# PUBLISH LIKE A PRO

# SO EINFACH GEHT'S VON PIM & DAM IN DIE WELT!

InBetween
NEXT LEVEL PUBLISHING

Eckhardt Schwabe
TESSA wham bam DAM day - 25.09.25

# IS PUBLISHING SLOWING YOU DOWN?

PIM-Systems

Content Gathering

Product Datasheets

External Agency

Text

Creative Design Tools

Flyers

DAM-Systems

Images

Excel

Catalogs

ERP-Systems

Manual Data Enrichment

PowerPoint

Excel Sheets

PDF

Packaging

Word

SQL Databases

InDesign Documents

Proofreading / QA

Labels

Personal Knowledge

Version Control

Hi-Res PDF

- Time-consuming
- Manual, error-prone
- Costly & resource-intensive
- Delays critical time-to-market

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# DATABASE PUBLISHING BENEFITS COMPANY-WIDE

**IT**
Digital transformation with scalable, user-friendly automation tools.

**Controlling**
Cost saving by automation and reduced fees for external agencies.

**Designer**
Direct access to accurate data – no copy and paste, but more time for creativity.

**Sales Team / Trading Partner**
Quick access to tailored, localized publications.

**Product & Marketing Manager**
Always up-to-date product data across all channels– digital and print. Stronger brand consistency.

**General Manager**
Readiness? Reduce spendings in time & money! Expansion in new markets!

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# PROCESS RECOMMENDATION – PUBLICATION OVERLAY

Connect your data sources and actors and create your publications – anywhere
Use automation where needed



**Wherever your data is stored**

**PIM**
**DAM**
**ERP**
**Databases**
**Excel**

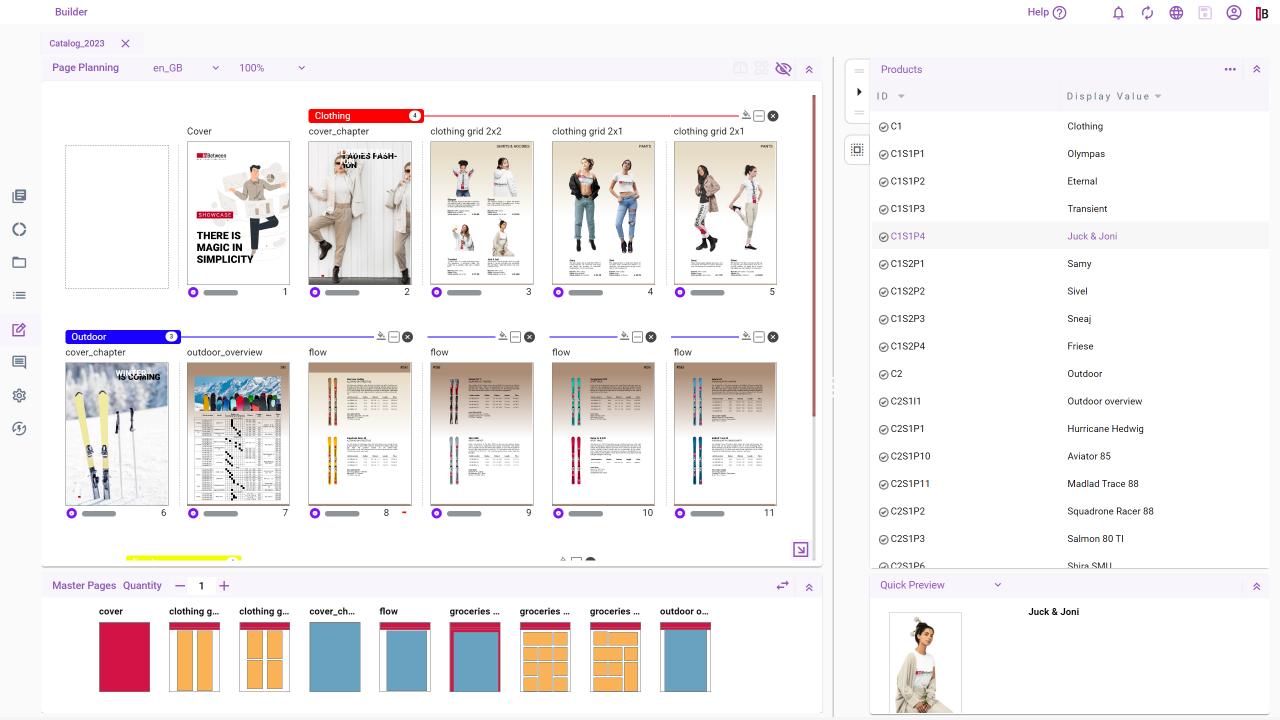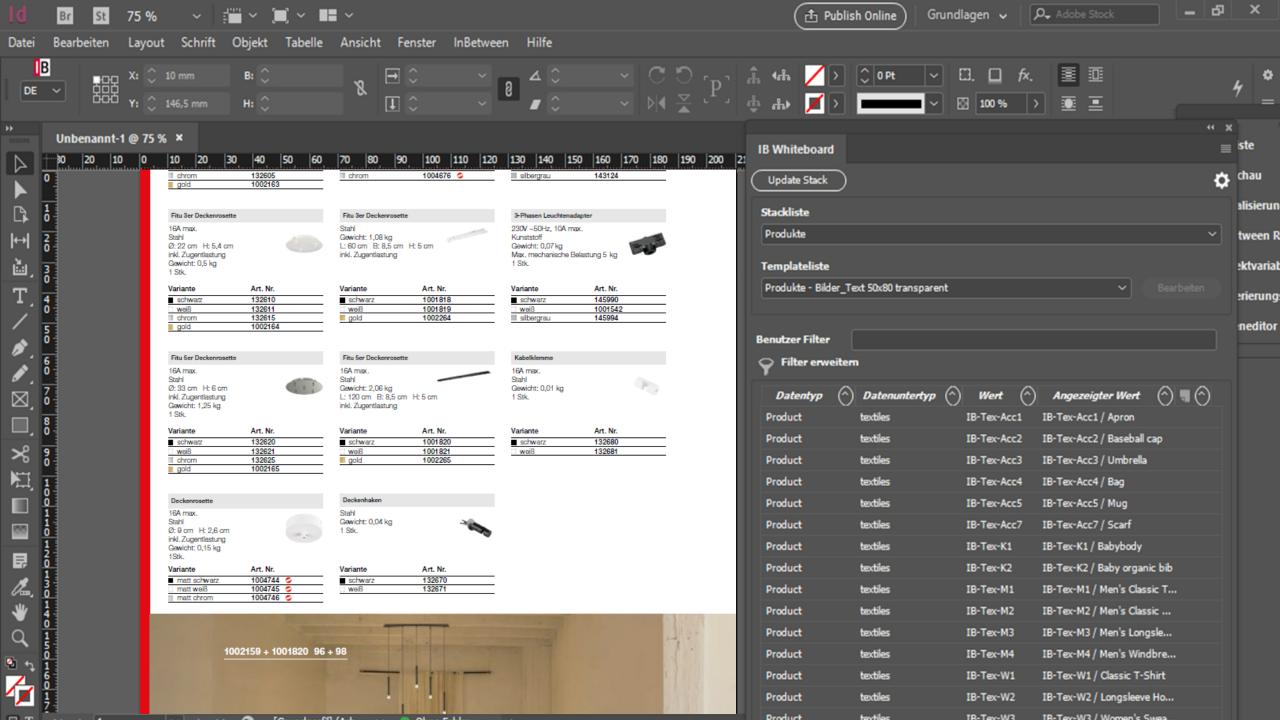**REAL-TIME CONNECTION**

