



DIGITAL TRANSFORMATION

Create a print catalog with added
value through
eCATALOGsolutions

Stämpfli GmbH



Stämpfli AG

375 Employees from 16 nations



Stämpfli GmbH

18 Employees in Bregenz



DACH-Region + South Tyrol



Customers from the areas:
Medical engineering,
Electrical engineering, Tools,
Automotive, Sanitary,
Construction and furniture fittings,
Chemicals and Tourism

Where we can experience digital transformations today

- Searching on the internet instead of in an encyclopaedia



Where we can experience digital transformations today

– Online shopping

The screenshot shows the Amazon.de website interface. At the top, there is a search bar and navigation links for 'amazon.de', 'amazonstudent', and '1 Jahr GRATIS-Premiumversand'. Below the navigation, there is a banner for 'Echo-Familie' with images of the Amazon Echo and Echo Dot. The main product page for 'Amazon Echo, Schwarz' is displayed, showing the product image, price (EUR 179.99), and a 'WIR STELLEN VOR' section with various app icons. The product details section includes a star rating, customer reviews, and a list of features.

amazon.de Alle

amazonstudent 1 Jahr GRATIS-Premiumversand

Alle Kategorien Andreas' Amazon Angebote Gutscheine Verkaufen Hilfe DE Hallo, Andreas Mein Konto Testen Sie Meine Listen Prime Einkaufswagen

Amazon-Geräte Echo & Alexa Fire TV Fire-Tablets Kindle eReader Dash Button Zubehör Kundendiskussionen Meine Inhalte und Geräte Kindle-Hilfe

Amazon Echo ist nur für Lieferungen innerhalb von Deutschland und Österreich erhältlich

Echo-Familie
Fernfeld-Spracherkennung
Einfach fragen

Neu - Amazon Echo
EUR 179,99

Neu - Echo Dot
EUR 59,99

Alle Kategorien

Teilen

Menge: 1

In den Einkaufswagen

1-Click-Bestellungen aktivieren

Das ist ein Geschenk. Warum ist das wichtig?

Zubehör hinzufügen

Alexa-Sprachfernbedienung (nicht inbegriffen) EUR 24,99

Philips Hue LED Lampe E27: Hue E27 Starter EUR-199.99. EUR 174,99

Amazon Protect Geräteschutz: 3 Jahre EUR 49,49

Lieferort:
Andreas Höfig - Schorndorf - 73614

Amazon Echo, Schwarz
von Amazon
★★★★★ 1.683 Kundenrezensionen | 320 beantwortete Fragen

Preis: EUR 179,99 **Kostenlose Lieferung.** Details
Alle Preisangaben inkl. USt.

Auf Lager.
Lieferung **Samstag, 4. März:** Bestellen Sie innerhalb 5 Stunden und 31 Minuten per **Premiumversand** an der Kasse. [Siehe Details.](#)
Verkauf und Versand durch Amazon EU Sarl. Geschenkverpackung verfügbar.

Farbe: **Schwarz**

EUR 179,99 EUR 179,99

- Spielt all Ihre Musik von Amazon Music, Spotify, Tüneln und vielen weiteren ab - allein mithilfe Ihrer Stimme
- Erfüllt den Raum mit einem 360° omnidirektionalen Klang
- Kann allein mit Ihrer Stimme gesteuert werden
- Hört Sie dank der Fernfeld-Spracherkennung auch von der anderen Seite des Raumes, sogar in lauter Umgebung oder wenn Musik läuft
- Beantwortet Fragen, liest Hörbücher, liefert Nachrichten, Verkehrs- und Wetterinformationen, informiert Sie über Sportergebnisse, Socials und mehr, mithilfe

WIR STELLEN VOR
amazon echo
Immer verfügbar und schnell. Einfach fragen.

