Eye on the Future: DENIOS Establishes a New Process While Successfully Integrating its Existing Documents

For more than 35 years, DENIOS SE has made a name for itself worldwide as a developer and manufacturer of human safety and environmental protection products. With 26 sales locations and six production sites throughout Europe, America and Asia, everything DENIOS does revolves around the concepts of safe storage and handling of hazardous substances, operational safety in the workplace and environmental protection.

Today, the family-owned company from Bad Oeynhausen, Germany, advises and supplies well-known customers such as BMW, Bosch, Volkswagen, Bayer, Evonik and Salzgitter Flachstahl. The business unit "Catalogue Products" is comprised with more than 14,000 standard products in e-commerce. As a developer and manufacturer, DENIOS offers the largest assortment available in the specialization of safety-relevant factory equipment and occupational safety.

Opportunity

The steadily growing process for creating catalogs became increasingly complex and DENIOS could no longer keep up with modern communication tasks and evolving publishing requirements. Due to its complexity, it becoming increasingly difficult for DENIOS employees to manage the catalog creation process in-house. There was a need to convert the current catalog process into a more sustainable one, while also including existing documents that had already been set, designed and released. Additionally, DENIOS employees involved in the catalog creation process needed to be autonomously able to take over publication creation for customization.

Solution

The central task at DENIOS was to further develop the existing PIM and publishing processes. The new creation process was executed successfully via Contentserv channels and the implementation of the priint:suite to achieve the greatest possible automation available.

Advantages

✔ **Transfer of existing publications**
Previously released publications or parts of publications have the ability to be transferred to the new process and adapted.

✔ **Replacement of partially manual processes**
The development of dynamic templates allows for an increase in the degree of automation and a reduction of manual processes.

✔ **Complex scripts**
Successful development of complex scripts for the automated exchange and updating of its contents / placeholders of existing documents.

✔ **New connections**
New channel structure allowed for porting and linking of new InDesign documents.

✔ **Updating of modules**
Replacement of outdated software modules to a new future-proof solution.

When specialists rely on specialists

Continuous development and improvement form the basis of responsible action at DENIOS. The company lives up to this high standard not only in terms of high-quality products, but also in terms of their catalog development process.

Build new, rebuild, or just repaint?

Generally speaking, questions of this type often arise over time in software projects. Established workflows, software solutions and systems were successfully introduced years prior and for a time, it worked beautifully. However, over the years, requirements change. These minor changes can usually be solved over a relatively long period of time through adjustments and modifications. However, most of the solutions created this manner ultimately reach a point where the project result is satisfactory, but the project process and handling are no longer relevant. Innovation and future viability are no longer guaranteed, with systems ultimately becoming increasingly complex and oftentimes incomprehensible. Processes become error-prone, and employee motivation declines due to a lack of integration between the various systems.

The scenario described above is similar to the situation DENIOS found itself in before the realignment of its catalog production. As the market leader for hazardous materials storage and occupational safety products, DENIOS produced a roughly 850-page primary catalog with Contentserv's Product Information Management system (PIM) and the Adobe InDesign plug-in priint:comet. All project participants were integrated into the process via the Contentserv Whiteboard.

Changing requirements meant that the solution was constantly modified and adapted. Although this meant that all customer-specific requirements were implemented professionally, the result was an individual solution that worked but was hardly comprehensible and no longer sustainable. Additionally, this solution could not even match the high degree of automation that the priint:suite offers its users.

It became clear that it was necessary to optimize the existing process and transfer it to a future-proof solution. Despite the new orientation, however, a large part of the existing documents needed to be adopted.

Perfect recycling: Existing documents are translated into many language versions

In order to increase the degree of automation in catalog creation, SDZeCOM further developed the existing PIM and publishing processes. The complicated workflows were replaced by standard processes.

With regard to existing documents, SDZeCOM created the ability to read out the already set InDesign pages and their placeholders. It was checked which placeholders are linked to which contents. In terms of content, old IDs and attributes were read out and linked to the new channel structure via a mapping. This ensures that the placeholders are linked to new content, attributes, etc. The additional standard set of new templates developed by SDZeCOM enabled the degree of automation to be incrementally increased.

