



LET'S  
CONNECT

PRINECT USER DAYS



# HEIDELBERG CLOUD STRATEGY: AND PRINECT APPS



How does digitalization  
actually succeed?



# Why digitalization?





# Autonomous production

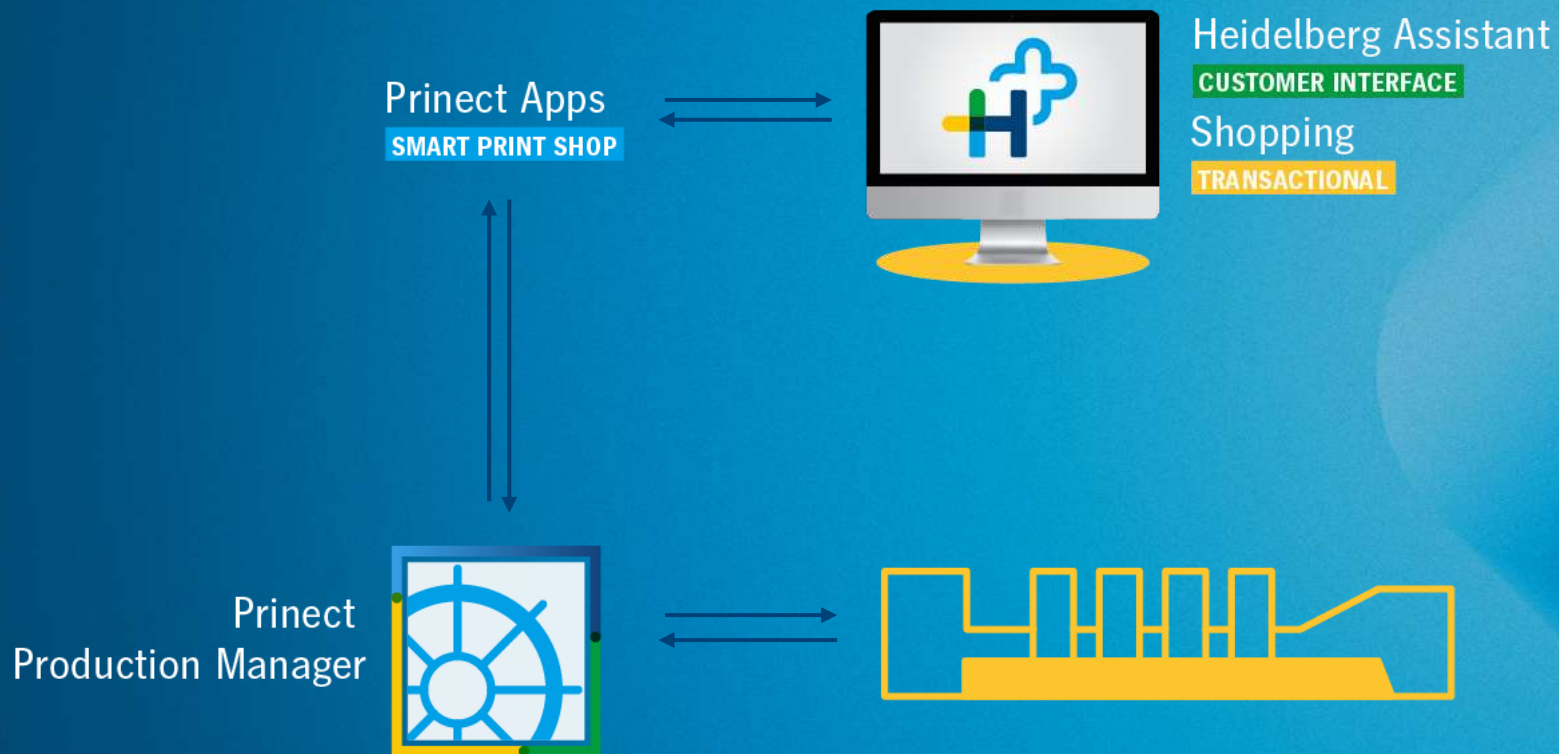


# Your wishes are our guiding principles

- Full automation
- Maximum transparency
- Reduction of touchpoints
- Flexibility
- **Plug'n** play
- **Updates** „over the air“
- Covering all processes
- Open for own workflow ideas



