PRIIINT:_SUITE
WWW.PRIIINT.COM
THE LEADING MULTICHANNEL PUBLISHING PLATFORM FOR PRODUCT COMMUNICATION
Marketing and communication have always been a fine art. In these digital times, science is added to art: in almost every company, digital transformation is making its mark in marketing. Modern marketing now has to deal much more with data, processes and automation than in the past. In addition to the manifold digital challenges, classical offline communication is also developing further. Of course, it remains an important success factor in the customer journey, but it is moving more and more out of the analog corner and must therefore also be taken into account in digital transformation.

The print:suite helps to lift analog communication processes to a digital level whilst at the same time reducing the costs of classic product communication. Over the following pages we invite you to join us on a short journey to understand the why, how and what of print:suite ...
A consumer encounters a multitude of “touchpoints” on their customer journey. Around 20% of these are related to print and publishing, 20%! For this reason alone, analog touchpoints remain essential components of a successful customer journey. Despite all digital offerings, print media still has the ability to attract sustained attention. Rather, the more digital communication, the more print touchpoints stand out from the omnipresent offers of the online world. The tactile feel of the analog print world arouses emotions and complements digital communication in a unique way. Apart from that, the target groups of the “digital Aliens & Migrants” will continue to have an affinity to paper for years to come.

But print publications are changing as they are integrated into digital communication. They are becoming more individual, more targeted and more editorial. This applies not only to traditional print media such as catalogs, brochures, leaflets, flyers and price lists, but also to packaging, technical sales documents, magalogs, data sheets and much more.

The need to publish on-demand and context-related information is relevant for many print touchpoints. Thus the interlocking of print and digital touchpoints can be raised to the next level. In addition to optimized digitalized offline communication, there are other solid reasons to invest in automation...
It is worthwhile to automate print touchpoints, as this can significantly reduce internal and external costs. By means of automatic data transfer from source systems (PIM, DAM, ERP, web shop, etc.), the number of correction loops can be reduced, for example, thus avoiding time-consuming coordination and management in advance and maintaining redundant data is no longer necessary.

Thanks to automated layout creation, print touchpoints can be created more securely and quickly, in all languages and for all markets - right up to 1:1 on-demand production including digital print publications.

In addition, printing costs can be reduced through lower, targeted editions. Use the potential for your print and publishing touchpoints...

6 REASONS WHY INVESTING PAYS OFF

- Avoid duplication of data maintenance
- Reduction of external agency costs
- Reduction in correction and proofing cycles
- Reduction of printing costs
- Improved time to market for print publications
- Digital Print Publications
The print:suite helps to create different touchpoints for B2B and B2C companies. Customers of print:suite create different types of print media: price lists, general and target group catalogs, leaflets, self-mailers, labels, inscriptions, technical sales documents, packaging, product and application-oriented data sheets, scrollable e-catalogs, parcel supplements, invoices, online banners, package inserts, customer and employee magazines, magalogs, in-store communication media and many more.

The print:suite integrates the most diverse data sources (e.g. ERP, PIM, MDM, DAM, CRM, CMS WebShop, MRM systems), making the data and information usable for marketing and for print touchpoints.

Simply put, this means that the same data is used for the print channel as for digital channels. This ensures a consistent customer experience when it comes to product information. The modularity and scalability of the print:suite makes it possible to successfully automate the print touchpoints in the company in order to integrate them step by step into the digital communication strategy. Learn more about the modules of the print:suite...
The print:suite is a modular system that can be operated as an integrated publishing platform. Alternatively, the individual components can also be used singularly. This offers unique scaling possibilities - starting from a single-user solution for the creative designer to a company-wide enterprise publishing system.

The components of the print:suite undertake different tasks:

**Data Management**

With print:hub, a wide variety of source content systems can be easily integrated to make the data usable for marketing purposes.

**Publication Management**

The print:planner manages and supports the entire publication creation process: Compiling, page rendering, page finishing, corrections, data preparation.

