



Automated print output: Technical documentation at Festo



Festo SE & Co. KG is a group of companies in the industry of control and automation technology, headquartered in Esslingen, Germany.

Festo is a global leader in automation technology with a strong reputation for innovation in 176 countries. More than 250 branches, in addition to independent sales and production companies, and approximately 20,100 employees represent the company worldwide. In 2020, Festo achieved group-wide sales of €2.84 billion, investing roughly 8% annually in its research and development.

The Swabian family-owned company is also a frontrunner in industrial training and continuous education practices. With its Corporate Educational Responsibility (CER) program, Festo offers employees access to a high-tech educational environment that encourages life-long learning.

Opportunity

With approximately 600 different Festo series to account for, the growing complexity of the company's technical documentation required a well planned course of action. This complexity needed to be mapped in a Product Information Management system (PIM) and automatically output as a PDF or print product. Technical documentation had to be created for the market launch of each product, therefore, production was particularly time-sensitive.

Solution

The aggregation, standardization, maintenance, and distribution of data determined the requirements for the PIM system. Festo chose to proceed with Informatica MDM - Product 360. This automated, error-free, more efficient and time-saving method worked directly with the priint:suite via Adobe® InDesign®.

Advantages

- ✓ **Central Data Management**
The PIM system becomes the central hub in the company for all product-related information.
- ✓ **Increased Efficiency**
An increased publication output can be achieved while reducing production time.
- ✓ **Internationalization**
Successful output of country-specific technical documentation, taking into account specific country requirements in approximately 15 languages, in addition to the Asian market.
- ✓ **Automated Creation**
Reliable processes and consistent product data form the basis for the automated creation of publications for a wide range of channels.

Solution

A wide range of different publications was created through a centrally controlled and automated creation process. The primary focus was on technical documentation.

Segmenting the Complexity

In order to achieve a higher degree of automation and significant time savings in publication production, parsionate supported Festo in replacing the conventional manual production process. Data maintenance was carried out exclusively in the PIM system. Output and publication planning was achieved using the priint:suite.

The technical documentation that Festo produced for each series was characterized by an enormously high level of complexity and differed in both layout issues and data structure. In regard to the data structure and maintenance, complex issues and dependencies of the data had to be mapped in the PIM system. For print output, the data was prepared and output was achieved according to the specifications previously established. The layout specifications were predefined by the Festo CI and were reflected in the templates.

In order for the first partial results to become quickly visible, parsionate and Festo divided the publication into logically manageable elements and implement them individually. As a result, the overall complexity was distributed to a very manageable level. The first element of automation was a "type code", which was used by Festo customers to form an order code and was certainly a matter of significant importance.

Standardization and Centralization

In the past, individual elements of the technical documentation were often enriched with individual content and edited manually. Today, they are discharged together with the complete data in more standardized elements.

Throughout the process, designated product managers and editors jointly planned which information or elements were necessary to describe the corresponding series. Once the solution had been created, users had a modular system at their disposal giving them complete flexibility in compiling the necessary sub-elements for the technical documentation and output them automatically.

With the clearly defined workflows and standardized processes, the highest possible degree of automation was achieved, errors were eliminated and the speed of publication was drastically increased. The greatest impact in the project was achieved through the internationalization of publications. Despite the large number of foreign languages, the output of publications could be increased. This allows for the possibility to serve country subsidiaries in their national language at low cost.

Typenschlüssel	
001 Bauweise	008 Kolbenstange
050C Normzylinder, Doppelwirkend, basierend auf ISO 15552	Einstufig
002 Ventilsicherung	T Durchgehende Kolbenstange
Ohne	009 Kolbenstangenwellenlauf
Q2 Mit Ventilsicherung	Außengewinde
003 Luftanschluß	T Innengewinde
Standard	010 Profilart
TL Befüllgarn	Sensormuten nur auf einer Profilhälfte
01 Konstante langsame Bewegung	03 Sensormuten auf 2 Profilhälften
L1 Leichter für Balanceranwendungen	011 Dichtung
004 Kolbendurchmesser [mm]	P Elastische Dämpfungsringe/-platten bedingt
32 32	PPS Pneumatische Dämpfung, bedingt selbsteinstellend
40 40	PPV Pneumatische Dämpfung, bedingt einstellbar
50 50	
63 63	012 Positionserkennung
80 80	A Für Näherungsschalter
100 100	013 Korrosionsschutz
125 125	Standard
005 Hub [mm]	R3 Hoher Korrosionsschutz
20 20	014 Temperaturbereich
25 25	Standard
50 50	T1 Weirische Dichtungen max. 120°C
100 100	T3 -40 ... -80°C
150 150	T4 0 ... +150°C
200 200	015 Punktschutz
250 250	Standard
300 300	FR Faltenbalg am Lagerdeckel
350 350	016 Abstreifenvariante
400 400	keine
500 500	A1 Erhöhte chemische Beständigkeit
1 ... 2000	A2 Hartstoffelastomer
006 Aggregatbauweise	A3 Für Tockentakt
Ohne	A4 Metallschrauber
C Angehäut	017 Lösungsmittel
007 Zylinderanfertigung	keine
Ohne	EKA 1-200
E1 Bedingt	018 Kolbenstangenverlängerung
E2 Bei ausgeführter Kolbenstange	Ohne
E3 Bei ausgeführter Kolbenstange	019 Kolbenstangenwellenverlängerung
	Ohne
	LA 0 ... 70 mm