# The whole printshop in one portal



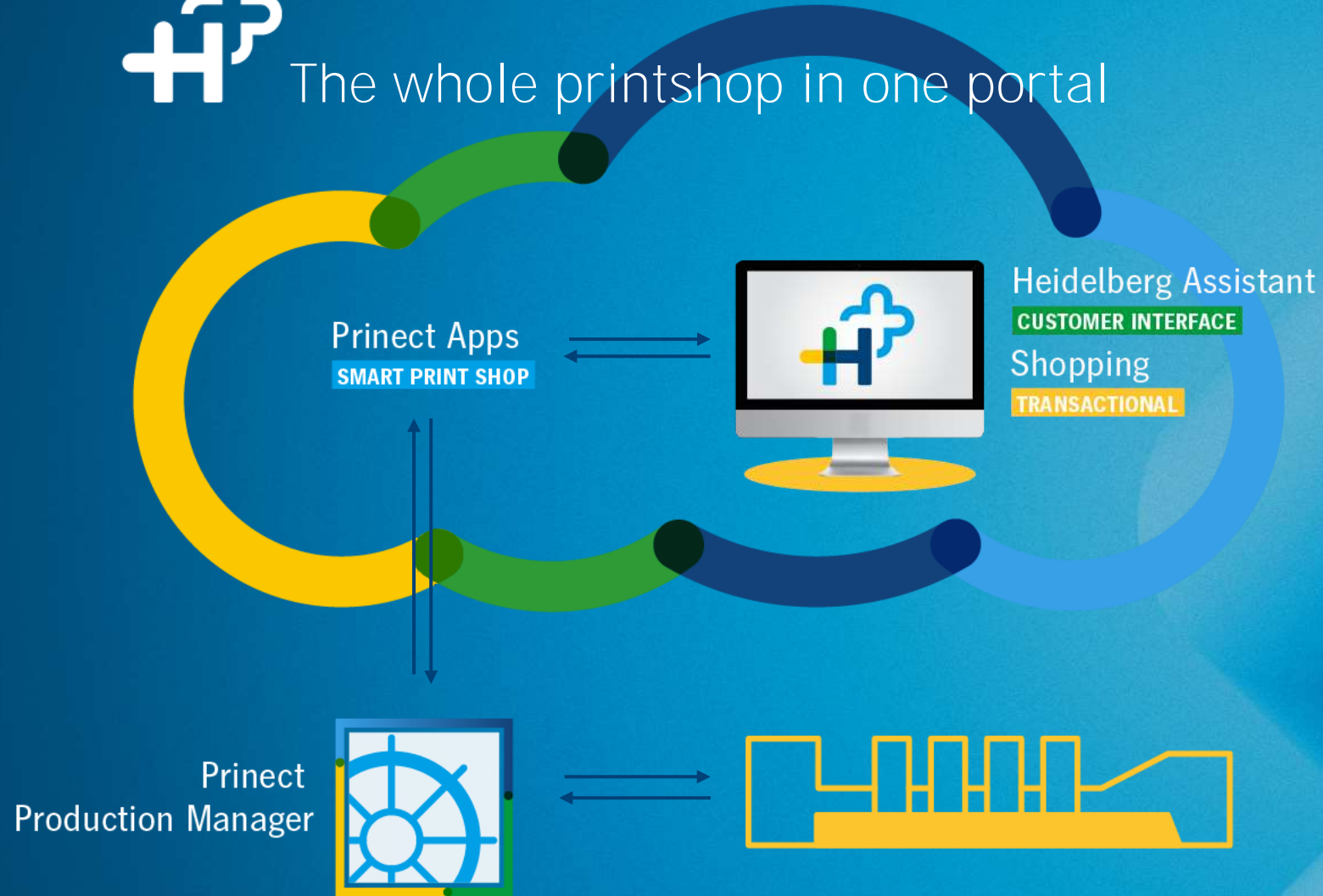




What role does  
the cloud play?

