DIGITAL TRANSFORMATION

Create a print catalog with added value through eCATALOGsolutions
Stämpfli GmbH

Stämpfli AG

375 Employees from 16 nations

Stämpfli GmbH

18 Employees in Bregenz

DACH-Region + South Tyrol

Customers from the areas:
Medical engineering, Electrical engineering, Tools, Automotive, Sanitary, Construction and furniture fittings, Chemicals and Tourism
Where we can experience digital transformations today

– Searching on the internet instead of in an encyclopaedia
Where we can experience digital transformations today

– Online shopping
Where we can experience digital transformations today

- Private and businesses communication
Where we can experience digital transformations today

– Reading
Where we can experience digital transformations today

– Automated houses
Where we can experience digital transformations today

– Siri and Co.
Where we can experience digital transformations today

– Autonomous cars
Where we can experience digital transformations today

– 3D printing
Where we can experience digital transformations today

- Virtual reality
Digital Transformations

– Industry 4.0
– IoT
– And many other examples
Not only chances, also dangers

- Inhuman competition
- Only the biggest survive
- Falling income
- Rising unemployment
- Manipulated machines
Digital Transformations

– > Digital transformations are unstoppable
– > The world is more complex!
– > Our work is more complex
What makes up good communication?

Horst Huber, 2016

- Attract attention
- Stands out from the flood of advertisements
- Provokes attitudes
- Distinctive
- Branding
- Sustainable
- Relevant
- Clear
- Identifiable
- Informative
- Precise
- Comprehensive
- Current
- Always available
- Supports different devices
- Uses all relevant channels and Touchpoints
- Data provider for Big data
- Contextual
- Anticipative
- Individual
- Personalised
- Interactive
- Adaptive
Product communication

- Product communication is becoming more complex:
  - More channels than before
  - More languages
  - More different, individualised documents

[Image: http://wtm-consulting.de/komplexitaet-managen-teil-1-von-4/]
The solution

eCATALOGsolutions/print module

- eCATALOG from CADENAS
- XML
- Stämpfli mS3 publish
- Print-Plugin
- Templates
- Template designer

existing PIM-Data bank

Print catalog

Adobe InDesign
mS3 Publish

- Full and semi-automatic creation of print publications
- Print publications of all kinds, e.g. Product catalog, detailed product data sheets, illustrated brochures or technical documentation
- Target-oriented approach
- Intelligent algorithms
- Flexible templates
What is the added value through creation with mS3 publish?

- Indesign document automatically generated
- Documents are editable
- Paper catalog
- PDF, are internally and externally linkable
- Link to Shop System are integratable
- Link to 3D catalog are integratable
- Any language is producible
- Different assortments are presentable
- Individual documents are producible
- Paper catalog is automatically producible
- Link to configurator is possible
Example

Company FIBRO

- Creation of print catalogs with mS3 Publish with a high degree of automation through CADENAS
- Creation of the template concepts with
  - Page templates
  - Content templates
  - Index templates

-Live example
Example

Company KVT

- mS3 PIM
- Print generator for catalog (InDesign-Generator)
- Magento-Webshop
Example

Company Wohlhaupter

- Using PIM with CADENAS interface
- Transfer of data by the 3D configurator
Example

Company Bossard

- mS3 PIM
- Dynamic Publisher InDesign
- Shop interface to Bossard WebShop
- BMEcat-Export of mS3-Data from CADENAS
Example

Company ACE

- mS3 PIM
- MAM System eyebase for image handling
- Independant country websites
- Integration of external CAD data and calculations
THANK YOU FOR YOUR ATTENTION

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Your module-based PIM-System
mediaSolution3
# mediaSolution3: Product classifications

<table>
<thead>
<tr>
<th>Entire system</th>
<th>Products</th>
<th>Modules</th>
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<tbody>
<tr>
<td></td>
<td>mS3 PIM</td>
<td>Product data management</td>
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<td>Media data management</td>
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<td>Import-Export-Interface</td>
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<td>Translation management</td>
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<td>E-Procurement</td>
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<td>mediaSolution3</td>
<td>mS3 Commerce</td>
<td>Web-CMS (TYPO3)</td>
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<td></td>
<td></td>
<td>Shop (Magento, Oxid, TYPO3)</td>
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<td>API</td>
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<td></td>
<td>mS3 Flip</td>
<td>Online (HTML 5)</td>
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<td></td>
<td>Front-end Offline</td>
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<td>App (iOS, Android)</td>
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</table>
mS3 PIM

- Media-neutral product data management
- Media data management (MAM)
- Import-Export-Interface
- ERP-Interface
- Data provision for all medias
- Translation management
- Electronic catalogs
Good reasons for mS3 PIM

Usage
- Media-neutral data banks
- Publication through the push of a button
- Simple Language-Management
- Automatic or semi-automatic creation in InDesign

Simple Handling
- Efficient maintainance
- Clear presentation

Stämpfli as System Integration
- Over 30 years experience in the areas of internet and systems
- One of the leading companies in the area PIM-Systems
- Know-how about the entire communication process in one place
mS3 Commerce

- Web-based product catalog creation on the internet (TYPO3)
- Online-Shop with order function and integration of the ERP-Systems (Magento, OXID)
- Online product variation assembly
- Free configurable searching within the product group through characterization
- Presentation of accessories and complementary articles
- Capable programm interface (API) for custom development
mS3 Flip

- Catalog presentation online
- Realistic pages
- Table of contents and category view
- Full text search, extensive linking capabilities, bookmarks
- Mobile access to product information through iPad/iPhone and Tablet-PC
Pflege der Inhalte durch Produktmanager, Übersetzer und Redaktoren

mS3

STAMMDATEN

mS3 Online
e-Link

mS3 Print
p-Link

mS3 Export
c-Link

VERTRIEBSPARTNER UND KUNDEN

mS3

ERP-System

Externe Daten

Stammdatenimport

Data Exchange

Data Import

SORTIMENT

PUBLIKATIONEN

strukturieren anreichen

zusammenstellen freigeben

PUBLIKATIONEN ONLINE

PUBLIKATIONEN PRINT

MAM-System

Translation Management System

MAM

Translation Management

VERTRIEBSPARTNER UND KUNDEN

mS3

Vollautomat Dynamic Publishing Server

Teilautomat InDesign Connector

E-Shop

E-Catalog

Mobile

PDF

XML