

Change from semi-automatic to fully automatic print generation with interfaces to ERP and web shop



OBETA is an electronic wholesaler with an assortment over 850.000 articles and over 22.000 articles directly from stock. More than 20.000 companies from electro craft and speciality retail are customers of OBETA in Germany.

Replacement of product database

In the past OBETA maintained its product data in a product database and generated catalogs semi-automatically with a template-based print system. Due to the high layout requirements of this print catalog and the technical restrictions of the template-based system several months of manual rework of the generated file by InDesign were necessary. This was performed by OBETA marketing employees in parallel to their daily business.

Since introduction of ANTEROS not only the product data maintenance is easier. by the PIM system but also the creation of the print catalogues is now possible in less

time. The print engine of ANTEROS generates product pages, table of contents and index directories fully automated without manual rework. And OBETA could stay with its quite complicated layout.

Change colours/columns online

The layout of OBETA requires a different colour for each catalog chapter and depending on the data density data is printed into two or more columns. This had to be firmly anchored in multiple print templates so far. From now on OBETA employees can change this easily via web forms of ANTEROS.

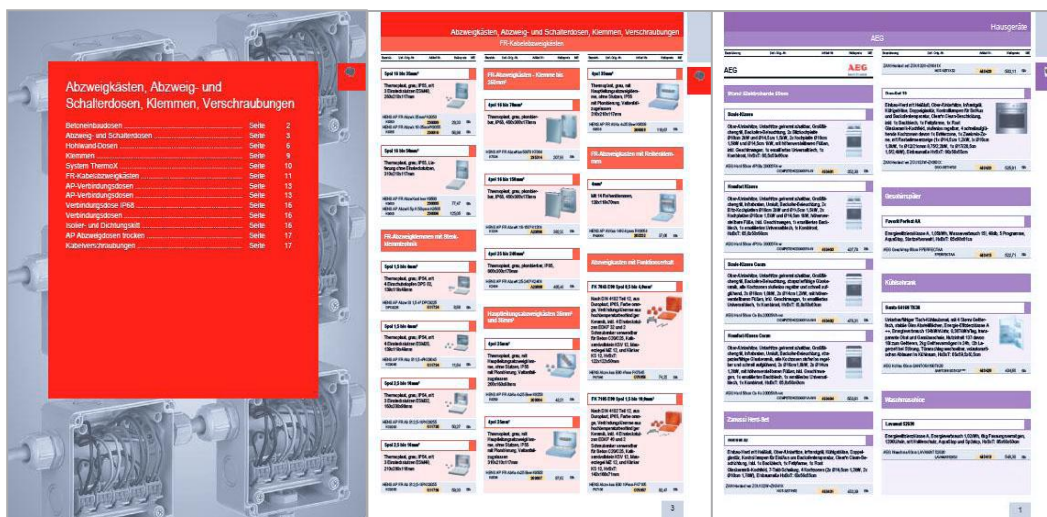
Appealing chapter homepage

Each chapter starts with a table of contents that is generated fully automated, too. The chapter-specific photos for background and registers can be entered simply into web form. All subchapters are generated using the current page numbers on a box in the colour of the chapter.



„With the aid of ANTEROS we can systemise our data very good and so maintain them considerably more efficient. Regarding layout design of the print catalog ANTEROS has reduced a significant amount of work. Whereas we needed six months for the catalog creation with our template-based print system, now it's possible in just six weeks with ANTEROS. We basically concentrate on the data maintenance and score a gain in time of 75% - although we already automated in the past. Moreover, the print generation of a general catalog takes less than one hour with ANTEROS, it were more than 30 hours with the legacy system.“

Christopher Adler,
OBETA





Stretching of columns

For the layout of OBETA it's important that the columns not only close up flush on the top, but also at the bottom of each column in order to receive a harmonic print image. For that purpose data had to be moved for days in InDesign in the past. This is now automated in ANTEROS. The ANTEROS print engine uses two generation passes: in the first one data is set according to fixed predetermined distances in the columns and in the second pass the distances are stretched proportionally up to a maximum distance so that in most cases data is flush at the bottom line.

Sprinkle ads

OBETA can declare by web forms whether and where a column should have a break so that the next content should appear in the other column. If the column arranged in

front is quite empty or large gaps after stretching the columns exist, then ANTEROS takes an advertisement out of a set of relevant ads for that product category which would fit in that gap.

Previously, this work had to be done at the very end in manual rework.

Directory generated

In the past the manufacturer directory had to be set completely by hand. With the aid of ANTEROS it is generated fully automated without the need to input additional data. For the product pages OBETA anyway defines in the category or product which manufacturer delivered it as the logo is placed there. And this information is collected by the print engine: for each product it saves the manufacturer and the page number for the directory. It shows this information at the end of the catalog in the manufacturers' directory:

headlines with the manufacturer's name and logo and underneath the product name and page numbers of that manufacturer.

Index generated

With the saved information which product is placed on which page, another index is automatically generated by ANTEROS with a different grouping: an alphabetical product directory. Also this was prepared by hand in the past.

Interfaces to ERP and web shop

Master data are imported daily from the ERP system to ANTEROS. In ANTEROS the data is enriched with marketing data and then not only used for the print catalog but also to export it to the existing web shop by interface. Thus, OBETA can centrally and flexibly maintain its product data.

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