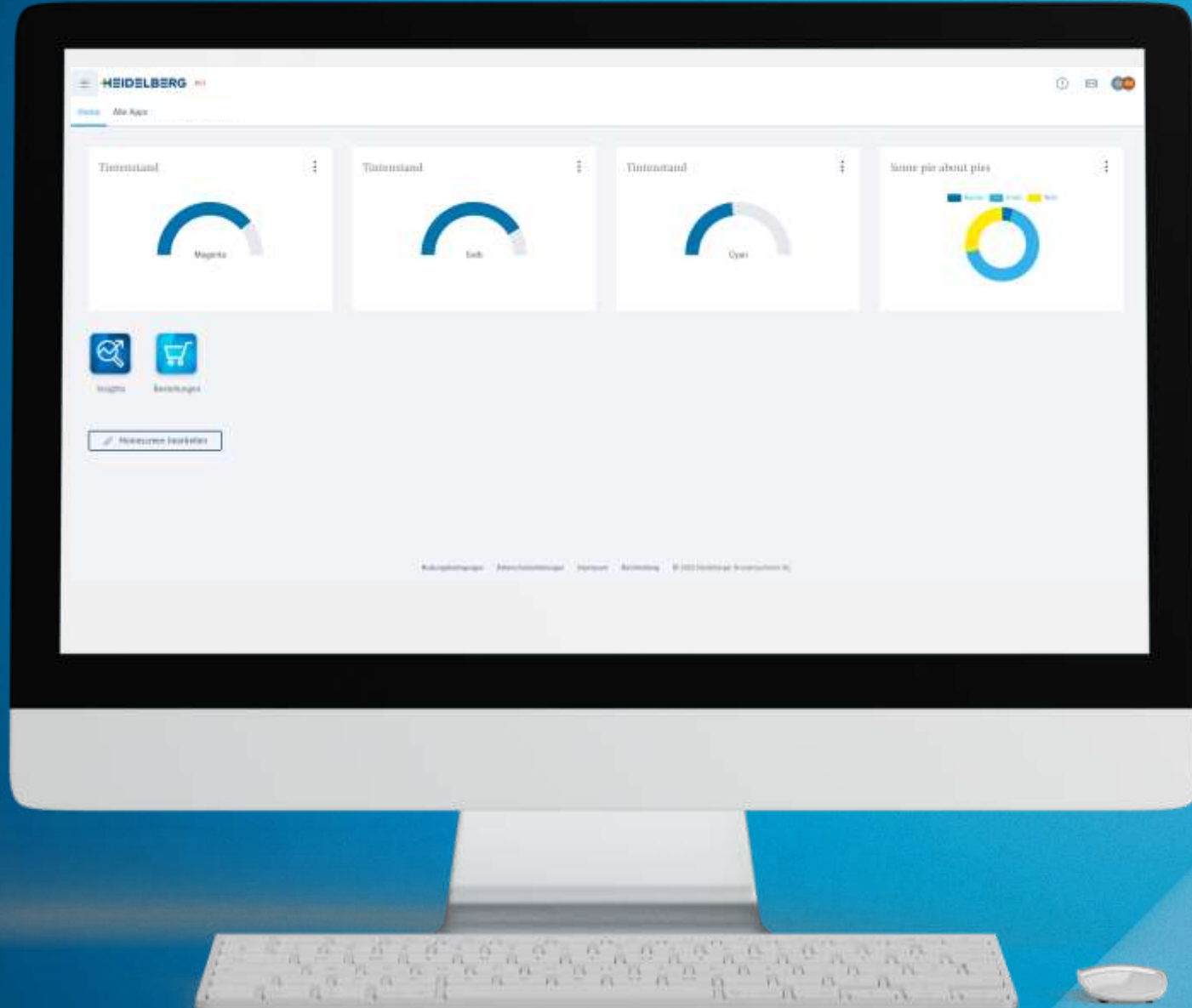


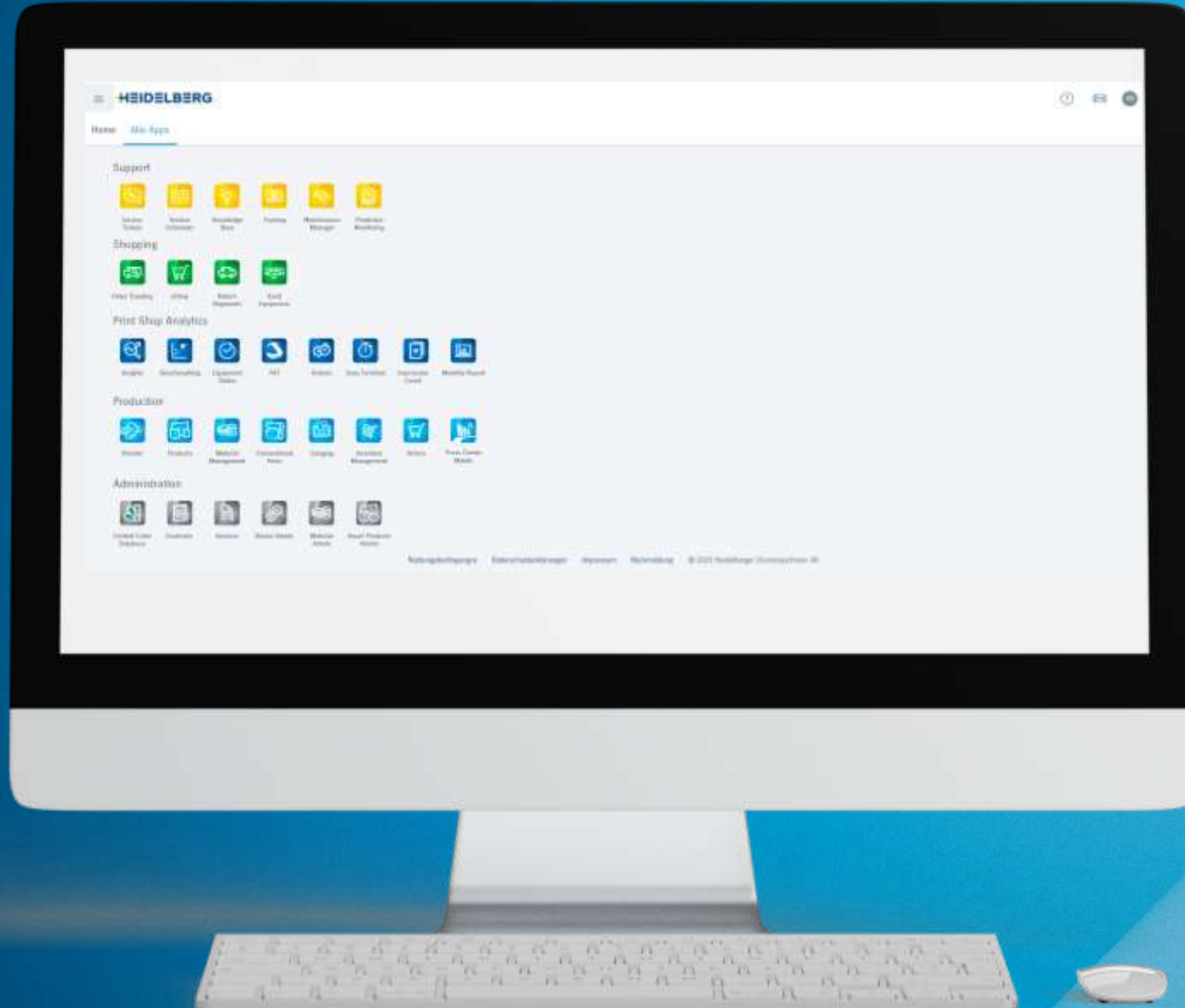
The whole printshop in one portal





Let's have a closer look





HEIDELBERG

Home All Apps

Support

- Solution Center
- Service Advisor
- Knowledge Base
- Training
- Malware Manager
- Productivity Monitoring

