



## 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 Kolbenstangenwellen
Q Mit Ventilsicherung	Außengewinde
003 Laufflächen	T Innengewinde
Standard	010 Profilart
L Reibungslager	Sensormuten nur auf einer Profilhälfte
U Konstante langsame Bewegung	03 Sensormuten auf 2 Profilhälften
L1 Leichterlauf für Balanceanwendungen	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	012 Positionserkennung
63 63	A Für Näherungsschalter
80 80	013 Korrosionsschutz
100 100	Standard
125 125	R3 Hoher Korrosionsschutz
005 Hub [mm]	014 Temperaturbereich
20 20	Standard
25 25	T1 Wesentliche Dichtungen max. 120°C
50 50	T3 -40 ... +80°C
100 100	T4 0 ... +150°C
150 150	015 Partikelsturz
200 200	Standard
250 250	FR Filterberg am Lagerbuch
300 300	016 Abstreifervariante
400 400	keine
500 500	A1 Erhöhte chemische Beständigkeit
1... 2000	A2 Hartstoffelastomer
006 Lagerbuch	A3 Für Tockentwurf
Ohne	A4 Metallbuchse
C Angehäut	017 Lösungslösung
007 Laufflächenabgleich	keine
Ohne	EKA I 200
E1 Bedingt	018 Kolbenstangenverlängerung
E2 Bei ausgeführter Kolbenstange	Ohne
E3 Bei ausgeführter Kolbenstange	L-E 1... 100 mm
	019 Kolbenstangenverlängerung
	Ohne
	L-A 0... 70 mm

Type key

Produktübersicht	01	02	03	04	05	06	07	08	09	10
<b>Kolbenstangenzyylinder</b>										
<b>Kompakt-, Kurzhub- und Flachzylinder</b>										
<b>Funktionsweise</b>	Doppelwirkend, einflächig, drückend	Doppelwirkend, einflächig, drückend, ziehend	Doppelwirkend	Doppelwirkend						
<b>Kolben-Durchmesser</b>	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						
<b>Theoretische Kraft bei 6 bar, Vorlauf</b>	4,9 ... 4712 N	9 ... 483 N	188 ... 4712 N	141 ... 3016 N						
<b>Hub</b>	2,5 ... 25 mm	5 ... 50 mm	10 ... 500 mm	1 ... 500 mm						
<b>Dämpfung</b>	elastische Dämpfungsringe/ platten bedingt	elastische Dämpfungsringe/ platten bedingt	elastische Dämpfungsringe/ platten bedingt	elastische Dämpfungsringe/ platten bedingt						
<b>Beschreibung</b>	<ul style="list-style-type: none"> <li>• Sehr kurze Bauhöhe</li> <li>• Hohe Kräfte bei kleiner Bauhöhe</li> <li>• Kompakte Bauweise</li> <li>• Optimiert in Einbaumaß und Bauhöhe</li> <li>• Befestigungsbohrloch nach VDMA 24662 ab Ø 32 mm</li> <li>• Für Positionserkennung mit Näherungsschalter für 1-Not und für Rundnut</li> </ul>	<ul style="list-style-type: none"> <li>• Befestigung mit Durchgangsbohrung und mit Innengewinde</li> <li>• Kompakte Bauweise</li> <li>• Kolbenstange mit Innen- oder Außengewinde</li> <li>• Für Positionserkennung</li> </ul>	<ul style="list-style-type: none"> <li>• Mit Endlagerversiegelung bedingt, vorne oder hinten</li> <li>• Kolbenstange mit Innen- oder Außengewinde</li> <li>• Für Positionserkennung</li> </ul>	<ul style="list-style-type: none"> <li>• Bis zu 50% weniger Platzbedarf als vergleichbare Normzylinder nach ISO 15552</li> <li>• Reinigungsfreundliches Design</li> <li>• Erhöhter Korrosionsschutz</li> <li>• Breites Variantenangebot für individuellen Einsatz</li> <li>• Kolbenstange mit Innen- oder Außengewinde</li> <li>• Für Positionserkennung</li> </ul>						
<b>Zeichensymbole</b>	advc	advc	advc-el	cdc						
<b>Kolbenstangenzyylinder</b>										
<b>Kompakt-, Kurzhub- und Flachzylinder</b>										
<b>Funktionsweise</b>	Doppelwirkend	Doppelwirkend	Einflächig, drückend							
<b>Kolben-Durchmesser</b>	Äquivalenter Durchmesser, 12 mm, 18 mm, 25 mm, 32 mm, 40 mm, 50 mm, 63 mm	Äquivalenter Durchmesser, 16 mm, 20 mm, 25 mm, 32 mm, 40 mm, 50 mm, 63 mm	Äquivalenter Durchmesser, 3 mm, 4 mm, 5 mm, 6 mm, 8 mm, 10 mm, 12 mm, 16 mm, 20 mm, 25 mm, 32 mm, 40 mm, 50 mm, 63 mm							
<b>Theoretische Kraft bei 6 bar, Vorlauf</b>	11 ... 1820 N	116 ... 1820 N	1,8 ... 205 N							
<b>Hub</b>	1 ... 320 mm	1 ... 1000 mm	10 ... 50 mm							
<b>Dämpfung</b>	elastische Dämpfungsringe/ platten bedingt	pneumatische Dämpfung bedingt einstellbar	keine Dämpfung							
<b>Feststoffschnee</b>	• Extrem hohe Schneelast	• Hohe Schneelast	• Extrem hohe Schneelast							

Product overview - available in 15 languages



## Enterprise Solution Partner

Parsionate // Data management is our core business.

