

THE POWER

OF AUTOMATED PUBLISHING

Verwandeln Sie Rohdaten in großartige Publikationen für den Digital- und Print-Kanal.



somfy®

InBetween
NEXT LEVEL PUBLISHING

WILLKOMMEN

WIR SIND...



Thomas Kühner

Marketing Manager



Laleh Gomari-Luksch

Project Manager



Peter Flory

Director Sales





Innovation seit mehr als 50 Jahren



57

COUNTRIES

121

SUBSIDIARIES

8940

EMPLOYEES

15 Kataloge

2x pro Jahr

2 Sprachen

3 Ländersegmente

Alles von Hand!?



Die Somfy
Strategie:
Bestmögliche
Lösungen...

**Durch Digitalisierung
& Automatisierung!**



Die Zeit davor...

1 Katalog
pro Monat.

Immer manuell, immer neu.
Ganz normal.



Let the magic happen...

Das **In**Between Prinzip

1

Daten

2

Verarbeitung

3

Ergebnis

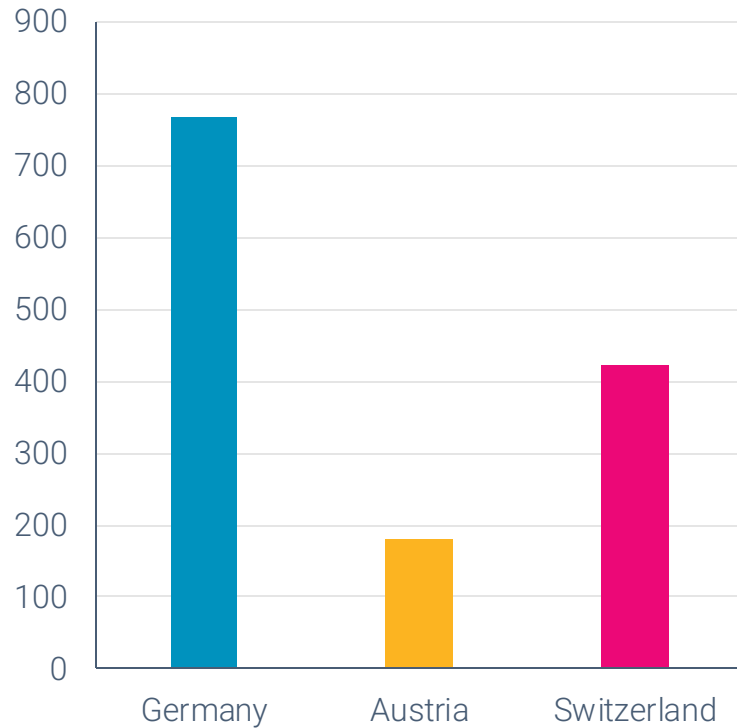
| A | B | C | D | E | F | |
|-----------|----------|---------|----------------------------|---------------------------|---------------|-----------------|
| productid | parentid | type | image | layout | artNumber | |
| 1 | 0 | chapter | /Hemdg/clo_main.png | chapter | clo-shi | |
| 2 | C1S1 | c1 | | subchapter | clo-shi | |
| 3 | C1S1P1 | C1S1 | /Hemd/clo-shi-oly_main.png | product_small | clo-shi-oly | |
| 4 | C1S1P2 | C1S1 | /Hemd/clo-shi-ete_main.png | product_small | clo-shi-ete | |
| 5 | C1S1P3 | C1S1 | /Hemd/clo-shi-tra_main.png | product_small | clo-shi-tra | |
| 6 | C1S1P4 | C1S1 | /Hemd/clo-shi-juc_main.png | product_small | clo-shi-juc | |
| 7 | C1S2 | c1 | | subchapter | clo-hos | |
| 8 | C1S2P1 | C1S2 | /Hose/clo-hos-ben_main.png | product_high | clo-hos-ben | |
| 9 | C1S2P2 | C1S2 | /Hose/clo-hos-siv_main.png | product_high | clo-hos-siv | |
| 10 | C1S2P3 | C1S2 | /Hose/clo-hos-sne_main.png | product_high | clo-hos-sne | |