What does the future hold?

The focus of the first project phase was on transferring old catalog pages into the new structure. In the next step, SDZeCOM created additional templates to further increase the degree of automation. This allowed for 20 catalogs to be created in more than 15 languages and to be part of the company's future-proof communication by generating time-to-market and on-demand personalized and individualized publications.by generating time-to-market and on demand personalized and individualized.
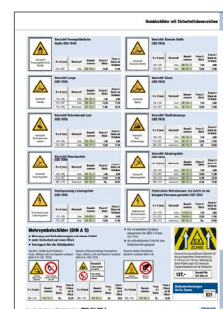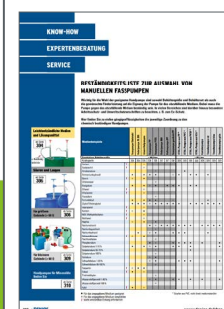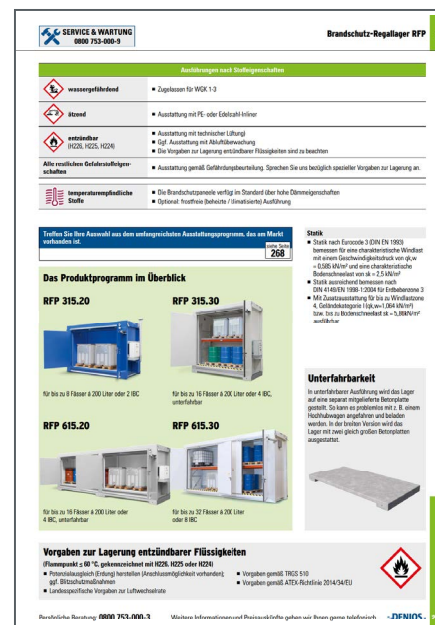
Enterprise Solution Partner

SDZeCOM // System Integrator & System Architect

SDZeCOM has been implementing database publishing projects since 1995, one of the first companies in Germany to do so. SDZeCOM employs a large team of developers for priint:suite projects, as well as IPMA Level-C certified project managers.

In the project, customers benefit from the proximity and direct line to the developers at Werk II. The example of a development partnership for the priint:comet pdf renderer shows how this can be advantageous for customers. The pdf renderer was developed together with Werk II in a customer project. Successfully implemented projects include customers such as Lusini, Walbusch and MeisterWerke Schulte.

In order to provide customers with the best possible support, SDZeCOM also regularly offers special database publishing training courses in its own training center. In-depth insights into the priint:suite technology as well as the connection of various PIM systems to priint:comet are offered. In addition, SDZeCOM has a customer-oriented point landing video "Publication Analysis" or user-friendly downloads, which include a wide range of experience broken down into "10 Tips for Successful Database Publishing".

Additionally, SDZeCOM takes its experience from numerous projects in the area of Product Information Management (PIM) and Master Data Management (MDM). SDZeCOM is not only a successful implementation and development partner of priint:comet, but also a strategic partner of the leading PIM and MDM system manufacturers. In its own business units, SDZeCOM implements PIM and MDM systems from well-known software manufacturers and adapts them to the needs and circumstances of its customers.

SDZeCOM belongs to the nationwide partner network United E-Commerce and offers very complex and holistic solutions for digital sales. Furthermore, SDZeCOM is a partner of Aalen University and dual universities in Baden-Württemberg.

