Create multilingual main and excerpt catalogs automatically

pulsiva

Pulsiva is a brand of Lusini, a global B2B mail order company for the hotel and catering industry based in Wertingen, Bavaria. The company has 7 locations in Europe and is the European market leader with around 550 employees. Lusini produces over 40 advertising publications with approximately 40,000 articles annually in Germany alone.

Since its beginning in Nuremberg in 2008, Pulsiva GmbH has been on the road to success as a leading supplier of hotel and catering supplies. Pulsiva is the price leader in the discounter category. The company offers a proven, price-oriented standard range of products and guarantees the high quality needed for the catering industry as well as fast delivery. For Pulsiva, professionalism is the highest priority.

Opportunity

At the time of the project launch, Pulsiva produced 9 main and pullout catalogs per year, each in 9 languages. The objective was to automate catalog production by placing products on the page layout via drag & drop. Since the basis for automation is well-structured data, this had to be accomplished first. Prior to the start of the project, this data was maintained twice: in the advertising material and in parallel in the content system. This inevitably led to an increased error rate and considerable additional work.

Solution

The project was planned and implemented in two phases. In the first phase, the placeholders in the layout were linked to the data in the database, so that the data from the content system was available directly without copy & paste. This enabled partial automation, which resulted in a time savings of about 50%. In the second phase, the introduction of visual planning with the priint:suite Layout Briefing Module enabled pre-planning of the pages in the predefined layout.

Advantages

✔ **Digitization of manual processes**
Minimization of error-proneness as well as significant time savings through one-time and central data maintenance.

✔ **Faster time-to-market**
Fast response capabilities due to the sizeable reduction in production times.

✔ **Digital correction process**
Digital and workflow-controlled correction processes ensure current and correct data in every issue.

✔ **Elimination of double work**
Ready-made double pages, single pages or additional templates are transferred, allowing for making language changes easy to implement.

✔ **Direct connection to all systems**
Seamless integration into the current system landscape.

From professionals for professionals:

At the time of the project launch, Pulsiva was producing over 170 million pages annually with regular price updates of around 5,000 items. Today, automated and template-based multilingual media production not only saves time, but also money.

Before the start of the "automated catalog production" project, Pulsiva maintained all information, such as prices, texts or order schemes, twice. Firstly, directly in the print advertising material and secondly in the PIM system. This made it impossible to update the data at short notice and turned the entire publication creation process into a lengthy and enormously error-prone process. After all, the basis of any customer communication should be error-free, consistent data. In order to provide this for future, automated production, these data sets had to be merged from the various sources.

The first step was to consolidate the data in the ERP and PIM systems. In parallel, layouts with dynamic templates were created in Adobe® InDesign®. The necessary placeholders were created directly and linked to the data in the PIM system. This integration in the first phase of the project enabled Pulsiva to identify missing data at an early stage and add it to the system. Through this process, it enabled the paritally automated generation of the main and extract catalogs, including the language variants. This reduced the error rate and throughput time which resulted in a reduction in production time of approximately 50%. The experience gained in the first project step was essential as a basis for the next step, the further digitization of the processes.

In the next phase, the integration of the priint:suite Layout Briefing Module now enables the planning of catalogs via drag & drop. Products from the PIM system can be transferred directly into the dynamic templates for the respective pages of the catalog. It is possible to schedule the articles on double pages as well as in one spread. In addition to scheduling, other functions are now available to support employees. For example, a preview function shows what the scheduled page will look like with just one click. For previously designed templates, single or double pages incoporated very easily for language variants or language changes using the snippet function and the digital correction process. Additionally using the digital notes not only tracks the historyof the project but also leads to further time savings.

Project start profile:

*   Integration of interfaces to ERP and CONTENTSERV
*   Introduction of catalog automation for 9 different languages
*   Consolidation of the existing data silos
*   Optimization of layouts and processes for automatic catalog production
*   New CONTENTSERV interface to priint:suite as well as a separate price interface

Enterprise Solution Partner

SDZeCOM // System Integrator & System Architect

SDZeCOM has been implementing database publishing projects since 1995, one of the first companies in Germany. In total, SDZeCOM employs a large team of developers for priint:suite projects, as well as IPMA Level-C certified project managers.

In the project, customers benefit from the proximity and direct line to the developers at Werk II. The example of a development partnership for the priint:comet pdf renderer shows how this can be advantageous for customers. The pdf renderer was developed together with Werk II in a customer project. Successfully implemented projects include customers such as Lusini, Walbusch and MeisterWerke Schulte.