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**Automated publications for every channel**

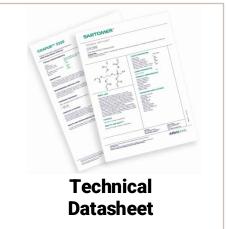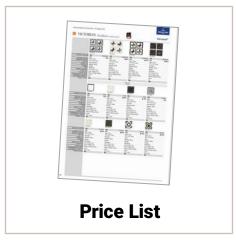Catalogs, Datasheets, Price Lists, Sales Folder, Packaging, Labels, POS, Reports – and many more!

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Builder

Help

Catalog_2023

Page Planning    en_GB    100%

Cover

Clothing    4

Cover
THERE IS MAGIC IN SIMPLICITY
SHOWCASE
1

cover_chapter
LADIES FASHION
2

clothing grid 2x2
SHIRTS & HOODIES
Olympas    Eternal
Transient    Juck & Joni
3

clothing grid 2x1
PANTS
Samy    Sivel
4

clothing grid 2x1
PANTS
Sneaj    Friese
5

Outdoor    3

cover_chapter
WINTER IS COMING
6

outdoor_overview
SKI
7

flow
#Ski
8

flow
#Ski
9

flow
#Ski
10

flow
#Ski
11

Master Pages  Quantity    —  1  +

cover    clothing g...    clothing g...    cover_ch...    flow    groceries ...    groceries ...    groceries ...    outdoor o...

