THE POWER OF AUTOMATED PUBLISHING

Transform raw data into stunning digital and print publications.

somfy®

InBetween
NEXT LEVEL PUBLISHING

WELCOME

WE ARE...

Thomas Kühner

Marketing Manager

somfy

Laleh Gomari-Luksch

Project Manager

InBetween
NEXT LEVEL PUBLISHING

Peter Flory

Director Sales

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somfy®

Over 50 years of innovation

57	121	8940
COUNTRIES	SUBSIDIARIES	EMPLOYEES

Next Level of Digitalization and Automation

- Professionalized **product and brand experience**
- **With automatically produced catalogs, sales folders, datasheets**, **price lists** and more

15 catalogs

2x per year

2 languages

3 country segments

All by hand!?

The Somfy Strategy: Best solutions possible…

Through digitalization & automation!

The time before…

1 catalog
per month.

Always manual, over and over again… normal.

Let the magic happen...

The InBetween Way

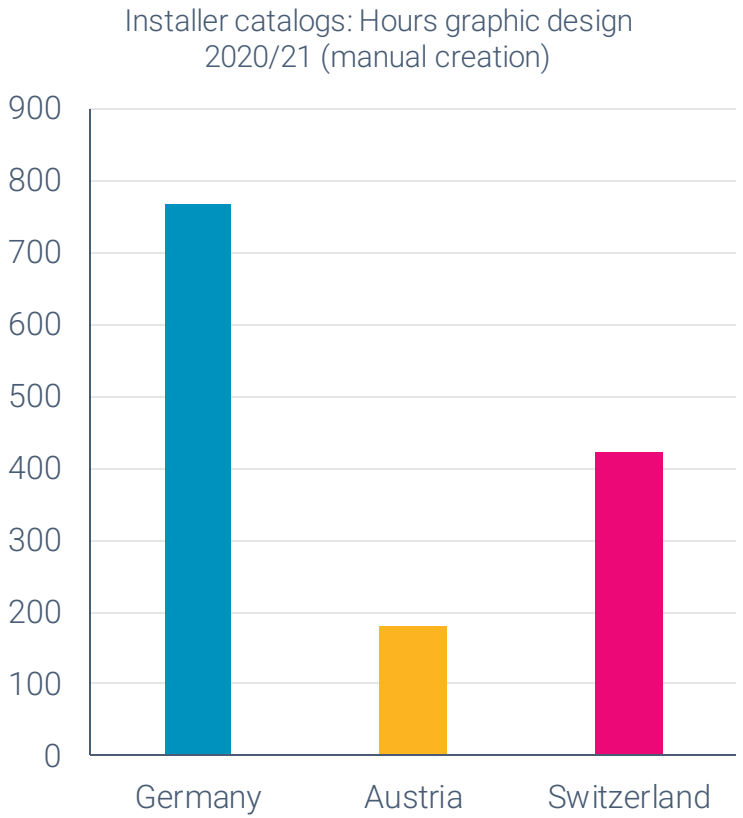
1 Data → 2 Automated Layout → 3 Result

	A	B	C	D	E	F
1	productId	parentId	type	image	layout	artNumber
2	C1		chapter	/Einstieg/clo_main.png	chapter	clo
3	C1S1	C1	subchapter		subchapter	clo-shi
4	C1S1P1	C1S1	product	/Hemd/clo-shi-oly_main.png	product_small	clo-shi-oly
5	C1S1P2	C1S1	product	/Hemd/clo-shi-ete_main.png	product_small	clo-shi-ete
6	C1S1P3	C1S1	product	/Hemd/clo-shi-tra_main.png	product_small	clo-shi-tra
7	C1S1P4	C1S1	product	/Hemd/clo-shi-juc_main.png	product_small	clo-shi-juc
8	C1S2	C1	subchapter		subchapter	clo-hos
9	C1S2P1	C1S2	product	/Hose/clo-hos-ben_main.png	product_high	clo-hos-ben
10	C1S2P2	C1S2	product	/Hose/clo-hos-siv_main.png	product_high	clo-hos-siv
11	C1S2P3	C1S2	product	/Hose/clo-hos-sne_main.png	product_high	clo-hos-sne
12	C1S2P4	C1S2	product	/Hose/clo-hos-fri_main.png	product_high	clo-hos-fri
13	C2		chapter	/Einstieg/out_main.png	chapter	out
14	C2S1	C2	subchapter		subchapter	out-ski
15	C2S1I1	C2S1	overview	/Ski/out_ski_ove_main.png	imagepage	out-ski-ove
16	C2S1P1	C2S1	product	/Ski/out_ski_hur_main.png	product_table	out-ski-hur
17	C2S1P1V1	C2S1P1	variant		variant	out-ski-hur-166
18	C2S1P1V2	C2S1P1	variant		variant	out-ski-hur-173
19	C2S1P1V3	C2S1P1	variant		variant	out-ski-hur-180
20	C2S1P1V4	C2S1P1	variant		variant	out-ski-hur-187
21	C2S1P2	C2S1	product	/Ski/out_ski_squ_main.png	product_table	out-ski-squ
22	C2S1P2V1	C2S1P2	variant		variant	out-ski-squ-162
23	C2S1P2V2	C2S1P2	variant		variant	out-ski-squ-172
24	C2S1P2V3	C2S1P2	variant		variant	out-ski-squ-182
25	C2S1P3	C2S1	product	/Ski/out_ski_sal_main.png	product_table	out-ski-sal
26	C2S1P3V1	C2S1P3	variant		variant	out-ski-sal-155
27	C2S1P3V2	C2S1P3	variant		variant	out-ski-sal-162
28	C2S1P3V3	C2S1P3	variant		variant	out-ski-sal-169
29	C2S1P3V4	C2S1P3	variant		variant	out-ski-sal-176
30	C2S1P4	C2S1	product	/Ski/out_ski_shi_main.png		out-ski-fly
31	C2S1P4V1	C2S1P4	variant		variant	out-ski-fly-160
32	C2S1P4V2	C2S1P4	variant		variant	out-ski-fly-166
33	C2S1P4V3	C2S1P4	variant		variant	out-ski-fly-172
34	C2S1P4V4	C2S1P4	variant		variant	out-ski-fly-184
35	C2S1P5	C2S1	product	/Ski/out_ski_ser_main.png		out-ski-one
36	C2S1P5V1	C2S1P5	variant		variant	out-ski-one-153

