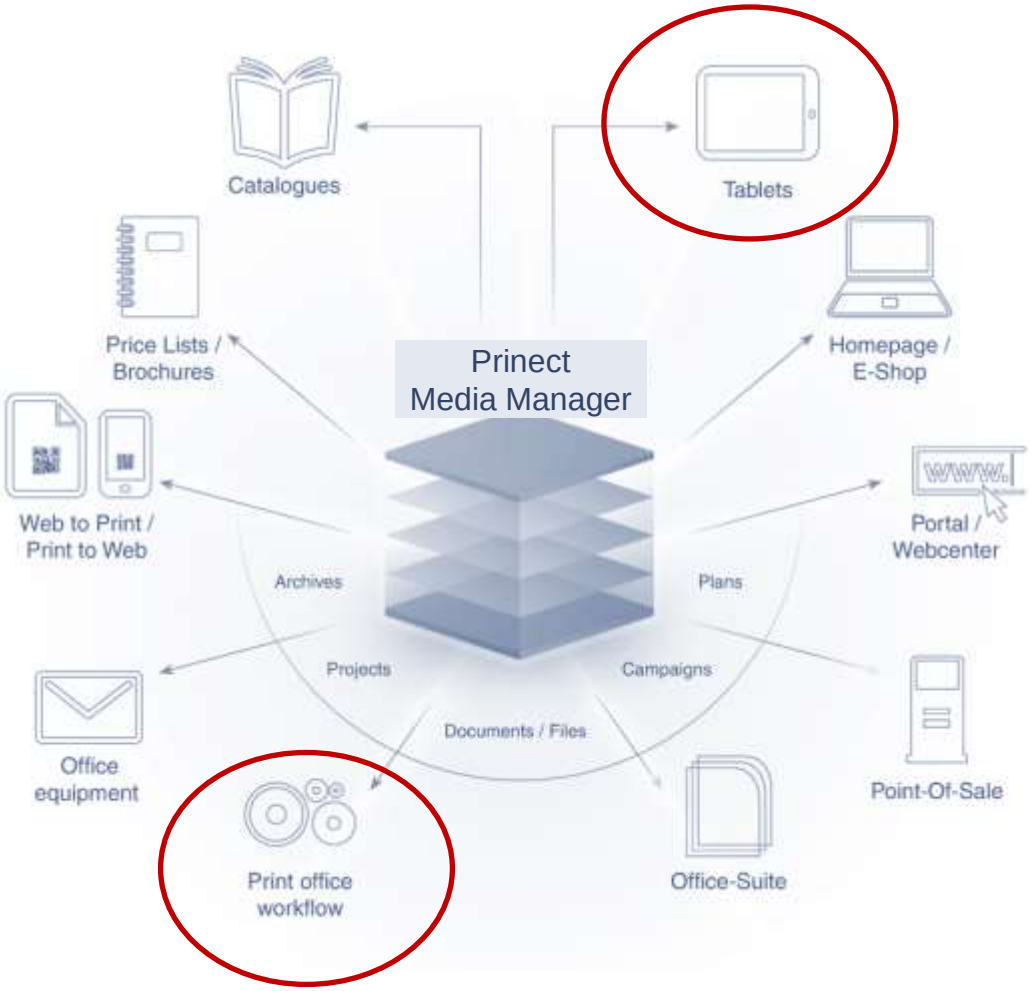
Prinect Media Manager: Media Publishing System and One-Stop Platform For Multi-Channel Publishing



- Transferring the stored data in Prinect Media Manager in different media channels.
- Only one Software is needed for the production of layouts on different media.
- From print to mobile devices and Tablet shops – all relevant media channels are supported.

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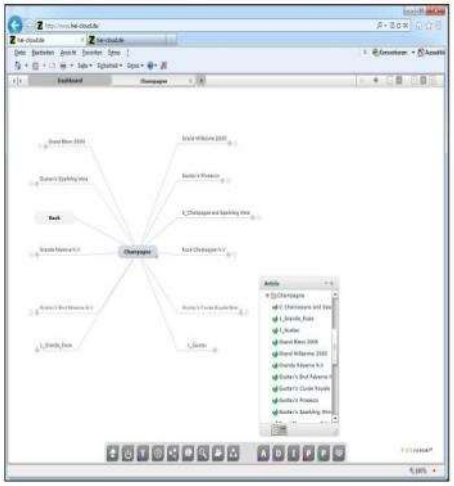
http://www.hei-cloud.de/

