eCommerce

DAM

PIM

ESB

ERP

XML

WEB CMS

Web-Shops

Adobe InDesign

Adobe Illustrator

Print on Demand

PDF

html5

Adobe Express

Datenbereit-stellung

Make data sources usable for marketing

Make data from data sources usable for marketing. Avoid time-consuming and error-prone work.

The priint:publishing Hub is a flexible, configurable middleware that allows data from a wide variety of systems to be used for marketing and publishing. This prevents data from being maintained twice in different systems.

This eliminates error-prone and time-consuming data work. Data can be transferred, for example, from ERP, PIM, MDM, DAM, CRM, CMS web store, MRM or other systems.

The priint:publishing Hub provides the data for the priint:suite output components such as Adobe InDesign and Illustrator.
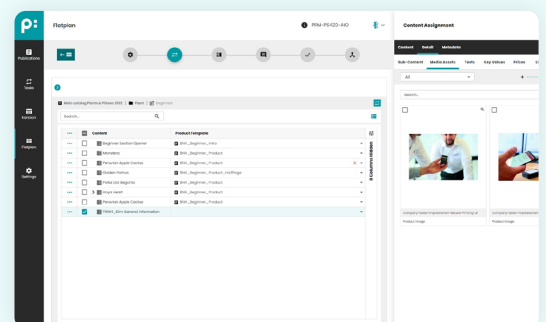
#NoMoreCopyPaste

Data provision

Data enrichment

Display of data from the middleware priint:publishing Hub

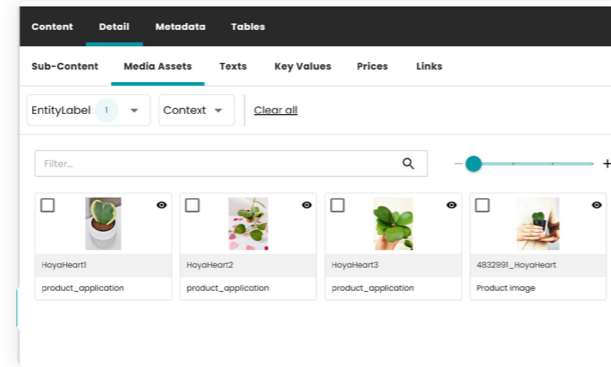## Making data usable for marketing and publishing processes

Data from the various systems can be „virtually" consolidated and made available for digital and offline marketing and publishing processes. The connection to the systems is live via connectors or the data is imported into the middleware. In addition, this can be enriched or transformed within the middleware. Preconfigured standard connectors are offered for many systems as part of the standard scope. The other modules of the priint:suite access the data of the priint:publishing Hub middleware.
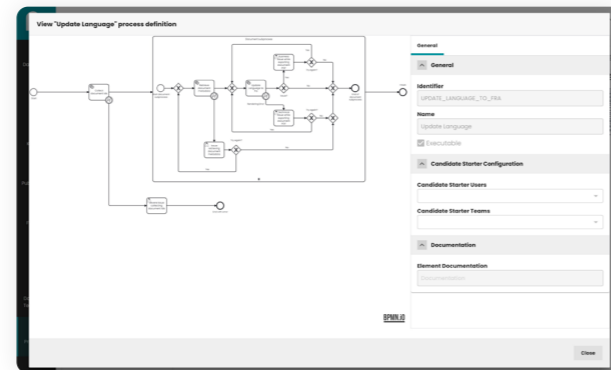
Live connection of systems via connectors

Data from other systems can be queried live. The live integration of systems avoids redundant data storage as well as complex import and synchronization processes. The live connection is made via connectors. The flexibility and performance of the connectors allows for a quick and easy connection between any system and the priint:suite. The connectors offered by priint:suite are preconfigured for connection to the respective systems and then can be customized for an individual implementation.

Import data

In addition to the direct live connection to systems, data can also be imported into the priint:publishing Hub middleware. Data can either be transferred via a push service or imported via a dedicated import module.

Display of data from the middleware priint:publishing Hub

Creating processes in the BPMN editor

Data visualization

The date consolidated in priint:publishing Hub is directly available in priint:planner, priint:whiteboard and in Adobe® InDesign®. In addition, a web frontend is available, which displays the consolidated data, e.g. for data control.

Channel enrichment

Often, existing data needs to be adapted for the print channel: adaptation of the contents to the layout, management of additional links between data elements or control information for output to different print touchpoints, etc. The priint:publishing Hub middleware offers the ability to further extend or adapt the integrated data. Further, print-specific content can also be created. The user can adapt, extend and create the date in a web frontend. The web frontend works generically. The creation of the virtual data model generates a web frontend. Additionally, individual web frontends can be configured. An XML-based UI Kit is provided for this purpose.

Virtual data model

A virtual data model (entity model) is created in the priint:publishing Hub. The entity model defines which data objects (=entities) are to be retrieved from which system. Multiple entity models can be stored in the priint:publishing Hub. The information from each of the connected systems is mapped to defined classes (Bucket, Cord, Text, Key Value, Price, Media Asset, Content Meta Data). In addition, entities that consist of data from multiple systems can be defined. Data providers retrieve the data of an entity model and are independant of the connected data systems. This means that integrated data systems can aslo be changed at a later date without having to change data exports, templates, etc.
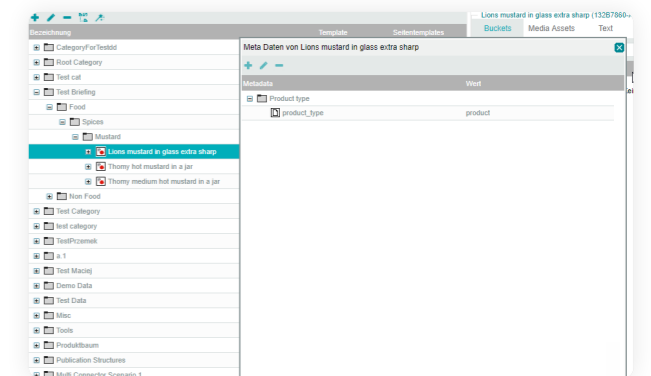
BPMN Workflow Engine

Camunda is used as the workflow engine. Processes can be created graphically within the priint:suite. Be it for imports, exports, document creation and updating and much more.