Type key

Produktübersicht	01	02	03	04	05	06	07	08	09	10
Kolbenstangenzyylinder										
Kompakt-, Kurzhub- und Flachzylinder										
Funktionsweise	Doppelwirkend, einflächig, drückend	Doppelwirkend, einflächig, drückend, ziehend	Doppelwirkend	Doppelwirkend						
Kolben-Durchmesser	4 mm, 6 mm, 10 mm, 12 mm, 16 mm, 20 mm, 25 mm, 32 mm, 40 mm, 50 mm, 63 mm, 80 mm, 100 mm	6 mm, 10 mm, 16 mm, 20 mm, 25 mm, 32 mm	30 mm, 25 mm, 32 mm, 40 mm, 50 mm, 63 mm, 80 mm, 100 mm	20 mm, 25 mm, 32 mm, 40 mm, 50 mm, 63 mm, 80 mm						
Theoretische Kraft bei 6 bar, Vorlauf	4,9 ... 4712 N	9 ... 483 N	188 ... 4712 N	143 ... 3016 N						
Hub	2,5 ... 25 mm	5 ... 50 mm	10 ... 500 mm	1 ... 500 mm						
Dämpfung	elastische Dämpfungsringe/-platten bedingt	elastische Dämpfungsringe/-platten bedingt	elastische Dämpfungsringe/-platten bedingt	elastische Dämpfungsringe/-platten bedingt						
Beschreibung	<ul style="list-style-type: none"> • Sehr kurze Bauhöhe • Hohe Kräfte bei kleiner Baugröße • Kolbenstange mit Innen- oder Außengewinde • Optimiert in Einbaumaß und Bauhöhe • Befestigungsbolzen nach VDMA 24262 ab Ø 32 mm • Für Positionserkennung mit Näherungsschalter für T-Hub und für Rundnut 	<ul style="list-style-type: none"> • Befestigung mit Durchgangsbohrung und mit Innengewinde • wendig • Komplexe Bauweise • Kolbenstange mit Innen- oder Außengewinde • Für Positionserkennung 	<ul style="list-style-type: none"> • Mit Endlagerverriegelung bedingt, vorne oder hinten • Kolbenstange mit Innen- oder Außengewinde • Für Positionserkennung 	<ul style="list-style-type: none"> • Bis zu 50% weniger Platzbedarf als vergleichbare Normzylinder nach ISO 15552 • Reinigungsfreundliches Design • Erhöhter Korrosionsschutz • Breites Variantenangebot für individuellen Einsatz • Kolbenstange mit Innen- oder Außengewinde • Für Positionserkennung 						
Zeichensystem	advc	dpm	adn-el	cdc						

Product overview - available in 15 languages



parsionate.
omnichannel excellence

Enterprise Solution Partner

parsionate // Data management is our core business.

The digital transformation is continuously changing the way we live and work. Markets, customer needs and value chains are evolving at break-neck speeds. Business models are becoming increasingly data-driven, with long-term success requiring forward-facing strategies and adequate structures set in place. parsionate supports changing processes - from employee training to business processes and IT infrastructures.

parsionate supports companies to become more efficient, grow faster and achieve competitive advantages with customized data strategies. From professional master data management, product data logistics, data quality, omnichannel commerce and publishing to effective process optimization and reliable, vendor-neutral vendor selection, parsionate's mission is to work with companies to achieve their goals.

Conversion rates, response rates, time-to-market are all things that take place "behind the scenes". Data management-related strategy consulting is a backstage discipline that is critical to a company's success. Successfully managing digital transformation requires that companies to put data at the center of their business activities. Without this expertise and knowledge, they miss valuable e-commerce, publishing and sales opportunities.

parsionate considers data management a part of its DNA. As a group of companies, its activities encompass numerous aspects discussed in connection with the use of Data and Advanced Analytics. In addition to strategy consultants for digitization and Master Data / Product Information Management (MDM/PIM), the parsionate team also includes Data Scientists, System Architects and Technical Consultants. parsionate is headquartered in Stuttgart, Germany, with additional offices located throughout Europe.