In order to provide customers with the best possible support, SDZeCOM also regularly offers special database publishing training courses in its own training center. In-depth insights into the priint:suite technology as well as the connection of various PIM systems to priint:comet are offered. In addition, SDZeCOM has a customer-oriented point landing video "Publication Analysis" or user-friendly downloads, which include a wide range of experience broken down into "10 Tips for Successful Database Publishing".

Additionally, SDZeCOM takes its experience from numerous projects in the area of Product Information Management (PIM) and Master Data Management (MDM). SDZeCOM is not only a successful implementation and development partner of priint:comet, but also a strategic partner of the leading PIM and MDM system manufacturers. In its own business units, SDZeCOM implements PIM and MDM systems from well-known software manufacturers and adapts them to the needs and circumstances of its customers.

SDZeCOM belongs to the nationwide partner network United E-Commerce and is able to offer very complex and holistic solutions for digital sales. Furthermore, SDZeCOM is a partner of Aalen University and dual universities in Baden-Württemberg.
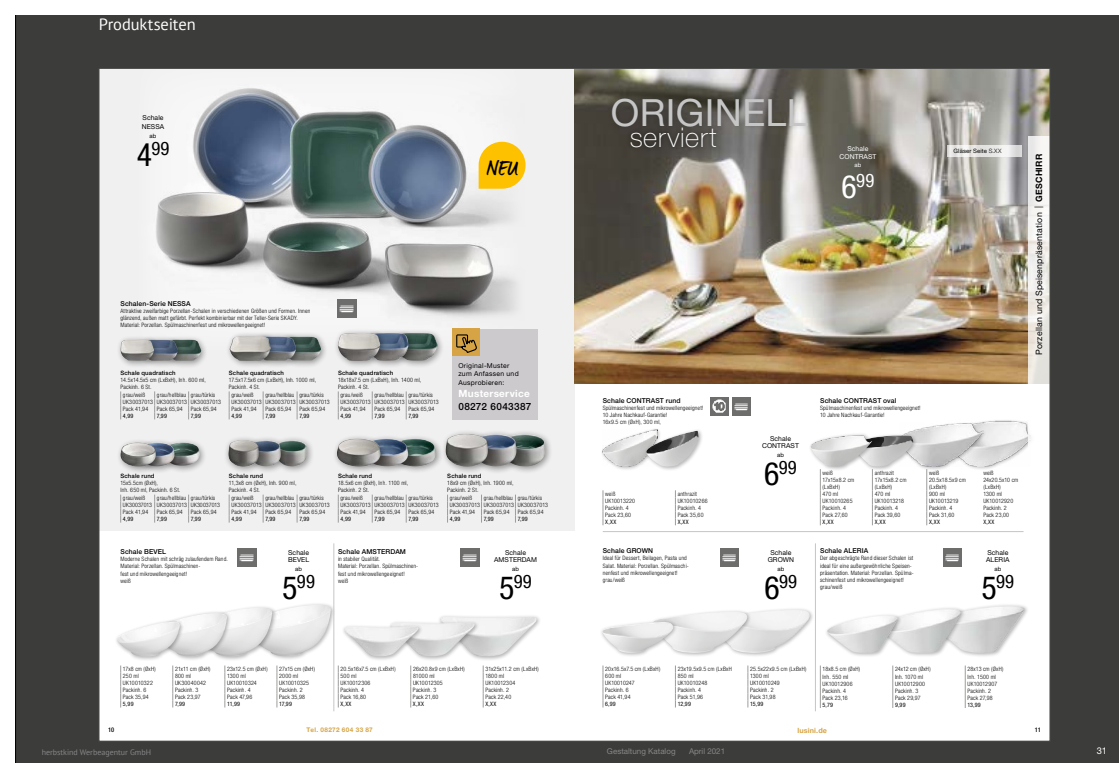
„The automated and template-based production of our catalogs in different language versions has saved us up to 50% in terms of time and money. The scalability to the entire company is another milestone."