| 11 | C1S2P4 | C1S2 | /Hose/clo-hos-fri_main.png | product_high | clo-hos-fri | |
| 12 | C2 | chapter | /Hemdg/out_main.png | chapter | out-ski | |
| 13 | C2S1 | c2 | | subchapter | out-ski | |
| 14 | C2S1P1 | C2S1 | overview | /ski/out_ski_ove_main.png | imagepage | out-ski-ove |
| 15 | C2S1P1 | C2S1 | product | /ski/out_ski_hur_main.png | product_table | out-ski-hur |
| 16 | C2S1P1V1 | C2S1P1 | variant | | variant | out-ski-hur-166 |
| 17 | C2S1P1V2 | C2S1P1 | variant | | variant | out-ski-hur-173 |
| 18 | C2S1P1V3 | C2S1P1 | variant | | variant | out-ski-hur-180 |
| 19 | C2S1P1V4 | C2S1P1 | variant | | variant | out-ski-hur-187 |
| 20 | C2S1P2 | C2S1 | product | /ski/out_ski_squ_main.png | product_table | out-ski-squ |
| 21 | C2S1P2V1 | C2S1P2 | variant | | variant | out-ski-squ-162 |
| 22 | C2S1P2V2 | C2S1P2 | variant | | variant | out-ski-squ-172 |
| 23 | C2S1P2V3 | C2S1P2 | variant | | variant | out-ski-squ-182 |
| 24 | C2S1P3 | C2S1 | product | /ski/out_ski_sal_main.png | product_table | out-ski-sal |
| 25 | C2S1P3V1 | C2S1P3 | variant | | variant | out-ski-sal-155 |
| 26 | C2S1P3V2 | C2S1P3 | variant | | variant | out-ski-sal-162 |
| 27 | C2S1P3V3 | C2S1P3 | variant | | variant | out-ski-sal-169 |
| 28 | C2S1P3V4 | C2S1P3 | variant | | variant | out-ski-sal-176 |
| 29 | C2S1P4 | C2S1 | product | /ski/out_ski_shi_main.png | product_table | out-ski-fly |
| 30 | C2S1P4V1 | C2S1P4 | variant | | variant | out-ski-fly-160 |
| 31 | C2S1P4V2 | C2S1P4 | variant | | variant | out-ski-fly-166 |
| 32 | C2S1P4V3 | C2S1P4 | variant | | variant | out-ski-fly-172 |
| 33 | C2S1P4V4 | C2S1P4 | variant | | variant | out-ski-fly-184 |
| 34 | C2S1P5 | C2S1 | product | /ski/out_ski_ser_main.png | product_table | out-ski-one |
| 35 | C2S1P5V1 | C2S1P5 | variant | | variant | out-ski-one-151 |