"Festo found a competent implementation partner who immediately recognized Festo's needs and understood the complex issues. During the implementation of the project, parsionate's expertise could be clearly felt in the areas of PIM system and priint:suite. The agile collaboration and good communication with parsionate was a real benefit. We are already looking forward to the next joint project."

Jürgen Wagner, PIM Product Manager Festo

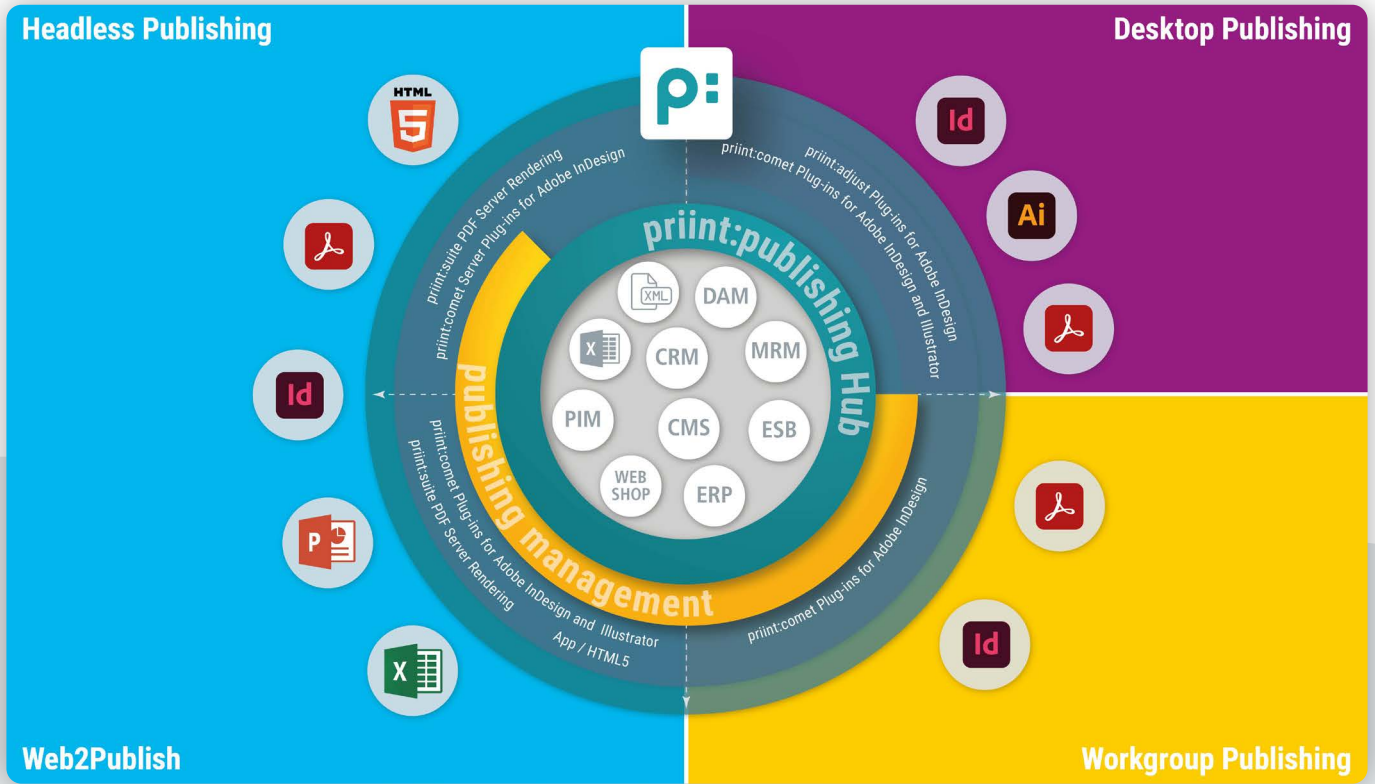
Key Facts

- Certified Enterprise Solution Partner
- Region: EMEA
- <https://www.priint.com/en/partnerprofile/parsionate.html>



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print:suite

The Solution for all marketing publication challenges



Now more than ever, print and other digital publications are vital to staying connected with customers, colleagues, prospects and audiences. That's why more than 500 satisfied customers and 100 solutions partners trust print:suite to modernize, automate and simplify their digital and print publishing processes.



print:suite plug-ins for Adobe® InDesign® and Illustrator® enable organizations to integrate the most diverse data sources (ERP, PIM, MDM, DAM, CRM, CMS Web-Shops or MRM systems), making their information usable for any type of publishing project.



The same data and flexibility that fuels digital communication can be seamlessly utilized in the digital and print publishing channels with one click, ensuring a consistent message and customer experience across all channels.



print:suite is modular and scalable, making successful and cost-effective print process automation possible for organizations of any size and connection to every stakeholder department within the organization effortless – enabling you to finally achieve a truly collaborative omnichannel communications program.



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