hei-cloud.de

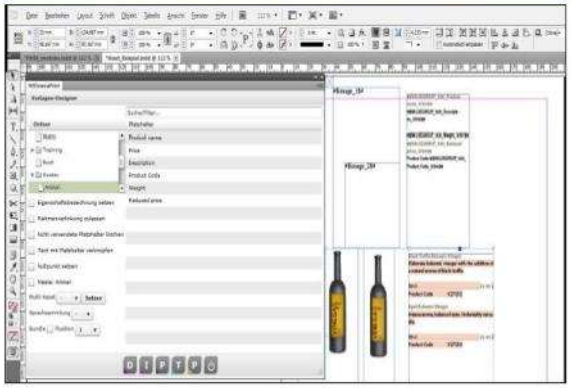
Dashboard | Prinect Media Manager Modules

Prinect Media Manager Base



Prinect Media Manager Layouter

Prinect Media Manager Print (Plugin InDesign)

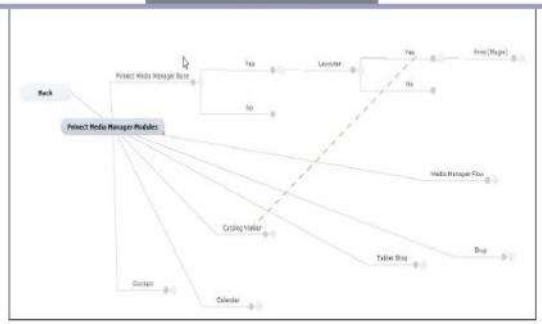


BACK

Prinect Media Manager modules

Prinect Media Manager Catalog Viewer

Prinect Media Manager Flow



Prinect Media Manager Cockpit

Prinect Media Manager Calender

Prinect Media Manager Tablet Shop

Prinect Media Manager Shop

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„Gustav“ a printed product catalog

1

2 - 3

4 - 5

6 - 7

8 - 9

10 - 11

12 - 13

14 - 15

16 - 17

18 - 19

20 - 21

22 - 23

24 - 25

26 - 27

28 - 29

30 - 31

32

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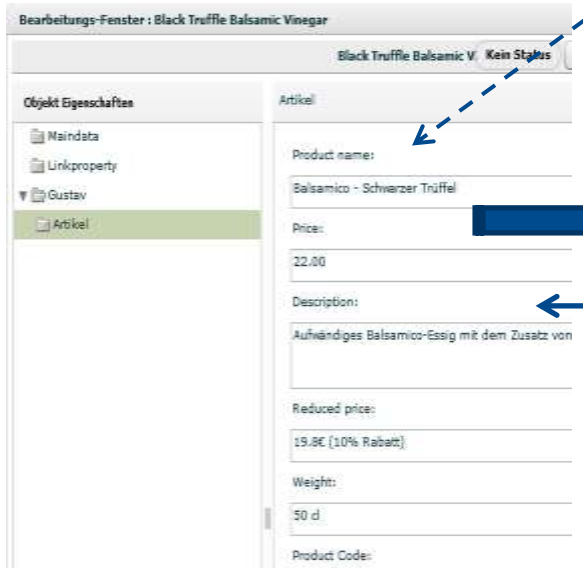
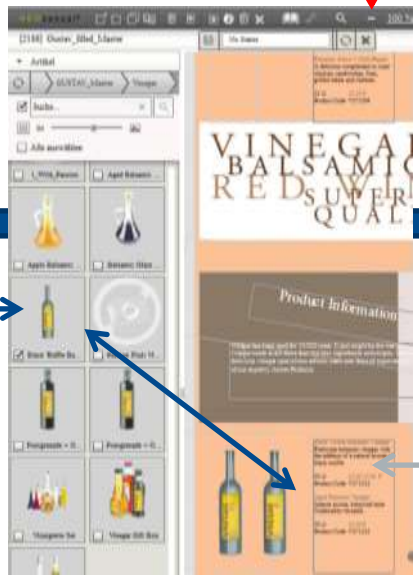
How to get the printed product?