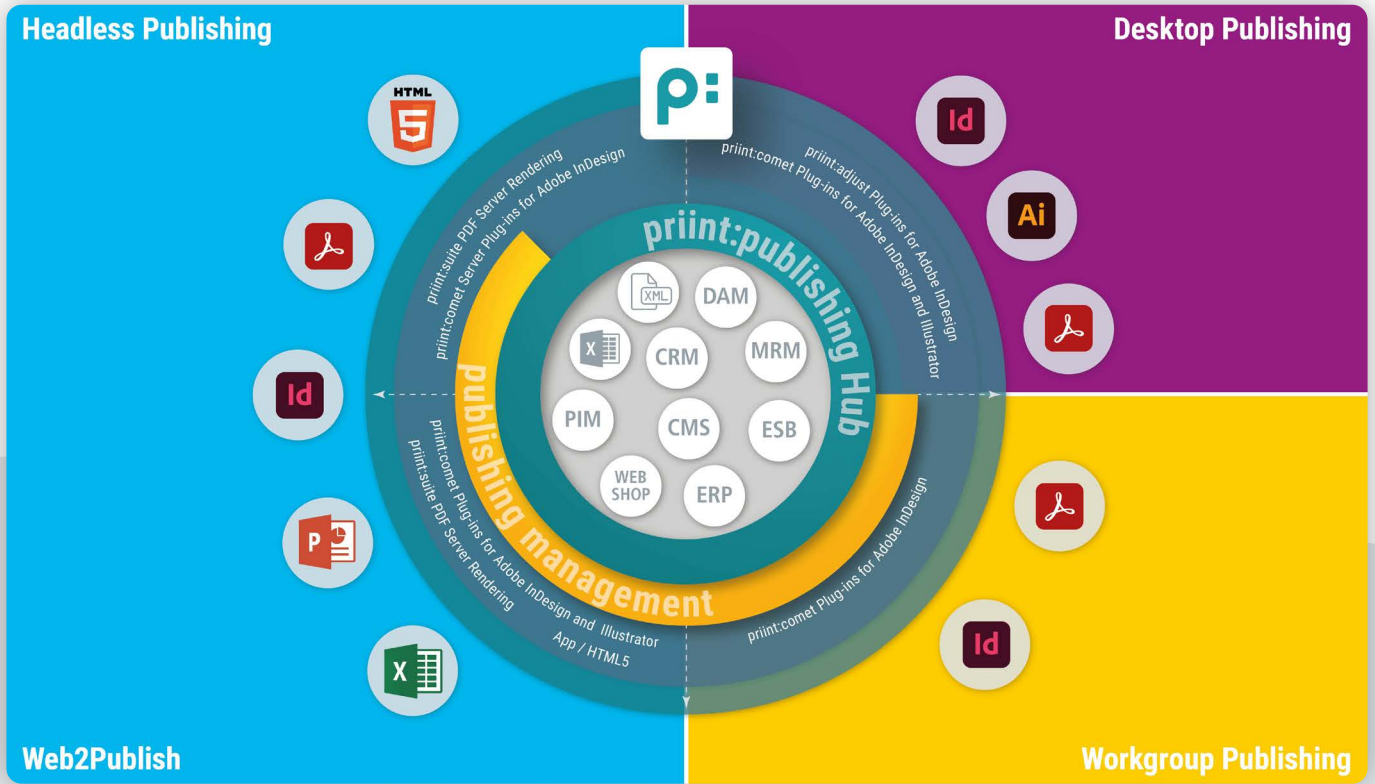**Nicole Greinwald, Team Leader Marketing Europe, Pulsiva**

Key Facts

*   **Certified Enterprise Solution Partner**
*   **Region: D-A-CH**
*   **https://www.priint.com/en/partnerprofile/sdzecom.html**

Certified SOLUTION PARTNER ENTERPRISE

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Desktop Publishing

Web2Publish

Workgroup Publishing

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priint:comet Plug-ins for Adobe InDesign and Illustrator

priint:comet Plug-ins for Adobe InDesign and Illustrator

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priint:comet Plug-ins for Adobe InDesign

priint:publishing Hub

publishing management

XML · DAM · CRM · MRM · PIM · CMS · ESB · WEB SHOP · ERP

priint:suite

The Solution for all Marketing Publication Challenges

Now more than ever, print and other digital publications are vital to staying connected with customers, colleagues, prospects and audiences. That's why more than 500 satisfied customers and 100 solutions partners trust priint:suite to modernize, automate and simplify their digital and print publishing processes.

priint:suite plug-ins for Adobe® inDesign® and Illustrator® enable organizations to integrate the most diverse data sources (ERP, PIM, MDM, DAM, CRM, CMS Web-Shops or MRM systems), making their information usable for any type of publishing project.

The same data and flexibility that fuels digital communication can be seamlessly utilized in the digital and print publishing channels with simply one click, ensuring a consistent message and customer experience across all channels.

priint:suite is both modular and scalable, making successful and cost-effective print process automation possible for organizations of any size and connection to every stakeholder department within the organization effortless – enabling you to finally achieve a truly collaborative omnichannel communications program.

#NoMoreCopyPaste   #priint

More info?
Contact us!

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