Shopping

- Print Training
- Other
- Direct Purchase
- Test Materials

Print Shop Analytics

- Analysis
- Dashboarding
- Equipment Status
- API
- Alerts
- Data Transfer
- Deployment Tools
- Monthly Report

Production

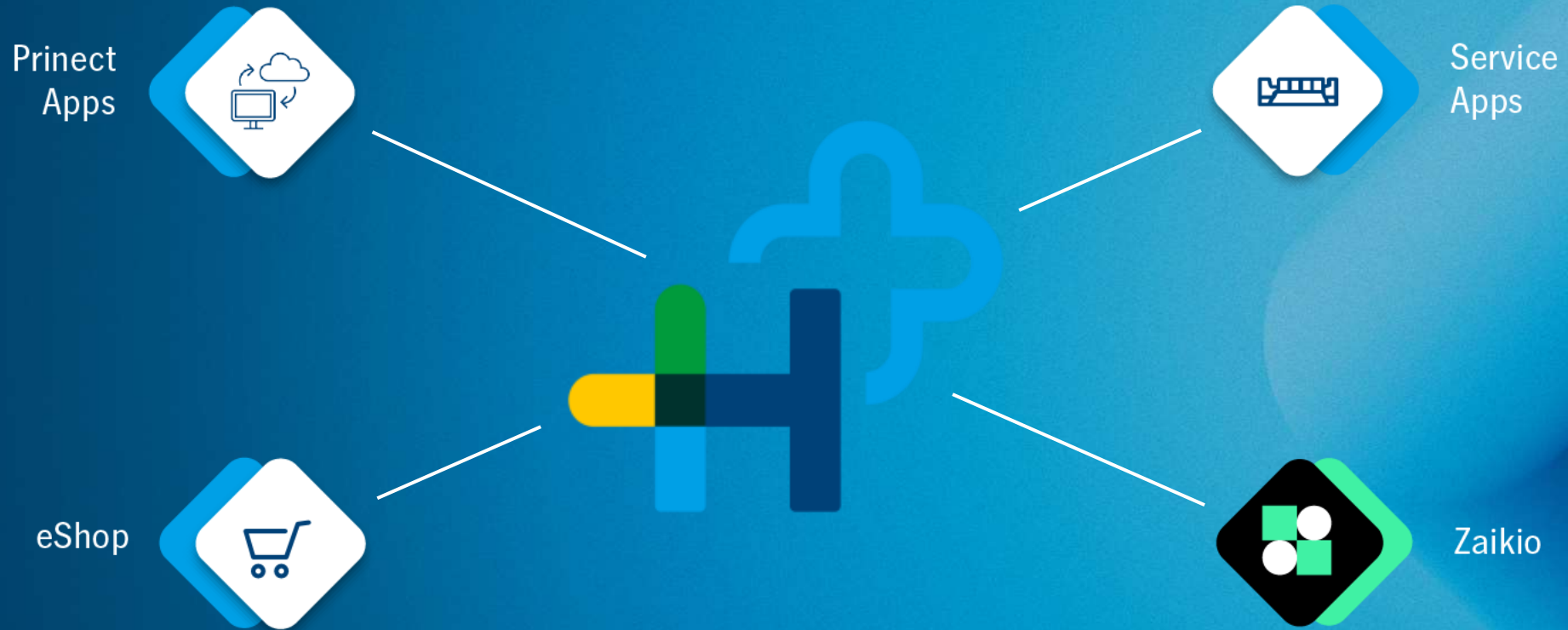
- Monitor
- Priority
- Material Management
- Production Plan
- Change
- Job Cost Management
- Alerts
- Ready Queue Monitor

Administration

- Global User Database
- Database
- Network
- System Status
- Machine Status
- Print Production Status