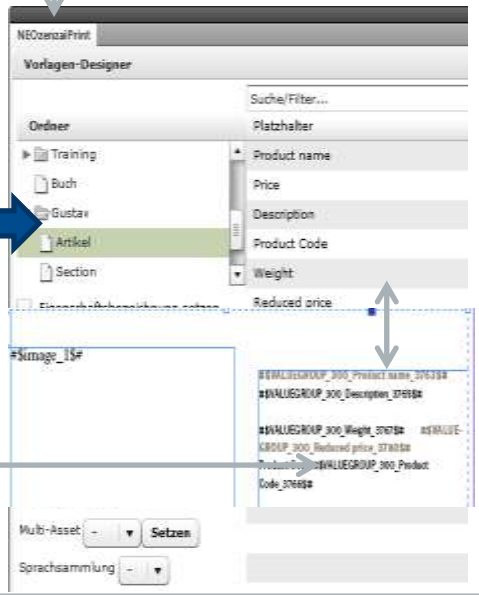
Prinect Media Manager



Layouter



InDesign plugin



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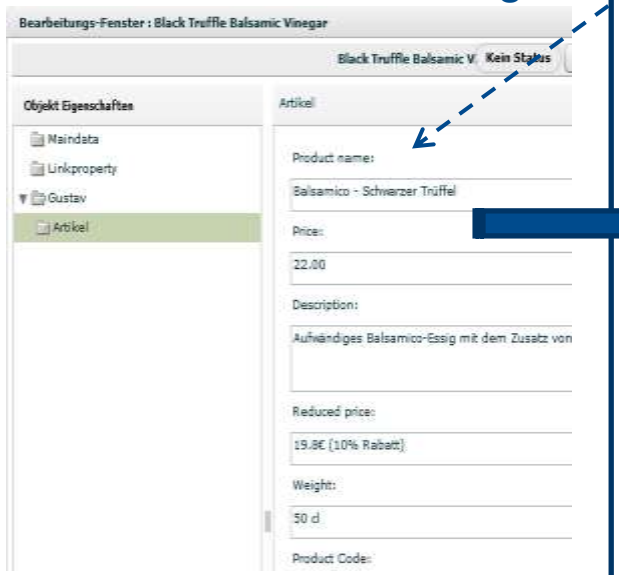
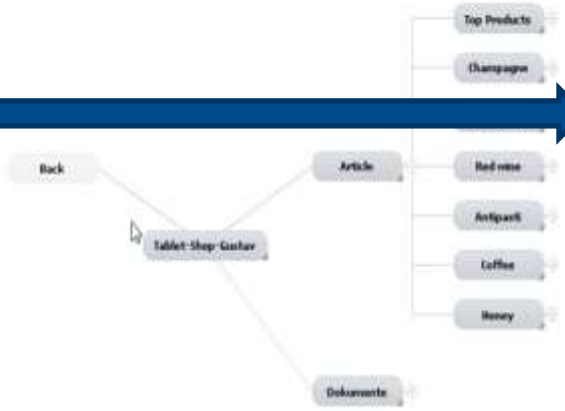
How to get the product online?

Prinect Media Manager





Tablet Shop

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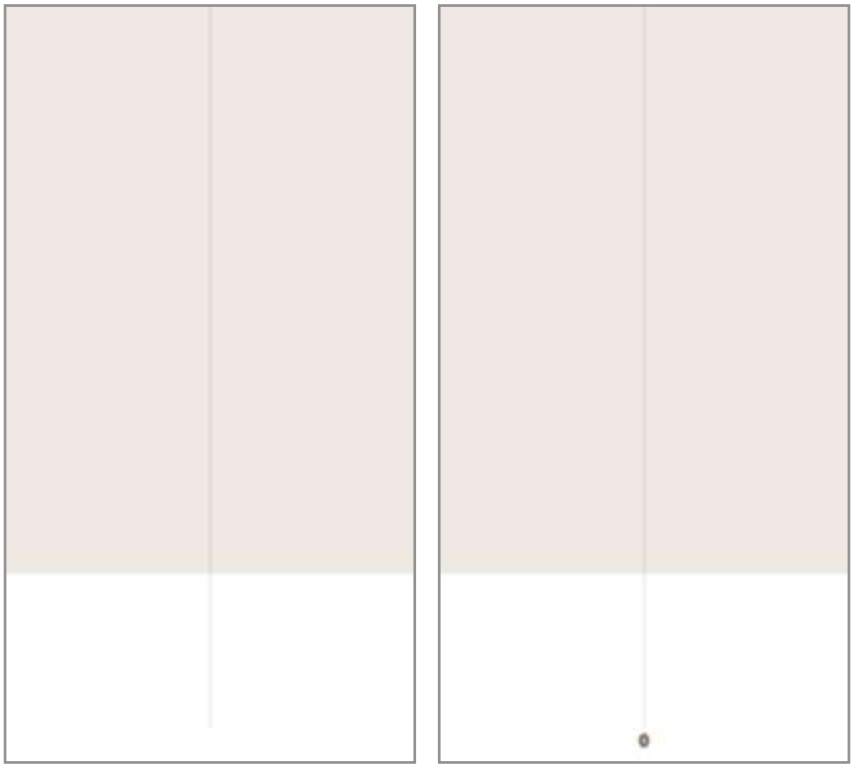
Build up of a page