**Output**

The print:rendering engines offer various components for output to InDesign, Illustrator, PDF and HTML5.

Learn more about the print:suite components on the following pages...

The modularity of the print:suite allows the components to be used individually or in combination. Thus, a publishing platform can be successively built up to meet all requirements.

**PRINT: HUB**

The print:hub is the basis of the print:suite. The middleware facilitates the integration of different data sources and allows you to manage the data yourself. All components of the print:suite access the data provided through the print:hub.

**PRINT:COMET PLUGINS FOR ADOBE INDESIGN**

The new automation solution for Adobe Illustrator. For automatic updating of Illustrator files or adaptation to languages and countries.

**PRINT:COMET PLUGINS FOR ADOBE ILLUSTRATOR**

The automatic and non-linear adaptation of document formats for InDesign. A valuable tool for producing advertisements in various page formats or for dynamic label production.

**PRINT:ADJUST FOR ADOBE INDESIGN**

The automatic and non-linear adaptation of document formats for InDesign. A valuable tool for producing advertisements in various page formats or for dynamic label production.

**PRINT:PLANNER**

Web-based component for collaboration and management of publications. The print:planner can also be used in conjunction with the rendering server as an enterprise web-to-print system.

**PRINT:PLANNER TABLE CONFIGURATOR**

This makes it easy to compile and configure tables for print media.

**PRINT:RENDERING SERVER**

Server-supported automation enables InDesign and PDF documents to be generated and updated independently.
Data is the alpha and omega for marketing. Not only for addressing target groups, but also for automating marketing processes. This applies to both digital and offline media. The prerequisite for automation is the provision of data.

Often, product information is provided and revised repeatedly in marketing, without referring back to data that already exists elsewhere in the enterprise. This leads to unsatisfactory quality and substantial additional costs. The print:hub opens the doors to the company’s existing data sources for marketing, eliminating the need for error-prone and time-consuming additional work.

The print:hub is a unique middleware that makes it possible to use data from different source systems via interfaces or as an import. This data is consolidated "virtually" and made available for digital and analog marketing processes. Additional data can be created in the middleware by adding publication specific rules to the data.

The data consolidated in print:hub is displayed in a web application. These can also be edited.

The print:hub offers generic connectors that can access a wide variety of data sources. There are already interfaces to more than 50 content systems, enabling an ad hoc connection to many other systems.

The print:hub makes the data available to the management and output components of the print:suite. Find out more on the following pages...

**HIGHLIGHTS**

- Fast and easy integration into data sources
- Interfaces to more than 50 content systems
- Import of data
- Visualization of data in a web application
- Consolidation of data sources
- Provision of data for digital & analog touchpoints
The communication output that marketing has to provide is constantly increasing. To manage this challenge, standardized, automated and scalable processes are required. The priint:planner helps to implement these processes “systemically”.

The priint:planner is a collaborative web application that manages, creates and monitors print publications. The creation process for print touchpoints is supported holistically: From content compilation, rendering and correction/updating of documents to data distribution of generated InDesign or PDF documents. Thanks to the collaboration functions, external agencies and media service providers can also be integrated into the creation process.

Even complex, extensive and multilingual publications can be produced quickly and efficiently thanks to the simple and intuitive working environment.

Here is an example: InDesign® documents can be digitally annotated via the web browser. These digital notes are displayed to the editor in the InDesign® document. Once the changes have been made, the user can in turn make notes or change the document status.

Compliance with publication-relevant work is organized via defined tasks in the integrated workflow system, with production monitoring carried out visually by means of a status check in the browser.

The priint:planner is thus the ideal tool for organizing and monitoring the publication process holistically.

Compilation of publications in terms of content
Powerful functions for language and market adaptations
Server-based rendering & updating of documents
Digital correction module
Enterprise Web-To-Print
Powerful workflow system
Comprehensive role and rights concept
Presenting technical information in a confined space is complex and requires a lot of ingenuity. Therefore, the priint:suite offers a variety of options to create tables quickly and easily and to handle them efficiently.