music spotify we mo 31

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SPRACHEL ONLINE

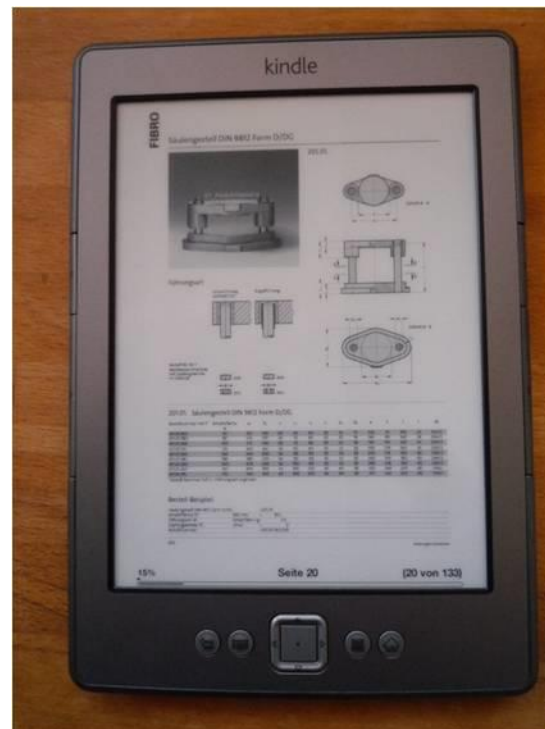
Where we can experience digital transformations today

- Private and businesses communication



Where we can experience digital transformations today

– Reading



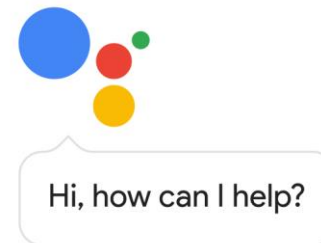
Where we can experience digital transformations today

– Automated houses



Where we can experience digital transformations today

- Siri and Co.



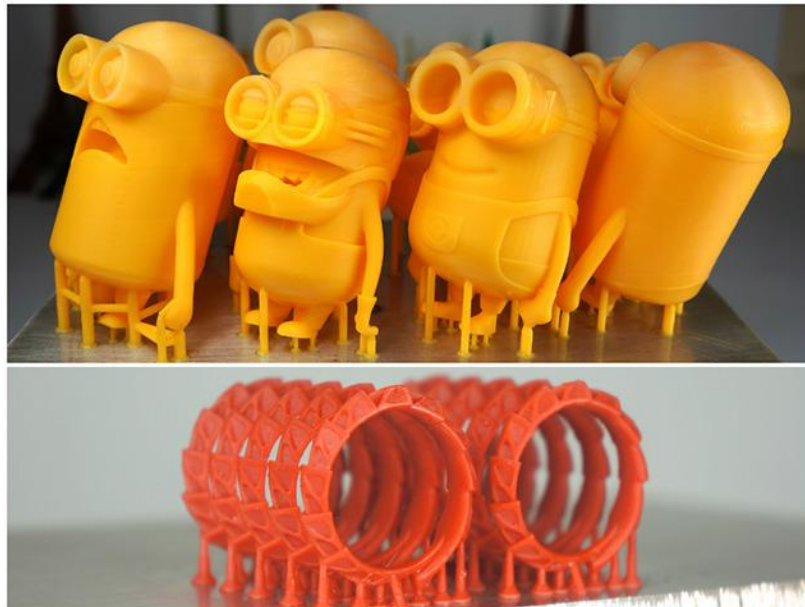
Where we can experience digital transformations today

- Autonomous cars



Where we can experience digital transformations today

- 3D printing



Where we can experience digital transformations today

- Virtual reality



Digital Transformations

- Industry 4.0
- IoT
- And many other examples

Not only chances, also dangers

- Inhuman competition
- Only the biggest survive
- Falling income
- Rising unemployment
- Manipulated machines

Digital Transformations

- > Digital transformations are unstoppable
- > The world is more complex!
- > Our work is more complex



What makes up good communication?

Horst Huber, 2016

- Attract attention
- Stands out from the flood of advertisements
- Provokes attitudes
- Distinctive
- Branding
- Sustainable
- Relevant
- Clear
- Indentifiable
- Informative
- Precise
- Comprehensive
- Current
- Always available
- Supports different devices
- Uses all relevant chanel and Touchpoints
- Data provider for Big data
- Contextual
- Anticipative
- Individual
- Personalised
- Interactive
- Adaptive