Benötigte Zeit, gesparte Zeit

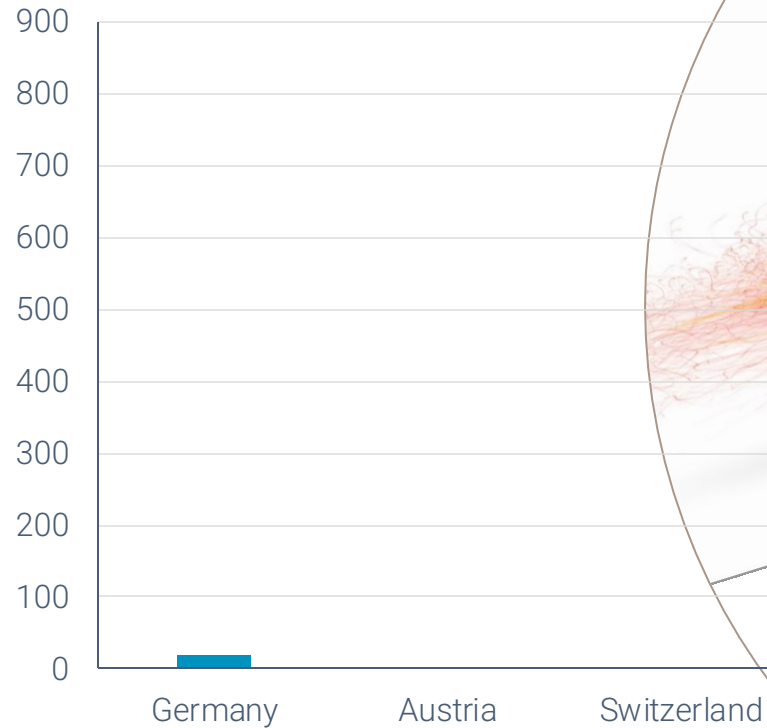
Vorher/manuell

Installer catalogs: Hours graphic design
2020/21 (manual creation)



Heute/automatisiert

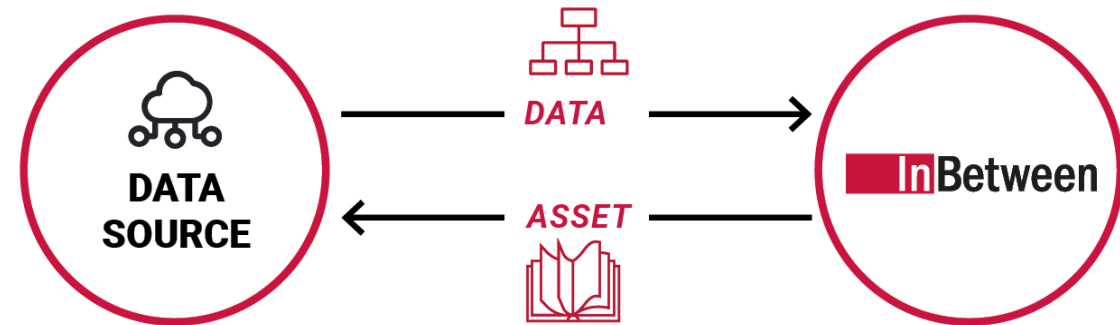
Installer catalogs: Hours graphic design
2022/23 (automated creation)



Die Arbeit heute...

15 Kataloge in 2 Monaten.

- schnell
- zentral und konsistent
- aktuell
- ohne Copy-Paste Fehler
- Im eigenen CI



Erkenntnisse

Zeit nehmen

Verantwortliche finden

Machen!



Let the magic happen...