# Digital customer portal





# PRINT SHOP ANALYTICS



# Why Print Shop Analytics?





Dashboard overview

Full transparency

All relevant key figures

Target vs. actual comparison



Insights



Benchmarking



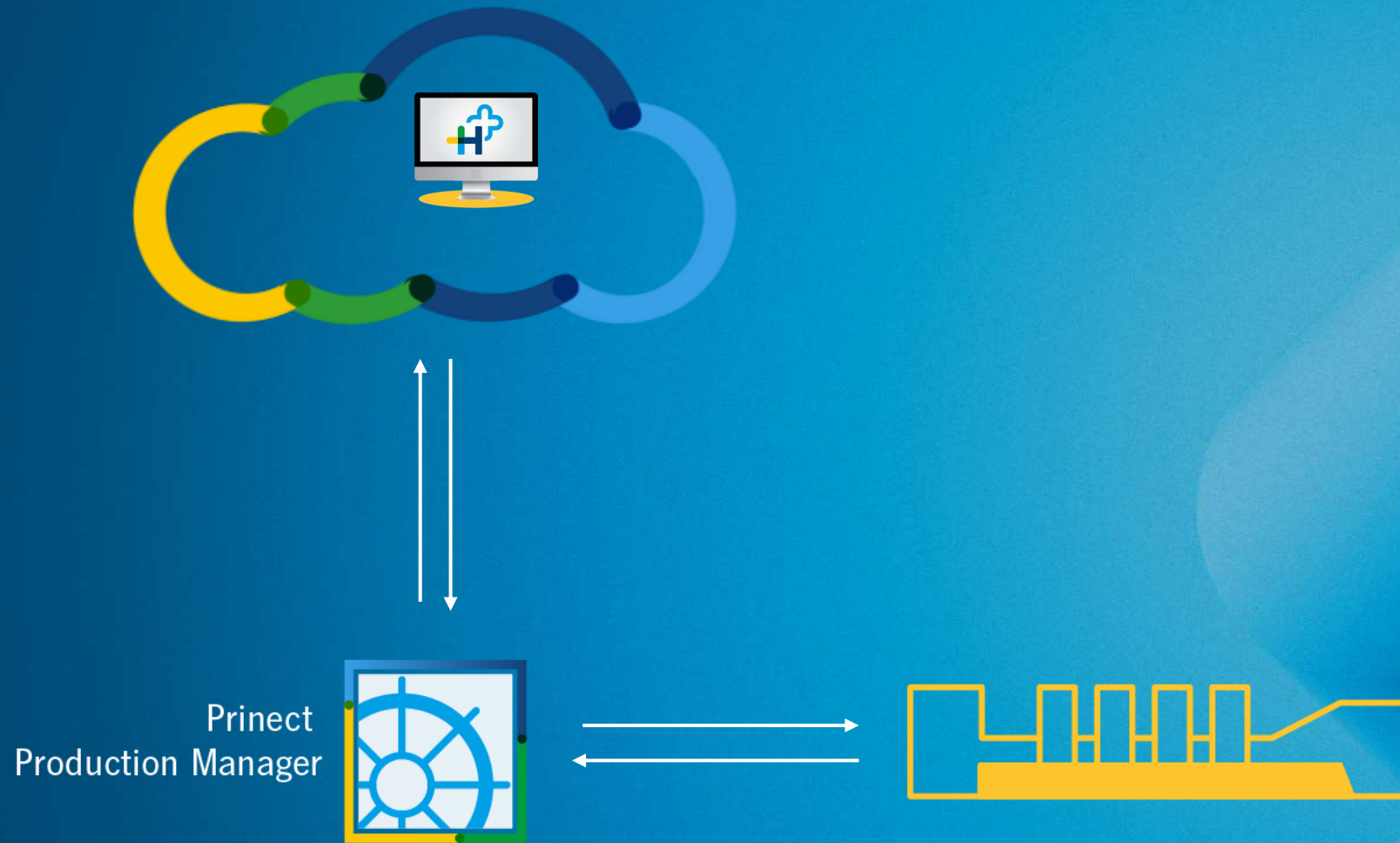
PAT



Real-time notifications  
Target vs. Actual comparisons  
Recommendation for  
corrective action