Static content

- Fixed on every page (page number a.s.o)

Dynamic content

- Will change on every page (Articles a.s.o)



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Articles

- **How does an article look like?**
- **How many images belong to that article?**
- **Parameters of an article!**
- **Main chapter article or product article?**

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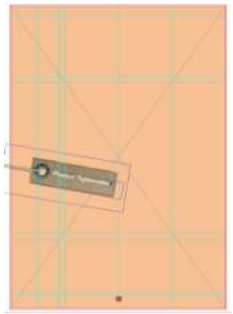
Page construction in Layouter

Master pages, Grids and Assets

1. Master page:
Background / base



2. Grid:
pattern of a page.

3. Assets:
Placeholder for article.

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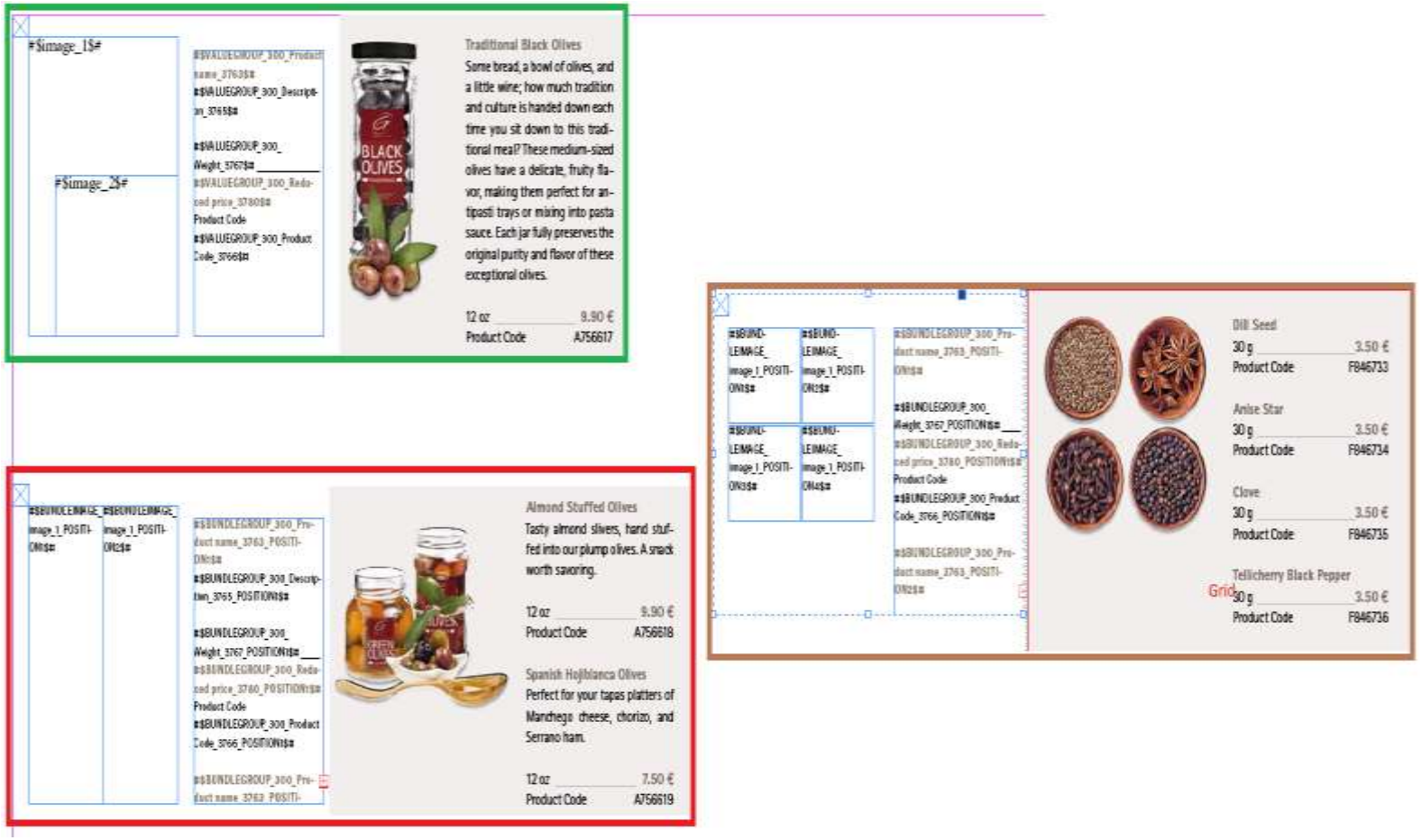
Sample Assets