Products

ID    Display Value

C1    Clothing
C1S1P1    Olympas
C1S1P2    Eternal
C1S1P3    Transient
C1S1P4    Juck & Joni
C1S2P1    Samy
C1S2P2    Sivel
C1S2P3    Sneaj
C1S2P4    Friese
C2    Outdoor
C2S1I1    Outdoor overview
C2S1P1    Hurricane Hedwig
C2S1P10    Aviator 85
C2S1P11    Madlad Trace 88
C2S1P2    Squadrone Racer 88
C2S1P3    Salmon 80 TI
C2S1P6    Shira SMU

Quick Preview

Juck & Joni

| chrom | 132605 | | chrom | 1004676 | | silbergrau | 143124 |
| gold | 1002163 | | | | | | |

**Fitu 3er Deckenrosette**

16A max.
Stahl
Ø: 22 cm  H: 5,4 cm
inkl. Zugentlastung
Gewicht: 0,5 kg
1 Stk.

| Variante | Art. Nr. |
| --- | --- |
| schwarz | 132610 |
| weiß | 132611 |
| chrom | 132615 |
| gold | 1002164 |

**Fitu 3er Deckenrosette**

Stahl
Gewicht: 1,08 kg
L: 60 cm  B: 8,5 cm  H: 5 cm
inkl. Zugentlastung

| Variante | Art. Nr. |
| --- | --- |
| schwarz | 1001818 |
| weiß | 1001819 |
| gold | 1002264 |

**3-Phasen Leuchtenadapter**

230V ~50Hz, 10A max.
Kunststoff
Gewicht: 0,07 kg
Max. mechanische Belastung 5 kg
1 Stk.

| Variante | Art. Nr. |
| --- | --- |
| schwarz | 145990 |
| weiß | 1001542 |
| silbergrau | 145994 |

**Fitu 5er Deckenrosette**

16A max.
Stahl
Ø: 33 cm  H: 6 cm
inkl. Zugentlastung
Gewicht: 1,25 kg
1 Stk.

| Variante | Art. Nr. |
| --- | --- |
| schwarz | 132620 |
| weiß | 132621 |
| chrom | 132625 |
| gold | 1002165 |

**Fitu 5er Deckenrosette**

16A max.
Stahl
Gewicht: 2,06 kg
L: 120 cm  B: 8,5 cm  H: 5 cm
inkl. Zugentlastung

| Variante | Art. Nr. |
| --- | --- |
| schwarz | 1001820 |
| weiß | 1001821 |
| gold | 1002265 |

**Kabelklemme**

16A max.
Stahl
Gewicht: 0,01 kg
1 Stk.

| Variante | Art. Nr. |
| --- | --- |
| schwarz | 132680 |
| weiß | 132681 |

**Deckenrosette**

16A max.
Stahl
Ø: 9 cm  H: 2,6 cm
inkl. Zugentlastung
Gewicht: 0,15 kg
1Stk.

| Variante | Art. Nr. |
| --- | --- |
| matt schwarz | 1004744 |
| matt weiß | 1004745 |
| matt chrom | 1004746 |

**Deckenhaken**

Stahl
Gewicht: 0,04 kg
1 Stk.

| Variante | Art. Nr. |
| --- | --- |
| schwarz | 132670 |
| weiß | 132671 |

1002159 + 1001820  96 + 98

# AUTOMATE ANY PUBLICATION

For any format, language, or channel


**Catalog**


**Interactive Catalog**


**Product Datasheet**


**Technical Datasheet**


**Price List**


**Sales Folder / Leaflet**


**Packaging & Insert**


**Labels & Signage**


**POS**


**Sales / Business Report**

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# Automated the production of their 600-page catalog, featuring 8,000 products – in English and Spanish.

**Business Impact**

- **Faster time-to-market:** catalog generated in just 18 hours (vs. 6-8 months manually).

- **Always up to date:** Catalogs can be refreshed daily, instead of only once or twice per year.

- **Global reach:** Multilingual output generation without additional effort.

- **Error-free** production: Automation eliminates mistakes from the previous manual process.

- **Team efficiency:** Marketing and product teams are freed from repetitive tasks and can focus on higher-value work.

# STIHL

Moved from 2 catalogs to 25 country-specific catalogs,
all produced automatically and updated several times a day.
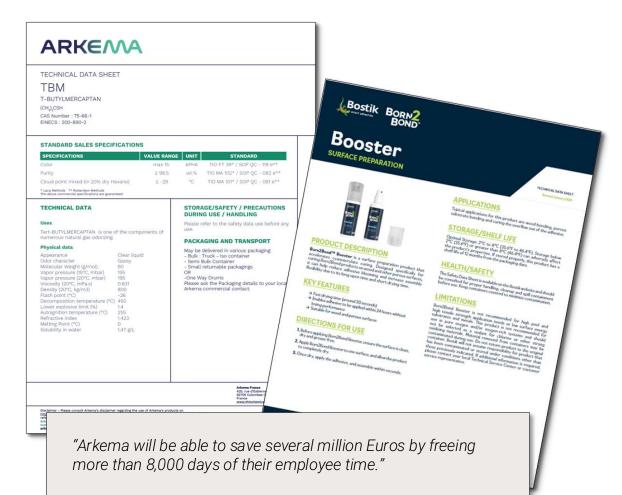
## Business Impact