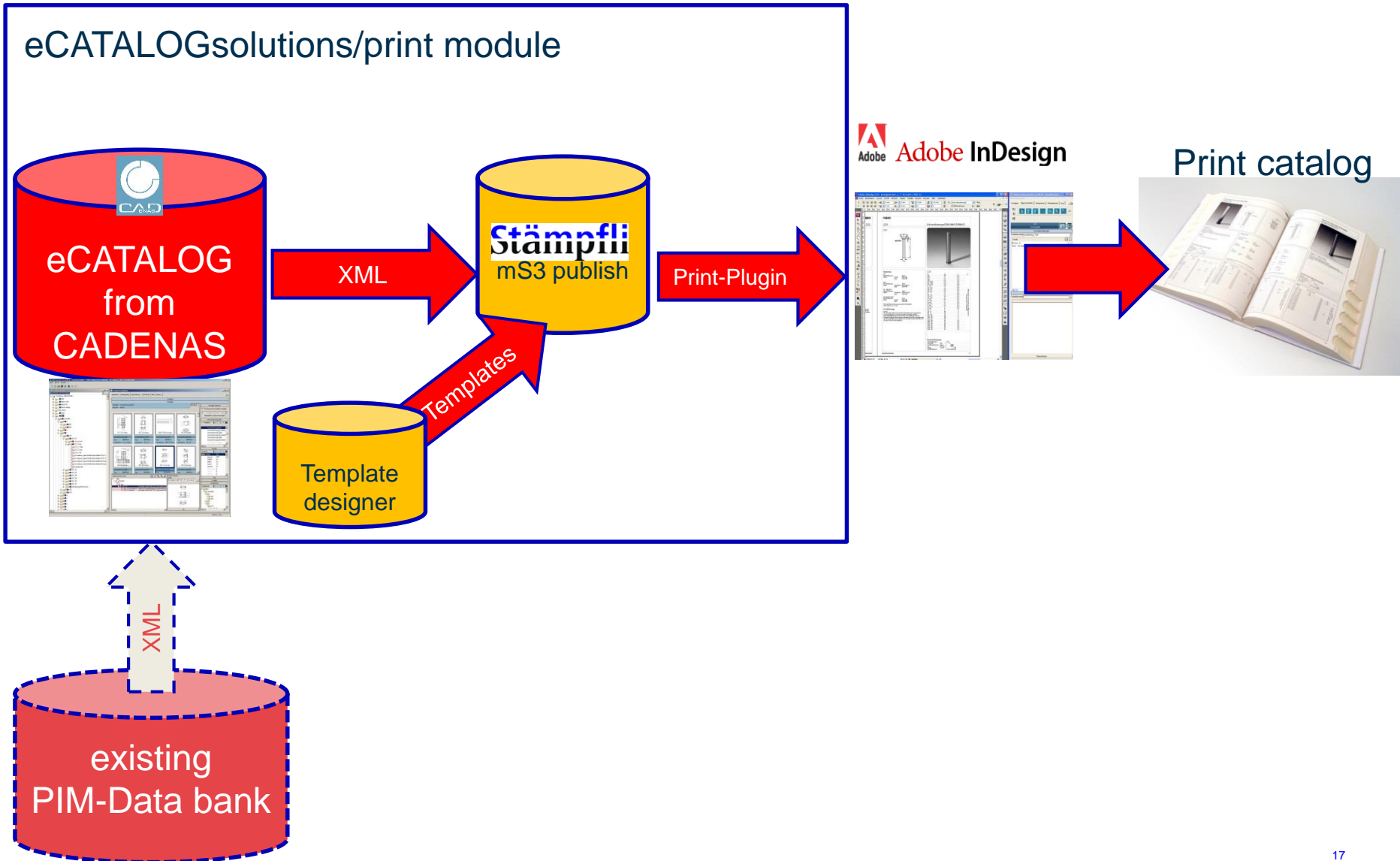


- Product communication is becoming more complex:
- More channels than before
- More languages
- More different, individualised documents



The solution

Stämpfli



mS3 Publish

- Full and semi-automatic creation of print publications
- Print publications of all kinds, e.g. Product catalog, detailed product data sheets, illustrated brochures or technical documentation
- Target-oriented approach
- Intelligent algorithms
- Flexible templates

What is the added value through creation with mS3 publish?

