

Web-to-Print



Standard process web2print

Beside the operation as a full-value print and web content management system, InterRed is also ideally suited for prepress processes, as for example the creation of documents on the basis of standardized specifications. InterRed is provided with various functionalities for Web-to-Print, “Webtop-Publishing”, “Print factory” or for the generation of “automatic documents”. The support of publishing processes by the content management system stretches from the data input to the distribution of the digital product. This enables users in the areas B2B, as well as B2C, to transparently produce, for example, the following documents at low costs:

- Marketing materials
- Printable and web-enabled newsletter
- Datasheets
- Conference documents and invitations
- Product profiles

Simple user interfaces, focused on the essential

The use of InterRed is intuitive and only requires a browser. If, for example, an employee in a company, via the intranet, or a customer, via a web portal, wants to fill marketing materials, as posters, invitations or data sheets, with own content, training and registration are not required. The user interface necessary for this is provided by the content management system InterRed with its elementary and browser-based input mask. Individual and occasional access to the system can be made available either via a ticket system (per e-mail) or, in the intranet, via rights and after choosing the template.



Direct check of input in the chosen template



The checking of content input is done directly at the object and in the chosen template. For this, InterRed generates a JPG or PDF preview that enables a visual control of the outcomes at any point and prior to an order or distribution. Depending on the definition of the template, the content is either scaled in the frame of the template or an excess of content is color marked.

Automatizms optimize ordering and distribution



The automatizms and workflows of the content management system InterRed are, of course, also available for these processes. In the exemplary

case of a dispatch of conference invitations, the delivery of the desired number of (personalized) exemplars can be carried out in the following ways: - automated or workflow-triggered - via a selection in a shopping cart to an internal or external printing service provider. Further templates, for example to create a newsletter or an article on the website, can be stored in the content management system for cross-media distribution purposes.

Integrated web2print saves time and costs



The functionalities of InterRed web2print can be used as directly value-adding standalone solutions for B2B or B2C applications. Furthermore, they can be applied in a comprehensive and cross-media publication strategy that covers, supported by the content management system, also complex workflows for corporate publishing and portals, as well as editorial content for websites, intranet and extranet.

Advantages:

- Fast production
- Process reliability and minimized error-proneness
- Guaranteed compliance with the corporate identity
- Automatable distribution
- High savings potential