Das **In**Between Prinzip

1

Daten

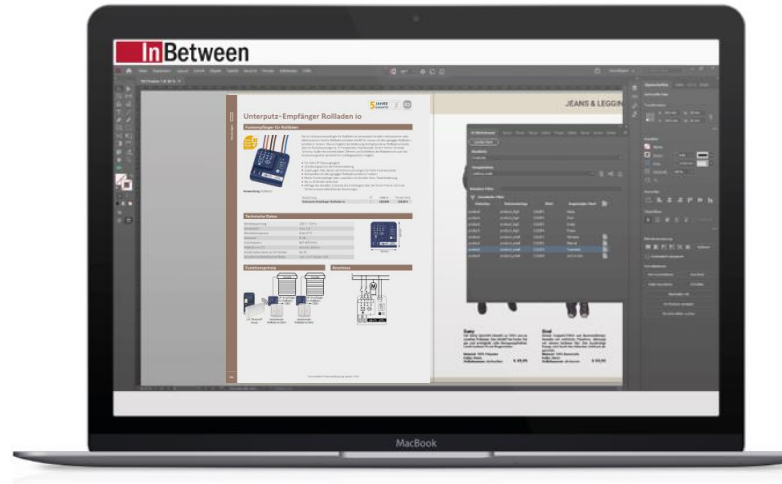
2

Verarbeitung

3

Ergebnis

| A | B | C | D | E | F | |
|-----------|----------|---------|----------------------------|---------------------------|---------------|-----------------|
| productid | parentid | type | image | layout | artNumber | |
| 1 | | chapter | /Hemdg/clo_main.png | chapter | clo-shi | |
| 2 | C1S1 | c1 | | subchapter | clo-shi | |
| 3 | C1S1P1 | C1S1 | /Hemd/clo-shi-oly_main.png | product_small | clo-shi-oly | |
| 4 | C1S1P2 | C1S1 | /Hemd/clo-shi-ete_main.png | product_small | clo-shi-ete | |
| 5 | C1S1P3 | C1S1 | /Hemd/clo-shi-tra_main.png | product_small | clo-shi-tra | |
| 6 | C1S1P4 | C1S1 | /Hemd/clo-shi-juc_main.png | product_small | clo-shi-juc | |
| 7 | C1S2 | c1 | | subchapter | clo-hos | |
| 8 | C1S2P1 | C1S2 | /Hose/clo-hos-ben_main.png | product_high | clo-hos-ben | |
| 9 | C1S2P2 | C1S2 | /Hose/clo-hos-siv_main.png | product_high | clo-hos-siv | |
| 10 | C1S2P3 | C1S2 | /Hose/clo-hos-sne_main.png | product_high | clo-hos-sne | |
| 11 | C1S2P4 | C1S2 | /Hose/clo-hos-fri_main.png | product_high | clo-hos-fri | |
| 12 | C2 | chapter | /Hemdg/out_main.png | chapter | out-ski | |
| 13 | C2S1 | c2 | | subchapter | out-ski | |
| 14 | C2S1P1 | C2S1 | overview | /ski/out_ski_ove_main.png | imagepage | out-ski-ove |
| 15 | C2S1P1 | C2S1 | product | /ski/out_ski_hur_main.png | product_table | out-ski-hur |
| 16 | C2S1P1V1 | C2S1P1 | variant | | variant | out-ski-hur-166 |
| 17 | C2S1P1V2 | C2S1P1 | variant | | variant | out-ski-hur-173 |
| 18 | C2S1P1V3 | C2S1P1 | variant | | variant | out-ski-hur-180 |
| 19 | C2S1P1V4 | C2S1P1 | variant | | variant | out-ski-hur-187 |
| 20 | C2S1P2 | C2S1 | product | /ski/out_ski_squ_main.png | product_table | out-ski-squ |
| 21 | C2S1P2V1 | C2S1P2 | variant | | variant | out-ski-squ-162 |
| 22 | C2S1P2V2 | C2S1P2 | variant | | variant | out-ski-squ-172 |
| 23 | C2S1P2V3 | C2S1P2 | variant | | variant | out-ski-squ-182 |
| 24 | C2S1P3 | C2S1 | product | /ski/out_ski_sal_main.png | product_table | out-ski-sal |
| 25 | C2S1P3V1 | C2S1P3 | variant | | variant | out-ski-sal-155 |
| 26 | C2S1P3V2 | C2S1P3 | variant | | variant | out-ski-sal-162 |
| 27 | C2S1P3V3 | C2S1P3 | variant | | variant | out-ski-sal-169 |
| 28 | C2S1P3V4 | C2S1P3 | variant | | variant | out-ski-sal-176 |
| 29 | C2S1P4 | C2S1 | product | /ski/out_ski_shi_main.png | | out-ski-fly |
| 30 | C2S1P4V1 | C2S1P4 | variant | | variant | out-ski-fly-160 |
| 31 | C2S1P4V2 | C2S1P4 | variant | | variant | out-ski-fly-166 |
| 32 | C2S1P4V3 | C2S1P4 | variant | | variant | out-ski-fly-172 |
| 33 | C2S1P4V4 | C2S1P4 | variant | | variant | out-ski-fly-184 |
| 34 | C2S1P5 | C2S1 | product | /ski/out_ski_ser_main.png | | out-ski-one |
| 35 | C2S1P5V1 | C2S1P5 | variant | | variant | out-ski-one-151 |