- Indesign document automatically generated
- Documents are editable
- Paper catalog
- PDF, are internally and externally linkable
- Link to Shop System are integratable
- Link to 3D catalog are integratable
- Any language is producible
- Different assortments are presentable
- Individual documents are producible
- Paper catalog is automatically producible
- Link to configurator is possible

Example

Company FIBRO

- Creation of print catalogs with mS3 Publish with a high degree of automation through CADENAS
- Creation of the template concepts with
 - Page templates
 - Content templates
 - Index templates

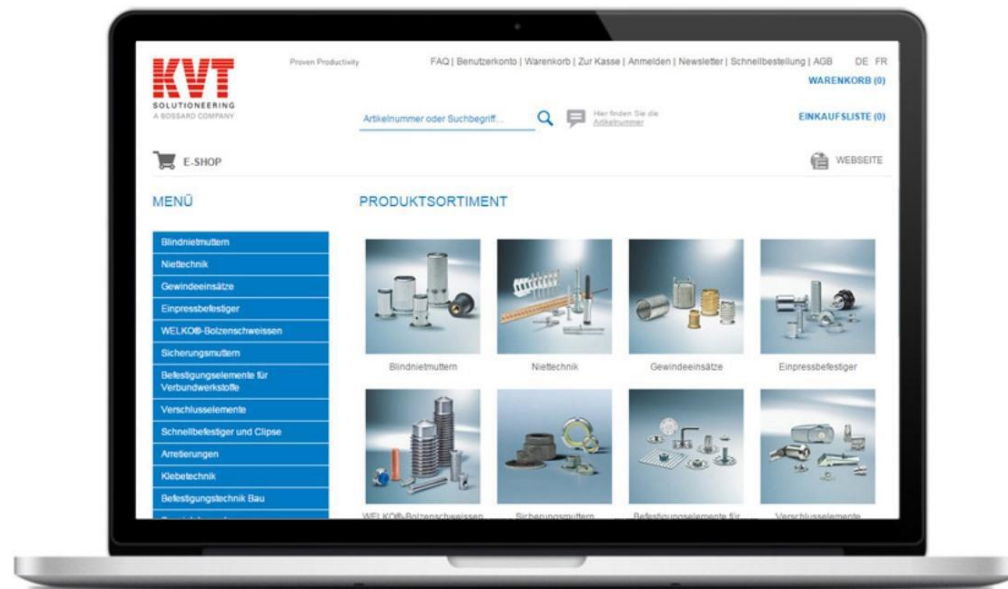
-Live example



Example

Company KVT

- mS3 PIM
- Print generator for catalog (InDesign-Generator)
- Magento-Webshop



Example

Company Wohlhaupter

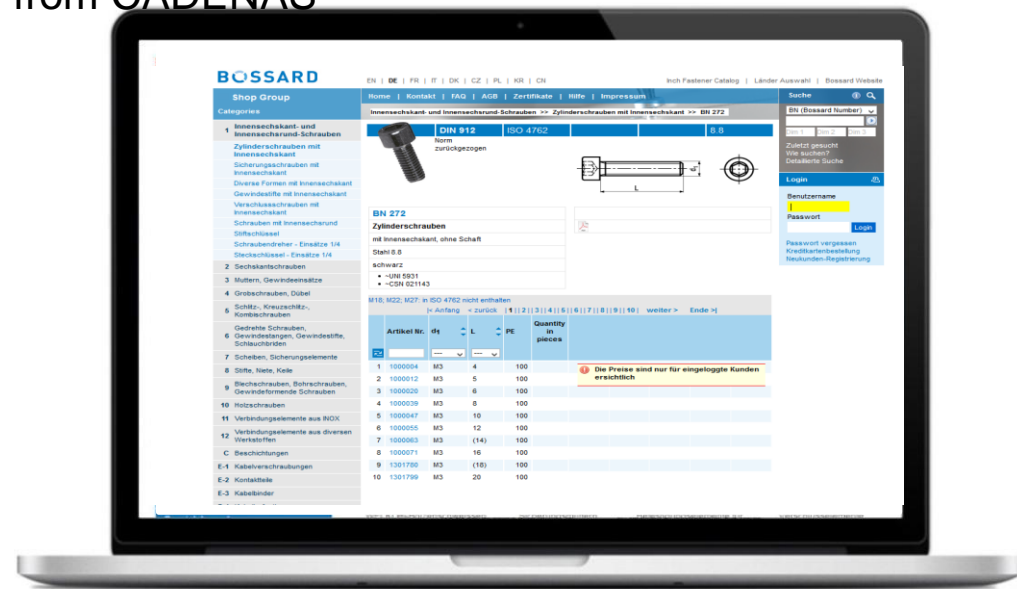
- Using PIM with CADENAS interface
- Transfer of data by the 3D configurator