Data is at the core of any digital transformation. Since 2013, Parsionate has been advising companies, unlocking their potential, and working with them to invent entirely new solutions – all on the basis of data and what it has to offer. Parsionate calls it Data Leadership.

Parsionate leverages their expertise to focus on the benefits and successes they generate for their customers and partners. This is exactly why Parsionate works end-to-end by customers' side: from strategy development to full technological implementation. With the holistic focus on data and the opportunities it creates, Parsionate takes on a longer-term, more comprehensive responsibility than traditional consultants or implementers. Their vision is to help clients harness the uni-

que potential of data and analytics and empower them to use it more smartly and efficiently.

All this is what more than 200 experts are working on at the Parsionate locations across Europe - for international market leaders such as Hapag-Lloyd, Hoffmann Group, Festo, Stihl or Dekra.



"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

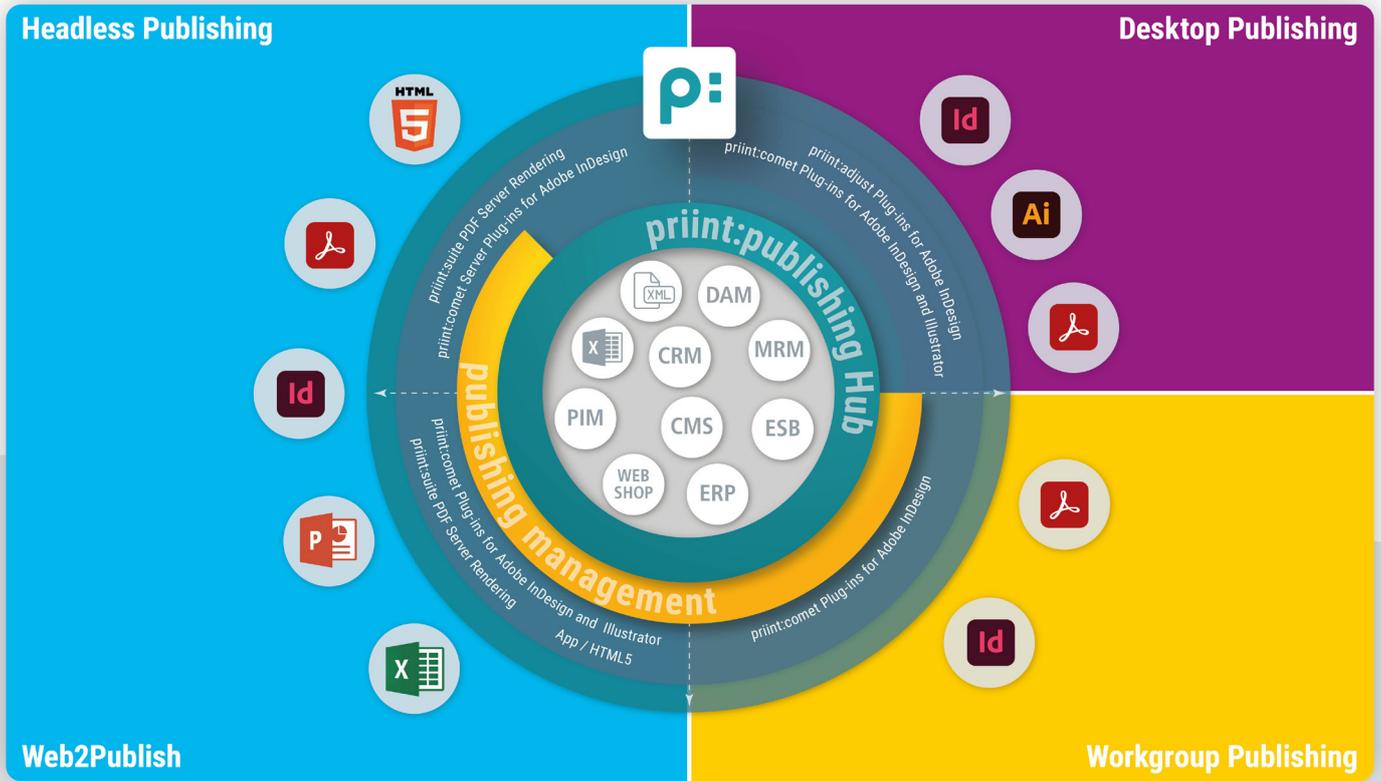
## Key Facts

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



SCAN ME FOR MORE INFO





# 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.



#NoMoreCopyPaste #priint

**More info?  
Contact us!**



[www.priint.com](http://www.priint.com)  
[info@priint.com](mailto:info@priint.com)