# PRINECT DIRECT





## Production



Smart Product



Orders



Ganging

## Administration



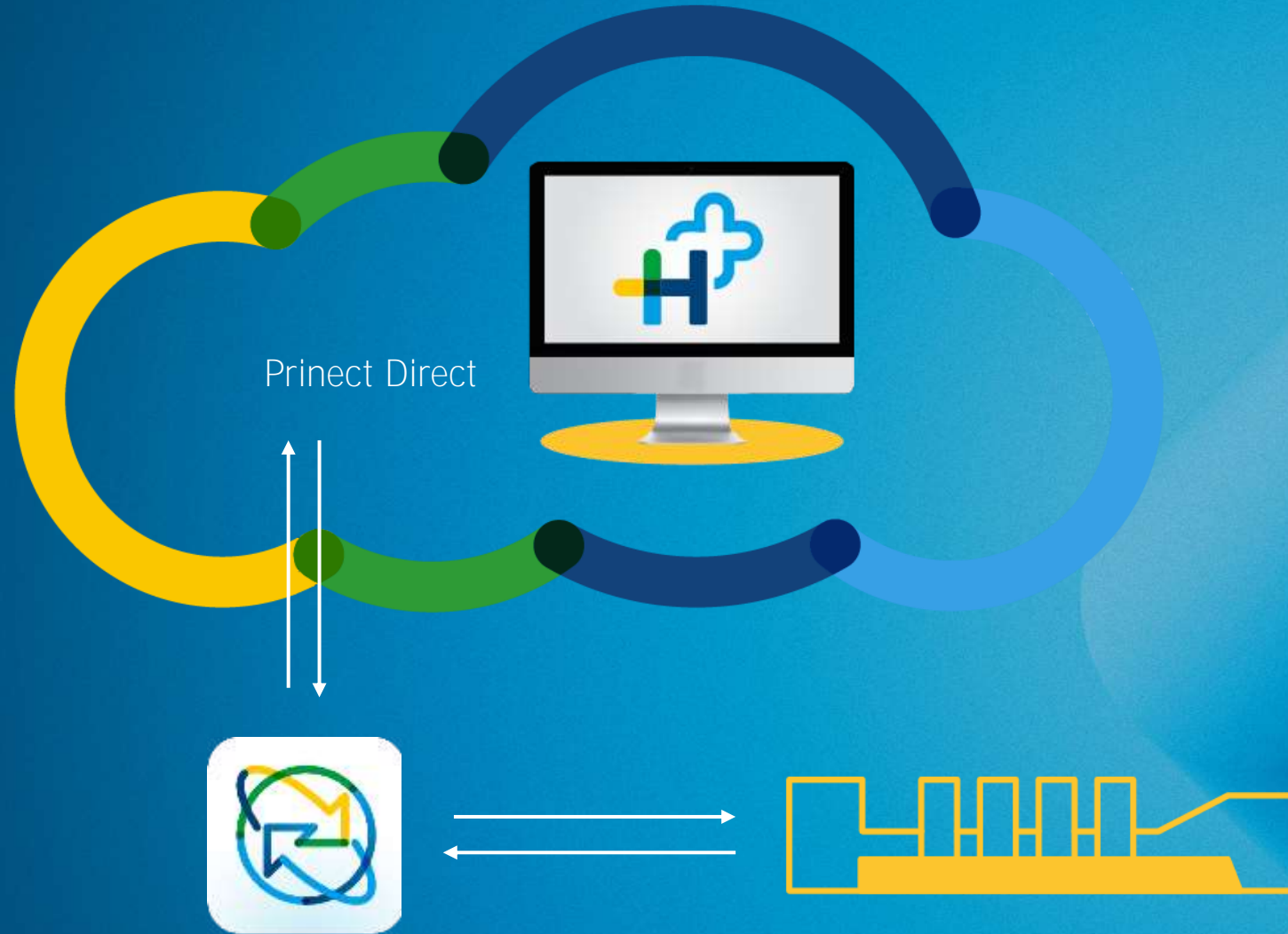
Device



Product

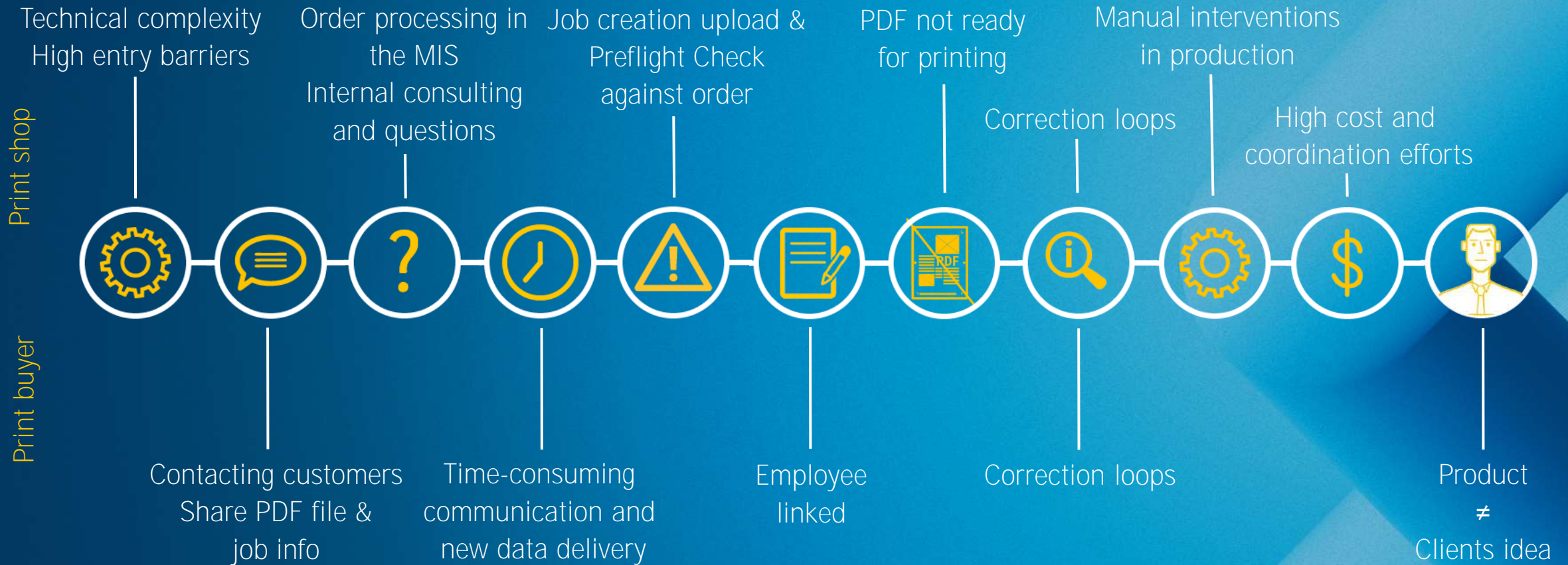


Material





