



NAME

OnlineMediaNet

SHORT DESCRIPTION

Efficient multi-channel system

BENEFIT

Fast, efficient, cost-effective

CLAIM

All media, all channels – one system

OnlineMediaNet – the unified, integrated system for fast, efficient, and cost-effective multi-channel marketing. **OnlineMediaNet** is a modular, fully browser-based solution for the creation of all marketing measures for the distribution channels print, online, stationary and mobile.

You know different advertising media production systems, image databases, marketing planning systems etc. - all stand-alone solutions. What we have created is the unique connection of different solutions which we integrate in OnlineMediaNet. Everything in a single piece of software and yet modular in such a way that you only deploy those parts you really need.

Using flexible interfaces your existing systems, such as your ERP system, your web shop, or CMS are integrated

optimally and individually. As an innovative and future-oriented media service provider, we at Meyle+Müller, Stuber IT and w&co MediaServices have bundled our process and production know-how and developed this unique system for you.

OnlineMediaNet and our experts help you to produce advertising materials successfully, to populate web shops efficiently, and to realize media production for all sales channels in a fast, efficient, and cost-effective manner.

Benefits

Become faster

- Automated and individual processes
- Efficient and networked execution
- Simple and fast updates for your data
- Real-time refreshes

Reduce costs

- No investment risk
- Attractive lease model
- Requirements-driven, individualized configuration
- No costs for redundant data maintenance

Reduce errors

- Guaranteed use of the most up-to-date data
- Maximum stability without media disruptions
- Intuitive user guidance and experience
- Automated refreshing across all channels

Increase transparency

- Logging of all work steps
- World-wide availability
- Direct communication
- Central overview of all processes



Modules

OnlineMediaNet is completely modular and provides you with all tools to efficiently implement your marketing measures.

Project Management

Centrally and efficiently plan and control marketing measures for all sales channels.

Product Information Management

Centrally maintain and manage article-related information.

Media Asset Management

Manage and exchange media data easily and embed them effortlessly in your workflow.

Business Process Management

Centrally, plan, control, and track workflows and processes.

Translation Management

Engage in multilingual communication in a simple and uniform manner.

Catalog Management

Creation of database-driven layouts through the direct connection of your layout program and OnlineMediaNet.

Brand Management

Simple creation of individualized advertising materials per Web-to-Print.



Channels

With OnlineMediaNet you work output-neutrally and as a result can serve all channels with the same efficiency and quality.



Print:

- Automated advertising material production
- Automatic price update in existing pages
- Easy creation of language editions



Online:

- Comfortable export of products into the web shop
- Automatic web shop update
- Automated creation of products in online market places



Mobile:

- Provision of product offers
- Embedding of products in Smartphone applications
- Specialized product catalogs for mobile phones



Stationary:

- Control of offer surfaces at the Point of Sale
- Connectivity to cash register systems
- Regionalized product offers



Project Management

Centrally and efficiently plan and control marketing measures for all sales channels

Plan and control your marketing measures centrally, automatically, and transparently for all stakeholders. Defined business processes control the distribution of tasks to the participants. A total overview shows you the current status of all or individual measures in real time. The guaranteed transparency at any point in time allows you to respond flexibly.

Key Facts

- Central view of all marketing measures
- Status display of each individual process step
- High transparency
- Efficient communication between all process participants
- Automatic generation of tasks for all project participants
- Optimal use of resources
- Escalation management
- Statistical evaluation of the running and completed marketing measures
- Avoidance of overlap of marketing measures
- Status information in real time





Product Information Management

Centrally maintain and manage article-related information

The media-neutral storage of all product-related information in a central database fulfills the prerequisite for a fast and cost-efficient realization of your marketing measures.

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Key Facts

- Central and clear management of all products
- Automatic refresh of product information
- Maintenance and storage of product relationships
- Optimal overview through use and change history
- Redundancy-free information management
- User-specific, storable search queries
- Inheritance of product properties
- Adding of new properties without disruption of operations
- Access control for each property field
- Creation of product relationships per drag & drop
- Regionalized product characteristics





Media Asset Management

Manage and exchange media data easily and embed them effortlessly in your workflow

The system with its intuitive user experience enables a simple and central maintenance and data management of your media. World-wide access to multi-media content is possible 24/7.

Key Facts

- Media-neutral data storage
- Support for all data formats (multi media)
- Central, globally accessible access options
- Completely multilingual
- Intuitive data management per drag & drop
- Simple keyword tagging through metadata
- Data distribution can be automated
- Saving of variants and versions
- Integrated use history
- Relay of shopping carts
- Role-specific data transformation on download





Business Process Management

Centrally plan, control, and track workflows and processes

From planning to the release of advertising material all participants have maximum transparency and full control over the entire manufacturing process.

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Key Facts

- Cost reduction through streamlined processes and short communication paths
- Dynamic process adjustments (e.g. when schedules change)
- Process optimization through controlling and logging functions
- Project transparency from the briefing through to the final acceptance for all process participants
- Uncomplicated creation of projects
- Escalation management
- Personalized and cross-company task lists
- Status overview - current project information always available
- Holistic control through system-supported business processes





Translation Management

Engage in multilingual communication
in a simple and uniform manner

All texts can be edited by translators directly online. The integrated translation memory ensures that content segments that already have been translated can be reused. A terminology glossary ensures the consistent translation of standard terms.

Key Facts



- Globally usable, web-based translation workflow
- Translation workflow can be utilized page or product-related
- Automatic storage of the translated texts into the PIM
- Translation memory guarantees reusability of translations
- Efficient and simple integration of external translators
- Live preview replaces layout and final artwork for language versions
- Easy editing of documents
- Automatic adjustment of the text formatting depending on the quantity of text
- Translation is directly added to the layout documents
- Integrated terminology dictionary for consistent use of terms



Catalog Management

Creation of database-driven layouts through a direct connection between your layout program and OnlineMediaNet

Plan your advertising materials efficiently from the start. Assign products to the desired pages and create pages automatically and semi-automatically right in your layout program. Whether fully automated for product catalogs or semi-automated for the consumer domain: we support both.

Key Facts

- Simple and fast production of layout pages
- Fully or partially automated page creation
- Support for Adobe® InDesign® and QuarkXPress®
- Easy update of existing layouts
- Automated creation of language adaptations
- Interactive page population
- System-supported area allocation and assignment of the purchase area
- Clear page planning (incl. preview function)
- Reusability of completed layout documents possible
- Reduction of errors during data reconciliation and maintenance





Brand Management

Simple creation of individualized advertising materials per Web-to-Print

Safeguard a perfect and consistent market image in compliance with your Corporate Design. Provide resellers, subsidiaries, and branch offices with editable templates.

Key Facts

- Consistent adherence of the company-own Corporate Design
- Guidelines for all required quality standards
- Controlled creation of customized advertising materials (e.g. reseller/subsidiary-specific)
- Intuitive user experience through WYSIWYG editor
- Automated personalization possible
- Logging and traceability of all changes
- No more design costs once template has been created
- Flexibility by using Adobe® InDesign® and QuarkXPress® servers
- Integrated agreement, release, and shipping processes
- Cost reduction by transferring business activities





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