Example

Company Bossard

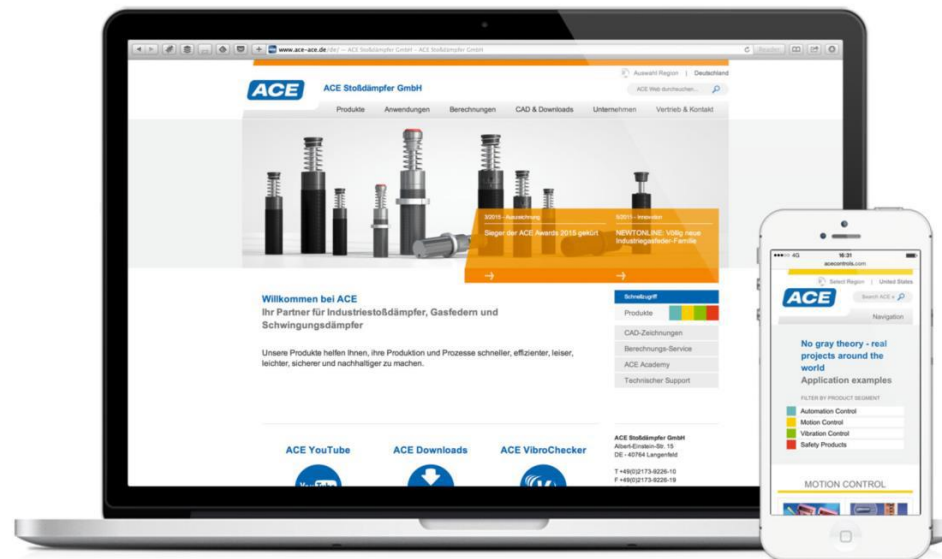
- mS3 PIM
- Dynamic Publisher InDesign
- Shop interface to Bossard WebShop
- BMEcat-Export of mS3-Data from CADENAS



Example

Company ACE

- mS3 PIM
- MAM System eyebase for image handling
- Independant country websites
- Integration of external CAD data and calculations



THANK YOU FOR YOUR ATTENTION

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Your module-based PIM-System mediaSolution3



mediaSolution3: Product classifications

Entire system	Products	Modules
mediaSolution3	mS3 PIM	Product data management
		Media data management
		Import-Export-Interface
		Translation management
		E-Procurement
	mS3 Publish	TemplateDesigner
		DirectPublish
		priint:comet
	mS3 Commerce	Web-CMS (TYPO3)
		Shop (Magento, Oxid, TYPO3)
		API
	mS3 Flip	Online (HTML 5)
		Front-end Offline
		App (iOS, Android)

mS3 PIM

- Media-neutral product data management
- Media data management (MAM)
- Import-Export-Interface
- ERP-Interface
- Data provision for all medias
- Translation management
- Electronic catalogs

Good reasons for mS3 PIM

Usage

- Media-neutral data banks
- Publication through the push of a button
- Simple Language-Management
- Automatic or semi-automatic creation in InDesign

Simple Handling

- Efficient maintainance
- Clear presentation

Stämpfli as System Integration

- Over 30 years experience in the areas of internet and systems
- One of the leading companies in the area PIM-Systems
- Know-how about the entire communication process in one place

mS3 Commerce

- Web-based product catalog creation on the internet (TYPO3)
- Online-Shop with order function and intergration of the ERP-Systems (Magento, OXID)
- Online product variation assembly
- Free configurable searching within the product group through charachteristation
- Presentation of accessories and complemtary articles
- Capable programm interface (API) for custom development

mS3 Flip

- Catalog presentation online
- Realistic pages
- Table of contents and category view
- Full text search, extensive linking capabilities, bookmarks
- Mobile access to product information through iPad/iPhone and Tablet-PC

Pflege der Inhalte durch Produktmanager, Übersetzer und Redaktoren