Data delivery / Data export

The priint:publishing Hub delivers via standard data providers. Data providers are configured functions to retrieve and process data from the middleware. For example, data providers are used for page rendering and updating InDesign® documents with the data from the middleware. Additional data providers can also be configured. Those can be used for data export.

Data chaching

The priint:publishing Hub offers several ways to cache data, for example to speed up the rendering of pages. On the one hand, generic connectors can be used to define how lang data is chached without asking the connected data systems. Further, it is possible to store in the entity model for how long the data should be kept in the cache.
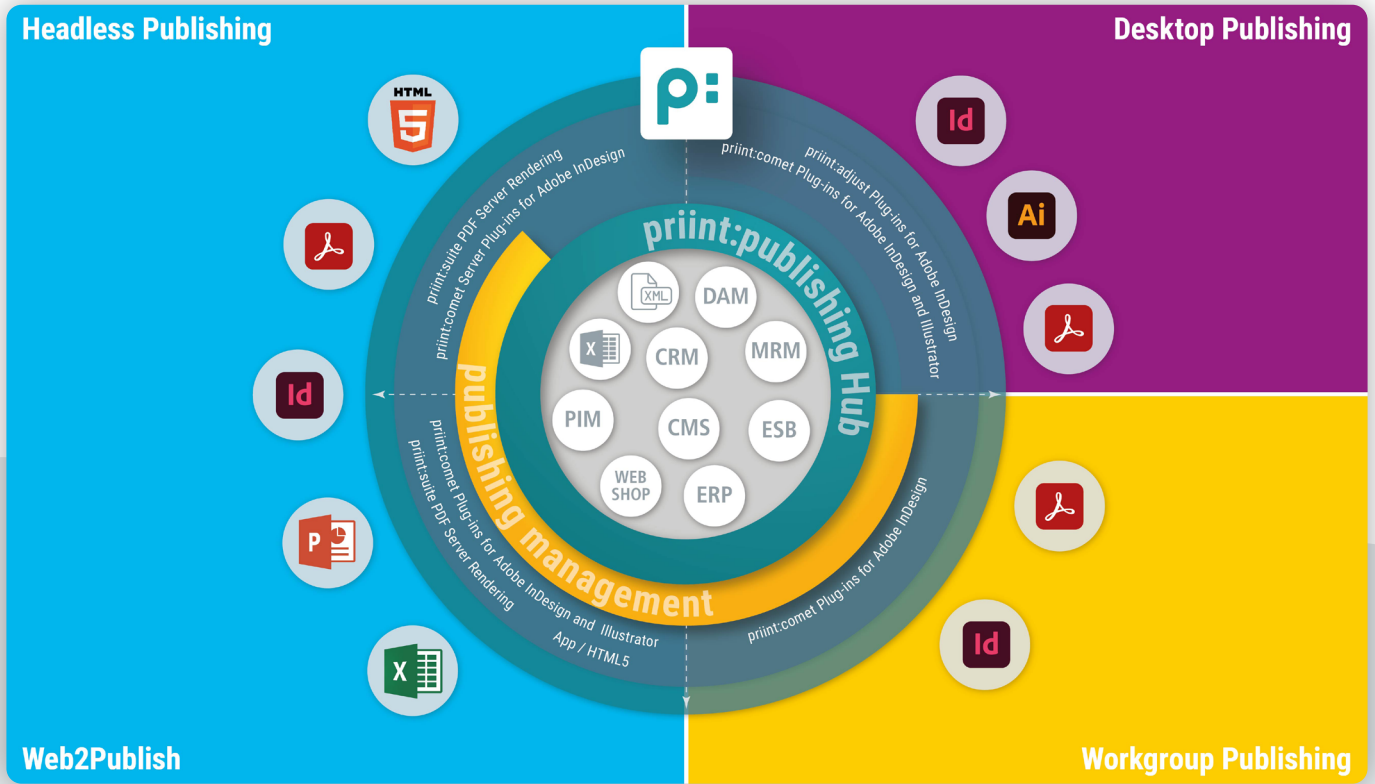

Management of metadata for any content

Headless Publishing

Desktop Publishing

HTML 5

priint:suite PDF Server Rendering
priint:comet Server Plug-ins for Adobe InDesign

priint:adjust Plug-ins for Adobe InDesign
priint:comet Plug-ins for Adobe InDesign and Illustrator

priint:publishing Hub

XML
DAM
X
CRM
MRM
PIM
CMS
ESB
WEB SHOP
ERP

publishing management

priint:comet Plug-ins for Adobe InDesign and Illustrator
priint:suite PDF Server Rendering
App / HTML5

priint:comet Plug-ins for Adobe InDesign

Web2Publish

Workgroup Publishing

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.

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Questions?
Contact us!

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