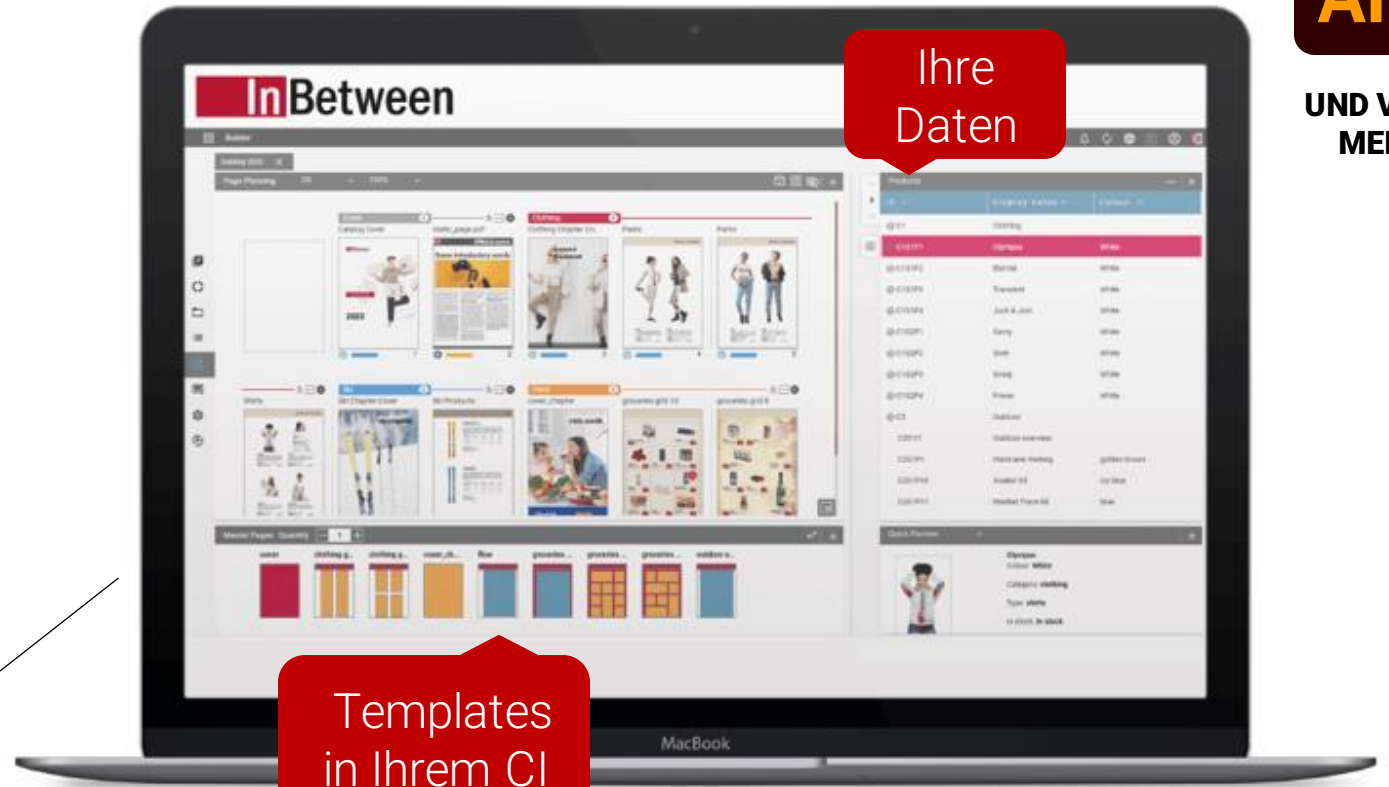
Für jede Anforderung

Modularer Aufbau

1. Effiziente Arbeitsabläufe
2. Aktuelle Daten
3. Vielfältige Formate und Sprachen – für alle Digital- und Printkanäle



UND VIELE MEHR



Publication Wizard

**Immer souverän,
selbst bei
komplexen
Anwendungs-
fällen**



VIELEN DANK!

...FRAGEN?



Gleich Quick-Check buchen!



somfy[®]

InBetween
NEXT LEVEL PUBLISHING