- **Faster**: From 12-15 weeks to near-instant catalog creation

- **Scalable** output: 25 country-specific catalogs covering ~1,000 products and up to 25 combinations each

- **Cost savings**: $40,000+ saved annually on design fees

- **Fresh content** anytime

- **Global reach**: Catalogs available in 25 languages

- **Higher efficiency:** Automated import and layout reduce manual work and errors

# ARKEMA

## Automated highly complex datasheets across multiple languages and brands, saving 7-digit cost



### Business Impact

- Thousands of **employee hours saved** through automation

- **Seven-digit cost savings per year**

- Improved data quality ensuring **compliance with regulatory requirements**

- Faster time-to-market for product communications

- Quicker response to market developments

- Enhanced global adaptability through multilingual publishing

*"Arkema will be able to save several million Euros by freeing more than 8,000 days of their employee time."*

Liza Marasinghe, PXM Manager, Arkema

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# Automated bi-weekly leaflets (350 per year), customized with local information



*"Automation has allowed us to deliver precise and timely content, a critical factor for maintaining our high standards in serving B2B customers."*

Andreas Falbesoner, Head of Group IT, Eurogast Österreich GmbH

**Business Impact**
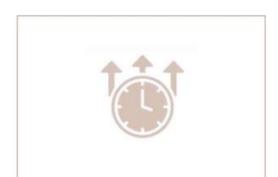
- Up to **80% cost savings** for external agency involvement

- Control and flexibility to **balance regional adaptation with brand consistency**

- **Data integrity:** product layouts are generated directly from the product data, with updates possible at any time

- **Compliance** with corporate design and **legal requirements** (e.g., automatic management of disposable and reusable labels via preset templates

# ROI YOU CAN COUNT ON

**Faster time-to-market**

**Lower costs**

**Global reach / New markets**

**Efficient workflows**

**Improved teamwork**

**Higher quality**

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# FROM FULL AUTOMATION TO CREATIVE CONTROL

Choose the workflow that works best for you

## Fully automated

No manual interaction needed
Tailored for maximum efficiency



## Partially automated

Option for more manual control, or even
individual creative finishing with InDesign



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# LEVEL UP 2025

**Intuitive, user-friendly** interface

Globally available / **serve distributed international teams**

For any stakeholder usable – **no InDesign knowledge necessary**

**Workflows and annotations** for teamwork and control

**Easy to integrate and rollout** internationally

**Any language Any layout**

**Highest quality outputs** – integrated with InDesign (if necessary)

**Global compliance, planning and CD** – regional touch
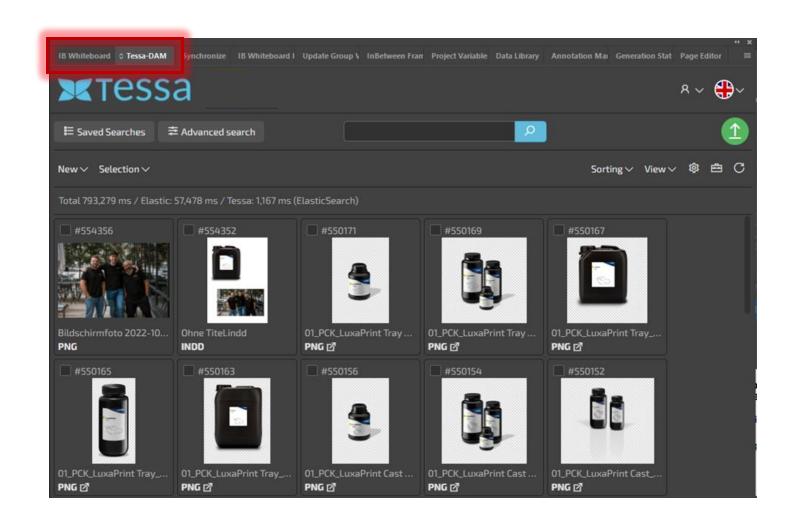
See your publication **status anywhere / anytime**

Use **automation** where needed

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# HIGHLIGHT FOR DESIGNERS

**Unmatched Power in InDesign**

➔ InBetween Plugin
➔ Tessa Plugin

**1.** Instant access to:

Product data & assets from PIM

Non-product assets from DAM

**2.** Seamless collaboration

**3.** Always up-to-date data

# OUR CUSTOMERS

Together with ✖ tessa DAM

**Eckhardt Schwabe**
Director Business Development
eckhardt.schwabe@inbetween.de

# THANK YOU.