# Workflow today



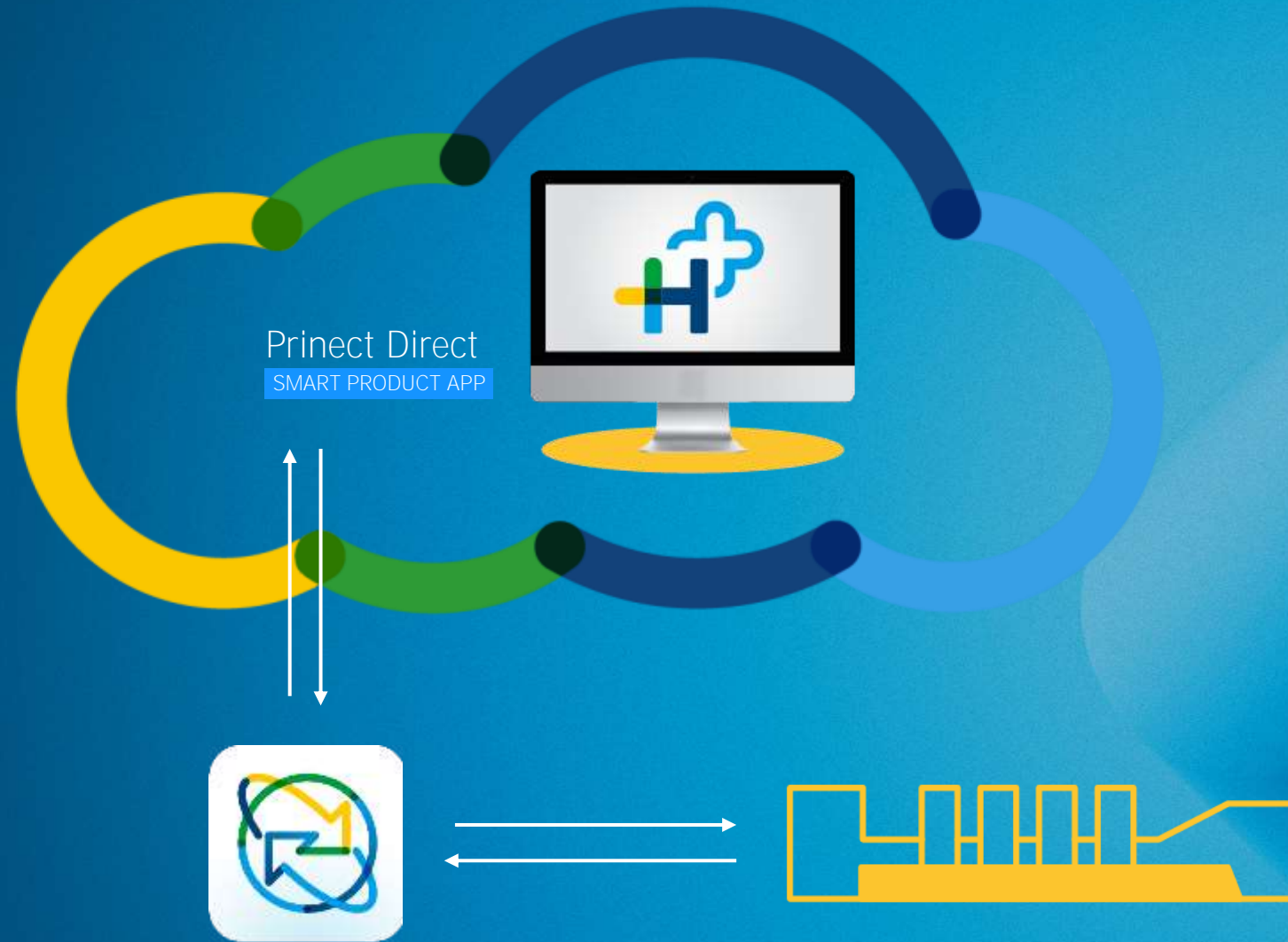




# Smart Product



- Integrated preflight also against product-intent
- No correction cycles
- Print ready PDF for autonomous production