> *"Everyone only talks about online, web shop and search engine optimization. At DENIOS, we continue to rely on a wide range of print products. On-demand catalog creation via the shop and targeted Print2Web links in our main catalog are just two new options that can be implemented with the new DENIOS publication process."*
>
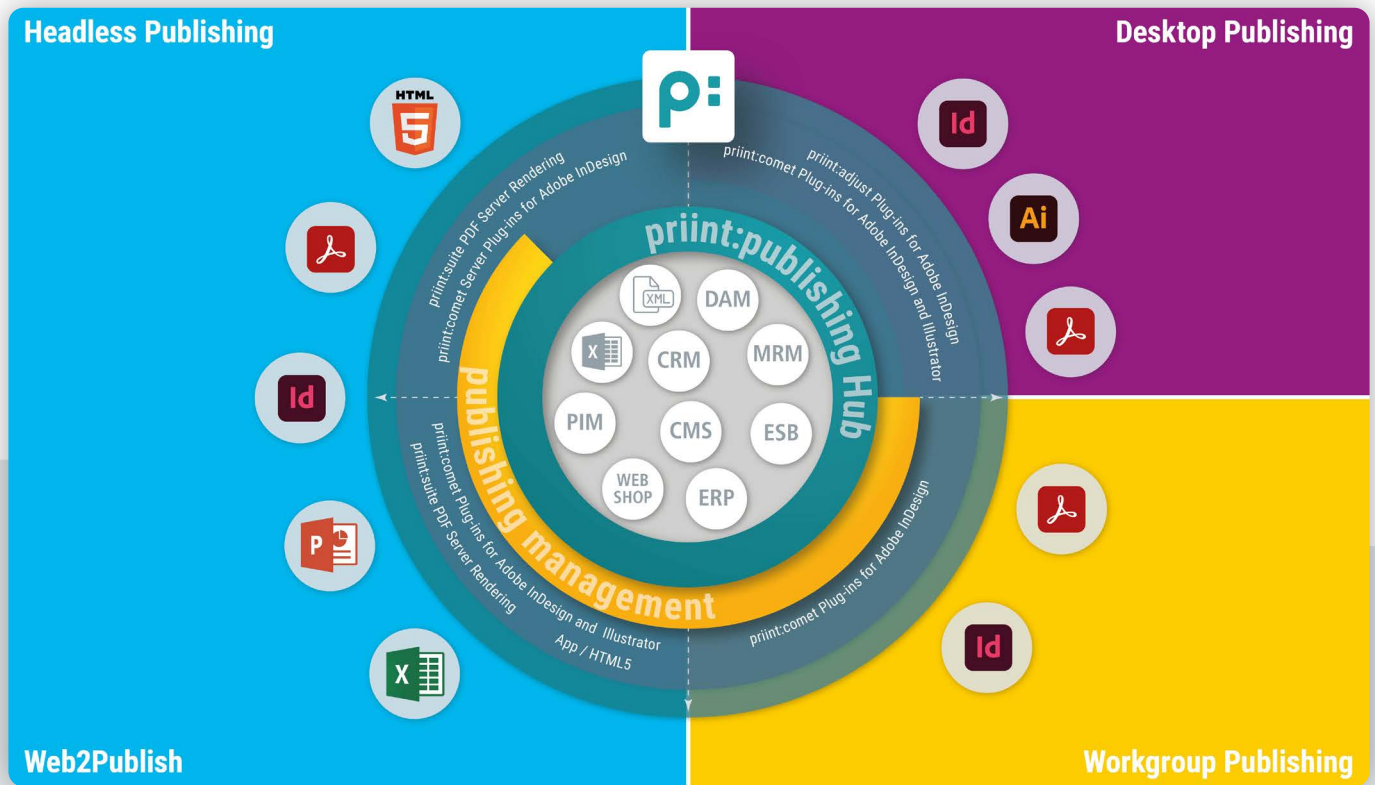> **Tim Lohmeier, Team Leader of Data Excellence, DENIOS SE**

Key Facts

- **Certified Enterprise Solution Partner**
- **Region: D-A-CH**
- **https://www.priint.com/en/partnerprofile/sdzecom.html**

Certified SOLUTION PARTNER ENTERPRISE

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Workgroup Publishing

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publishing management

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priint:suite PDF Server Rendering
App / HTML5

priint:comet Plug-ins for Adobe InDesign

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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 priint:suite to modernize, automate and simplify their digital and print publishing processes.

priint: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 simply one click, ensuring a consistent message and customer experience across all channels.

priint:suite is both 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!

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