Single Assets, Bundle Assets, Multi Assets…….



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Live Demo

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ABUS

Working with Prinect Media Manager

ABUS
Security Tech Germany

Security is ...

... brand quality.

ABUS – Tradition on a course towards the future.

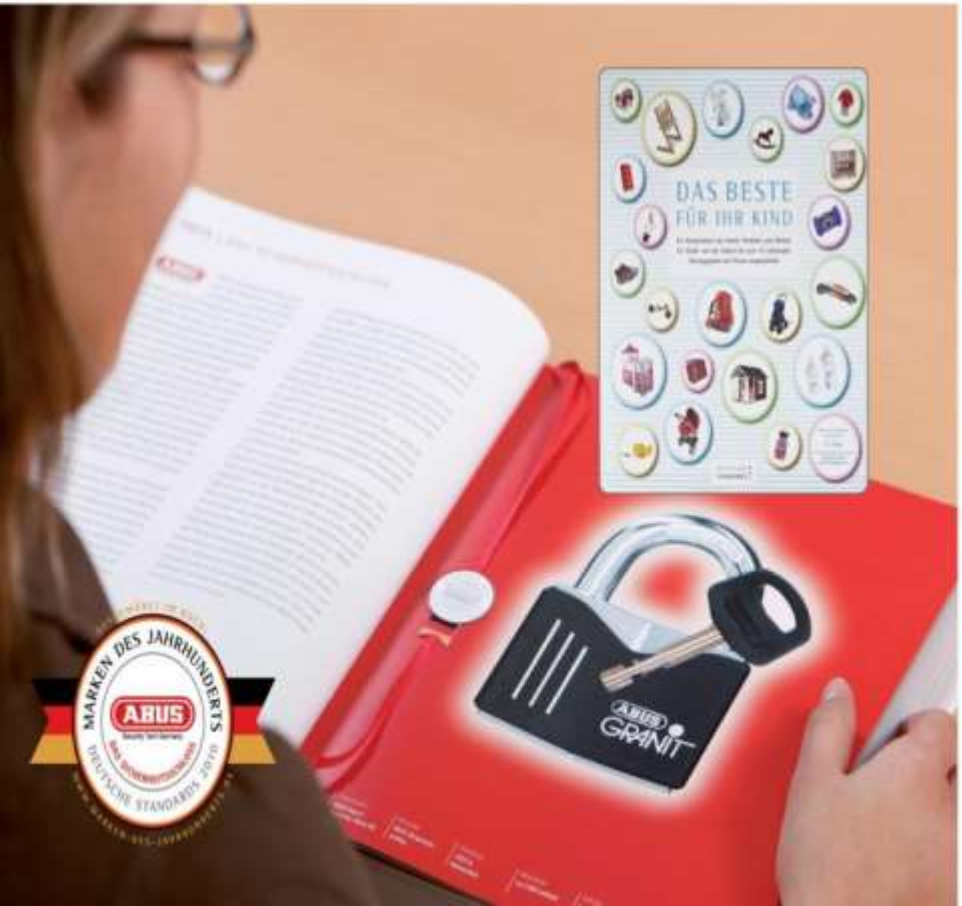
„ABUS" ABUS ABUS ABUS ABUS

ABUS
Security Tech Germany

Security is ...