# SMART PRODUCT APP

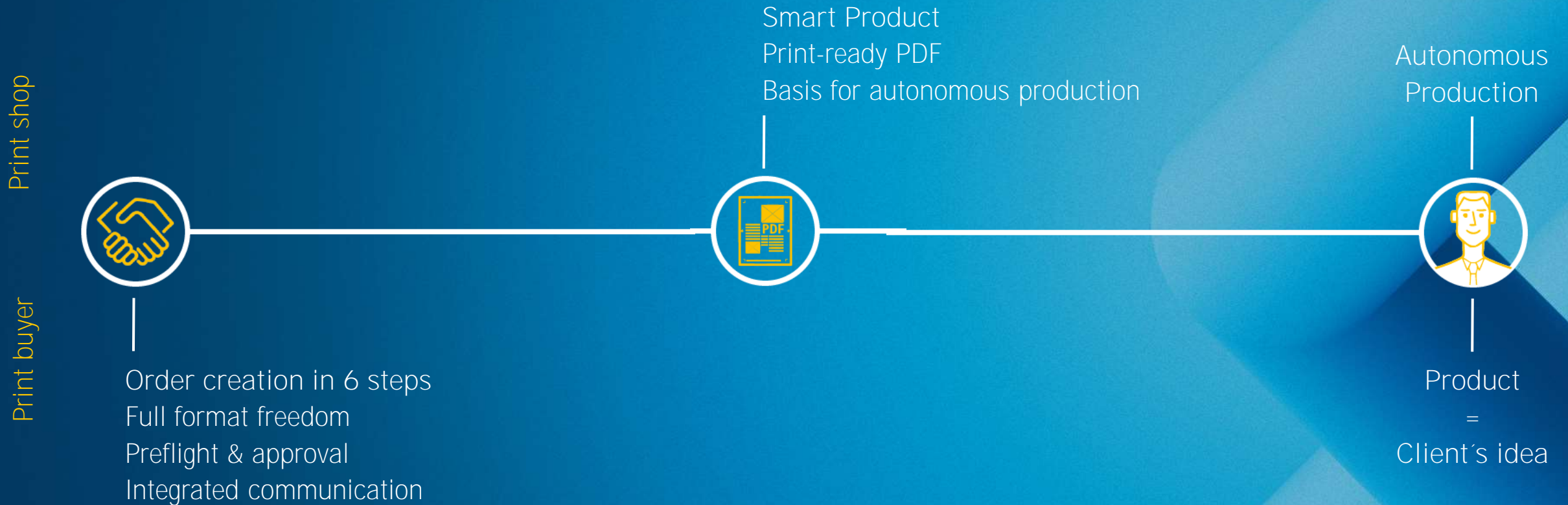


# Smart Product App

- Simple operation for different users
- Self-explanatory job creation
- Integrated PDF verification also against product intent
- Reduce or eliminate correction cycles to a minimum
- Encourage creativity and diversity in design and print production
- Smart product that enables autonomous production

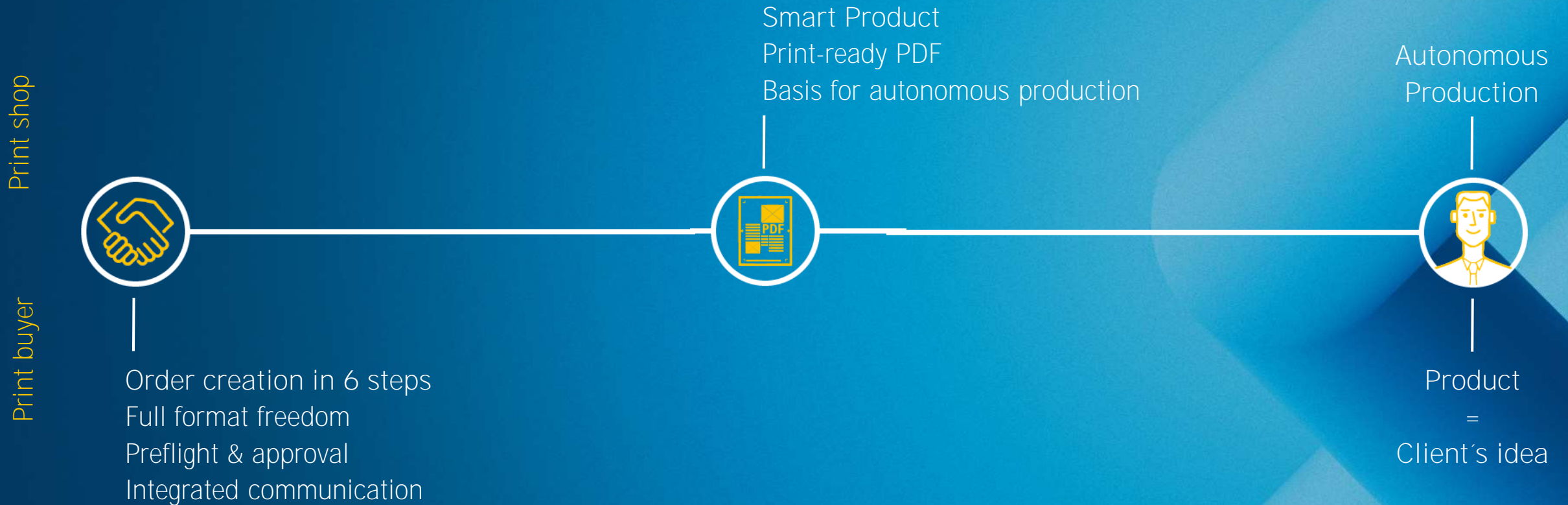


# Workflow within the Smart Product App





# Workflow within the Smart Product App





- Simple operation for different users
- Integrated Preflight also against product intent
- Reduce or eliminate correction cycles to a minimum
- Smart product that enables autonomous production
- Smart data transfer from the MIS
- New simplified front end for Smart Automation

Smart Product App – the first Prinect Direct App.