One of these options is to create tables individually for print output. The print:planner offers a module with which table templates can be created by the user with just a few clicks.

These table templates can then be used for the output of data and individually be adapted to the print layout. A preview function always provides visual feedback on how the table is rendered. To minimize the editing effort, table configurations can easily be reused for other publications.

On the following pages you will learn more about the output components of the priint:-suite.
The priint:comet InDesign plugin is the leading integrated automation solution for Adobe® InDesign®. With it, increased efficiency can be achieved for all types of publications. From freely designed mail order pages to fully automated industrial catalogs. The priint:comet plugins are seamlessly integrated into InDesign® and can be used as stand-alone or groupware solutions. In addition to the various functions for automated page generation (flow layout, raster layout, free layout), the focus is on the correction and change process: automatic updating of content, automatic exchange of content (e.g. product swaps), intelligent reorganization of page content, page stretches without detail loss and supporting a digital correction process.

The priint:comet functions are consistently based on the InDesign® standard functionality. This ensures a high level of user acceptance and low training and familiarization costs. The templates are created in InDesign®; the user does not have to leave their familiar working environment.

In addition to automation on the desktop workstation, the priint:suite also offers server-supported automation functions. Find out more on the following pages...

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The priint:comet InDesign plugin is the leading integrated automation solution for Adobe® InDesign®. With it, increased efficiency can be achieved for all types of publications. From freely designed mail order pages to fully automated industrial catalogs. The priint:comet plugins are seamlessly integrated into InDesign® and can be used as stand-alone or groupware solutions. In addition to the various functions for automated page generation (flow layout, raster layout, free layout), the focus is on the correction and change process: automatic updating of content, automatic exchange of content (e.g. product swaps), intelligent reorganization of page content, page stretches without detail loss and supporting a digital correction process.

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Simple and intuitive operation

Support of all layout types

Delta comparison without loss of manual layout changes

Bi-directional source data update possible

Digital correction annotation support

Templates are created in InDesign
The connection between print:planner and rendering server allows you to automate a large number of routine tasks on the server side. The InDesign server and the comet pdf-renderer are supported as rendering servers. The use of several rendering servers enables extensive scaling of the automation processes.

Server jobs can be started by the user in the print:planner application. In addition, workflows can become configured, which executes the server jobs that are planned, administrated and monitored using a web interface.

The load is automatically distributed between the instances of a server and also between several servers. An InDesign Server can be used by multiple publishing servers in parallel.

Typical tasks that are mapped by the server:
- Rendering InDesign documents
- Rendering of PDF documents
- Updating InDesign documents with current data
- Automatic creation of language and market versions
- Preflight check
- Print preview for external systems

The rendering server offers a variety of possibilities to relieve the user of routine tasks and save time.

The rendering server is an essential part of the print:suite as an enterprise publishing platform. Find out more on the following pages...

**HIGHLIGHTS**

- Support for InDesign® Server
- Support print:comet pdf renderer
- Support of multiple rendering servers incl. load balancing
- API for control by external systems
- Monitoring server Jobs
- Scheduled server jobs
Marketing is facing a radical digital change. Digital marketing has to deal with data, processes and automation much more than before. Comprehensive and continuous support of marketing through systems is becoming increasingly important.

The establishment of a publishing platform that supports these processes holistically reduces costs, dramatically increases communication output and is a prerequisite for a company-wide rollout of standardized publishing processes.

The print: Suite is a scalable enterprise publishing platform on which - in addition to the standard functionalities - customer specific functionalities and applications can be implemented via a plugin technology.

Interfaces to all leading PIM systems and many other content systems are available.

The print: Suite is a worldwide leading publishing platform for product communication and layout automation.

A worldwide operating partner network of system integrators, agencies and media service providers can quickly implement publishing projects.

- Powerful middleware for the integration of various data sources
- Enterprise Web-to-Print module
- Support for all types of print touchpoints
- Scalable Java Enterprise Architecture
- Expandability through plugin technology