... outstanding.

ABUS the Quality Icon



Digital Publishing:
Database Publishing

A PIM-System becomes the central platform in the company:

- **2008 introduction of a database for product information**
- **2009 production of first catalogues in the area of Mobile Security with layers for language and price variants**
- **2010 live release of WebShops (Mobile Sicherheit) – fully automatic data exchange to PIM**
- **2010 to 2012 more catalogues from other areas**

Digital Publishing: Database Publishing

A PIM-System becomes the central platform in the company:

- **2012 data export as XML for the retail platform mercateo**
- **2013 all ABUS catalogues are now being produced with Prinect Media Manager (= Neozenzai), automated**
- **2013 more langueages launched for abus.com - more technical writers get access to Prinect Media Manager to handle their translations themselves**
- **2013 data provision for an Austrian Webshop (output connection to Navision)**

Digital Publishing:
Database Publishing

A PIM-System becomes the central platform in the company:

- **2014 catalogue for Poland could be produced with just 2 correction cylces**
- **2014 introduction of an ERP-interface for product specific info, also in various languages**
- **2014 Internet- and WebShop-texts were the same and therefore just for the specialist trade. With the introduction of an online editorial department it was possible to create consumer texts, which could address this target group as well.**
- **2014 to 2015 (partly planned):**
  - **Data export for further projects like webshops or catalogs or to platforms**
- **… AND NO END IN SIGHT**

Digital Publishing:
Database Publishing

A PIM-System becomes the central platform in the company:

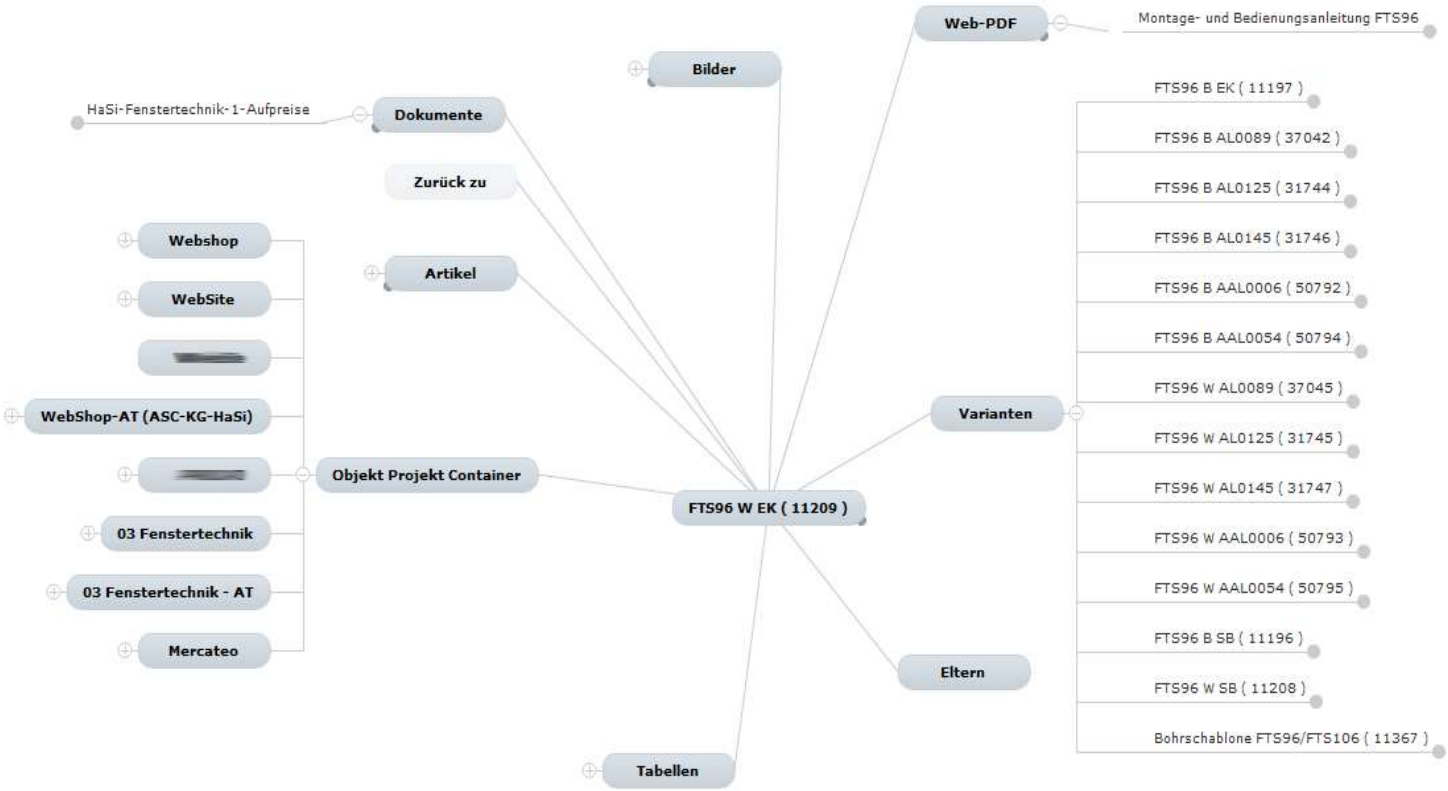
Summary:

