

## Catalogue management



The production of catalogues is undergoing an enormous change. Traditionally, catalogues are part of the main instruments for presentation and sale of products. Additionally, they influence the image of a company in the public. Therefore, high quality is of special importance. Up-to-dateness, short product cycles and focussing on the target groups are factors that increase time and cost pressure.

InterRed Print is the solution: The Multi Channel Publishing System administrates content media-neutral and centrally. It allows efficient teamwork due to Versioning, Business-Process-, comprehensive Workflow-, and Rights-Management. Thereby, the production times are shortened and the complexity is reduced. InterRed Print is provided with interfaces to established DTP-products, thereby enabling designers to continue working with their familiar tools. Additionally, InterRed provides the possibility to integrate enterprise resource planning, ERP- and CRM-systems. Data and contents do only have to be entered into a program once and can then be used in various ways.

The result: InterRed Print makes it possible to save costs by up to 75%, at the same time considerably reducing production times and improving quality.

## Recording product data

The contents are produced fast, efficient and with the help of familiar or self-explanatory tools. Changes are automatically adopted in all attached media. Thereby, you stay flexible up to the last minute and you are able to update contents 'at the push of a button' at any time.

### Your advantages:

- Easy browser-based operating
- Use of the familiar office applications

- Table assistant
- Integration of existent backend-systems
- Integration of CRM, ERP and enterprise resource planning

## Administrating product data

The central administration of the contents simplifies all processes, from the input to the output. The quick finding of information by full-text and structured search, comparisons of different versions, rights management of employees and external agencies shorten production processes and simplify the coordination between the involved persons. Comprehensive multilingualism (all languages are supported) and data exchange formats enable the production of catalogues by various company sites and the focussing on the target groups.

### **Your advantages:**

- Central media-neutral administration of the contents
- Synergy- and savings potential by multiple usage
- LDAP-connection and user administration
- Versioning and Business-Process-Management for easy controlling
- Automated data imports
- Support of XML, Java, JDF
- multilingualism

## Designing catalogues

InterRed sets no limits for the creativity in designing. It is provided with bidirectional interfaces to the current DTP-applications. Thereby, products can be worked on directly in the DTP. Preview and Proof do at any time assure that the produced catalogues will have the wanted appearance. Due to the unique PrintControlCenter Pricon you do always have the overview.

### **Your advantages:**

- Having the overview with PrintControlCenter Pricon
- Use of established DTP-software
- Preview and Proof support controlling

## Compiling catalogues

Personalized catalogues, that focus on target groups, are as easily possible as different price lists. Until the date of printing, the data, for example prices, can be updated 'at the push of a button'.

### **Your advantages:**

- Publication 'at the push of a button'
- Multi-utilization of once entered data
- Catalogues focus on target groups
- Integrated online-shop

## Secured future

InterRed is an established top-quality product at the market, which can considerably lower your process and production costs. At the same time the production times are reduced and the quality is maintained at a constant high level.

### **Your advantages:**

- InterRed is at the market since 1997
- Future-proof, media-neutral data keeping
- Integrated website-management and integrated CD-production with InterRed Online
- Standardized tools for all users
- Low costs for implementation and training courses