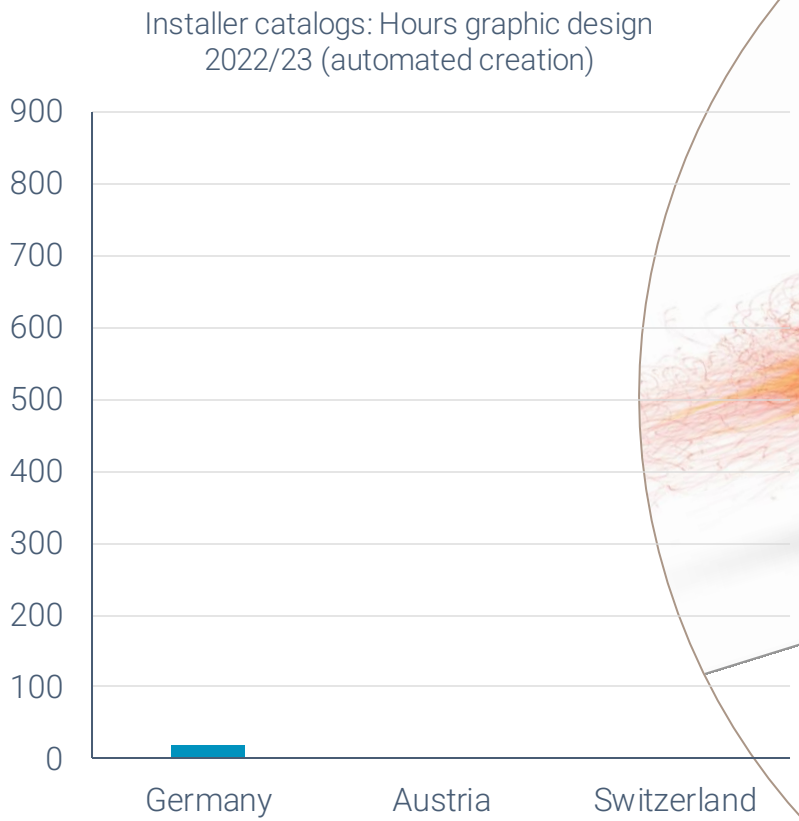
View | Productlist | Price | Attributes | Translation

Time needed / time saved

Previous/manual



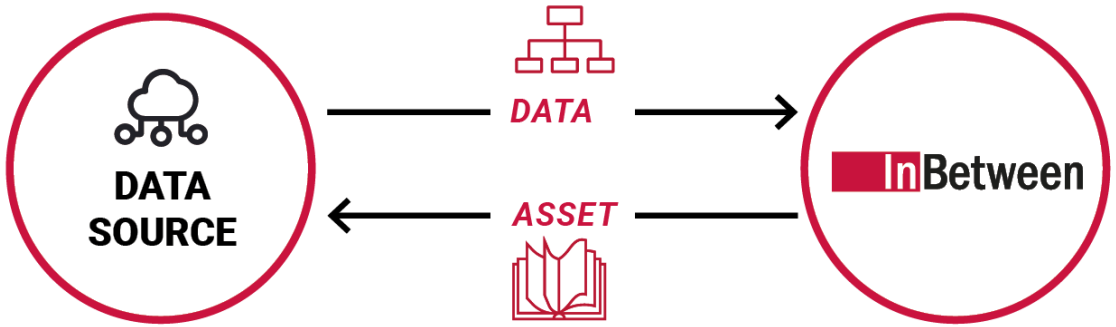
Present/automated



Today‘s World…

15 catalogs
in 2 months.

- Fast
- Centralized and consistent
- Up-to-date
- No copy-paste errors
- Matching the Corporate Identity



Takeaways

Take your time

Define responsibilities

Get started!

Let the magic happen...

The InBetween Way

1 Data → 2 Automated Layout → 3 Result

DATA SOURCE

For any requirement

Modular Architecture

1. Efficient workflows
2. Real-time data
3. Various output formats and languages - for all digital and print channels

Publication Wizard

AND MANY MORE

Peace of mind for any requirement and use-case

285+ happy Customers (extract)

THANK YOU!

...QUESTIONS?

Book a free quick check!

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