Languages in PIM and Website:	**17 (German, English, French, Dutch,…)**
Number of catalogues:	**13 (all and single catalogues)**
Number of variants :	**31 (language and prices)**
Number of articles in website:	**about 5.100**
Number of artices in the webshop:	**about 6.700**

Distribution channels:	**catalogues/ new products - infos**
	WebSite
	WebShops
	retail platforms
	customer projects

Digital Publishing: datenbankgestütztes Publizieren

Thank you



Dipl.-Ing. Thomas Stahl

ABUS Security Tech Germany

Prinect Media Manager in Use at BVD

BVD
Druck+Verlag AG
Schaan

Landstrasse 153, 9494 Schaan
Telefon +423 236 18 36, www.bvd.li
Niederlassung Unterland
Haldenstrasse 5, 9487 Bendern

Reasons for BVD for using a PIM/MAM solution

- Almost 10 years looking for an appropriate solution
- Looked at various products in the market including testing (i.e.. Products like Opix, Pixelbox, Scoutbase…)
- To survive in our „printing market“ we should not have just printing competence but first of all have competence in media neutral data
- The output media paper will be just a part of the Marketing-Mix
- Paper has lost value perception during the last years (not anymore attractive enough)
- We must learn to think connected and not just sell print products

Starting with Prinect Media Manager – a Pilot project

- 2012 looking at Neo7even and Prinect Media Manager, ongoing until 2013 with further presentations
- We won a customer who was willing to be part of the pilot with one of his products

- Example:
    - 12pager monthly promotion brochure with a large number of products
    - Set up in 3 languages
    - Many corrections via phone, via mail, via PDF with comments
    - Many people involved, who steadily forward changes to us.
    - Little time for the printing itself and for distributing the product

In the Pilot project: what was re-arranged in a new way

- We set up a data structure
- Every product (article) and its dependencies was entered into the system (product, packaging unit, pricing unit, product pictures, etc. …)
- Rules were set up to automate the (print) product
- Customer was informed, so the customer was able to make corrections himself directly in the document in the Prinect Media Manager Module Layout
- The June Issue was the first to be produced as brochure with Prinect Media Manager

Possible Areas of Problems for us

- The system Prinect Media Manager is set up very clear and easy but a network thinking is necessary
- For more complex topics or projects we need to rely on the Know How of Neo7even
- The investment for the system is high and therefore one should already have a customer to work with to cover the costs
- To build up and keep in-house know how orders especially for this system are needed (everyone is different).
- We had to build up and train our sales staff to sell the system and the production with it. Also you need internal employees who are trained on the product and have a faible for it.
- More complex projects take a lot of time (learning curve, customer, preparation of project)
- Customer must be involved into the project, as one needs a lot of infos from the customer to make the project work.
- Central question: Does the customer have time to work within the project and is he willing to pay for the service
- Basically: customers always seem to have time to look for data, but never seem to have money to get their system straight

Conclusion

- Prinect Media Manager is a very good product
- It needs big efforts to engage employees internally
- Prinect Media Manager could be a new access to customers for BVD and could connect existing customers even closer to us
- The big questions: does the customer see the advantage and is the customer willing to provide man power and take over costs (i.e. license costs, project costs)
- As we are still in the pilot phase, we will find out in the next 12 to 16 month

Thank you for your attention

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