MYWORKFLOW®

my time.

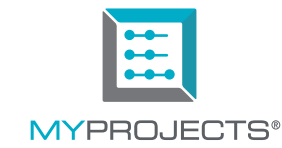# Bright prospects.

Contents

MYWORKFLOW®

my time.

myWorkflow® gets to the heart of your processes. Using intelligent, web-based technology, it optimizes workflows in prepress, marketing and sales, and links locations, customers and service providers – worldwide.

▶ Web-based from planning to approval: speed up marketing processes, improve project efficiency, shorten time to market

▶ Central management of all the required content for your international communication – accessible at any time, from anywhere

▶ Adapt consistent, centralized brand communication to specific markets and regions

▶ Easily edit, approve and produce Adobe® InDesign® files online – with full control of content and corporate design

▶ Translate and correct directly online in the layout

▶ Customize advertising materials as often as you like

▶ Manage user-defined responsibilities, rights and roles

▶ Organize orders, approvals and print data online (automatic notification included)

▶ Intuitive user interface in a web browser – no need for layout or IT skills

▶ 100% web-based and tablet-compatible – worldwide access with guaranteed data security, hosted on German servers

▶ Opt for in-house data hosting (and external administration)

myWorkflow® unites marketing management and media production. Thanks to its flexible modules system, it offers tailored, integrated solutions.

The result: customized marketing with a global identity. And much more time for your ideas.

MYPROJECTS®
The organizational talent with a global overview.

MYCORRECTIONS®
The correction tool with an integrated approval system.

MYMEDIA®
The central media archive that keeps all your data available.

MYPUBLISH
The modular system for CI-compliant print data at the push of a button.

MYPIM®
The product information management for cross-media communication.

MYCATALOGS®
The fully automated catalog creation with a time bonus.
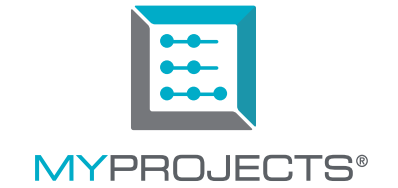
MYTRANSLATIONS®
Translation management for the fastest time to market.

MYSHOP
The online sales platform for ambulatory commerce.

Stay in complete control.

MYPROJECTS®

The organizational talent with a global overview.

Managing international and intercontinental workflows has never been easier. From design through translation, coordination and approval up to printing, myProjects® visually divides all marketing steps into single tasks – that you can easily work through using other myWorkflow® modules.

▸ All marketing steps at a glance

▸ Location-independent project management worldwide

▸ Clear, comprehensible processes, interactive to-do list, history and status overview

▸ Targeted integration of external partners (agencies, freelancers, print service providers, translators), precise definition of priorities, rules and roles

▸ Coordinate interdivisional approval processes (e.g. marketing, legal, purchasing)

▸ Intelligent e-mail and notification features

▸ Immediately carry out assigned tasks thanks to a direct connection to myCorrections®, myTranslations®, myMedia® and external sources

▸ Bring your products to market faster

Don't search: find.

MYMEDIA®

The central media archive that keeps all your data available.

Save all your digital data in a single application. This is how you minimize access and coordination times and make up-to-date cross-media publishing child's play.

▸ Centrally store and organize approved digital data

▸ Immediately download, upload and forward data, or make it available for download

▸ Watch videos online and download if required

▸ Directly extract images from InDesign® files, convert and process them in your browser

▸ Powerful search functions including preview

▸ Create customized collections and search efficiently

▸ Assign media properties, keywords and licensing rights

▸ Manage user rights based on roles

▸ Work independently of location and time zone – directly in your web browser and on the go (iOS/Android™-compatible)

▸ Minimize access and coordination times

▸ Supports all common formats – get up-to-date media objects in the desired format at the push of a button

Competitive in the world market.

MYPIM®

The product information management for cross-media communication.

Daily data updates which are allocated immediately provide the basis of targeted product communication. myPIM® takes product data and prices from your merchandise management system or SAP and enriches them with marketing texts, images or campaigns.

▸ Central management of product data, updated daily and globally standardized

▸ Constantly import master data from merchandise management systems and SAP

▸ Use data in all media (print, Internet, mobile) – facilitate cross-selling and profit from multichannel marketing

▸ Direct connection to myShop

▸ Set up target-specific product groups

▸ Consistent product and corporate communication in all media

▸ Quickly and flexibly react to the market and increase competitiveness

Understood the world over.

MYTRANSLATIONS®

Translation management for the fastest time to market.

Have your translators work directly in the layout with any web browser. Check the results immediately. Avoid repeated e-mail dispatch of text or PDF files. And access all translations anytime – at a central location on the web, 24 hours a day.

▸ Carry out all processes regarding multilingual marketing media on a single platform

▸ Simultaneously translate into multiple languages in a single layout template

▸ Immediately check and adjust text length, line breaks and hyphenation thanks to direct print preview

▸ Avoid unnecessary Word®, Excel® and PDF files as well as repeated InDesign® adaptations

▸ No more illegibility, incorrect allocation or incompatible fonts

▸ Direct connection to Trados and Across

▸ Smartly reuse translations thanks to the text library's translation memory

▸ Consistent, high-quality market presence that complies with your corporate design in all countries and target groups

Always correct.

MYCORRECTIONS®

The correction tool with an integrated approval system.

Use myCorrections® to open CI-compliant layout files in your web browser. Enter text changes, done!

▸ Enter corrections or comments directly into the online layout – even on the way (iOS- and Android™-compatible)

▸ Edit predefined, CI-compliant InDesign® templates – without any need for graphics skills

▸ Intuitive interface for easy editing, including real-time preview

▸ Extensive history: keep track of all corrections – and reject them any time you want

▸ Quickly compare different layout versions

▸ Manage multiple roles and rights (validator, corrector and reviewer)

▸ Scheduling and task management including automatic commissioning, status message and e-mail notification

▸ Online chat feature for team discussion and coordination

▸ Interdivisional, sequential approval

▸ Quickly respond to market changes

Custom series.

The modular system for CI-compliant print data at the push of a button.

Publish digital content or produce print-ready documents in a modular system – globally CI-compliant. Once created, a template can be customized any number of times. At only a fraction of the time expenditure and cost.

▶ 100% CI-compliant production even with custom content

▶ Web-to-print and web-to-digital: centrally define content, adjust it according to local requirements and integrate immediately

▶ Add interactive buying incentives such as videos or competitions at the POS: thanks to the eye-catching infotainment stand myPublishPoint

▶ Easily import photos, videos, presentations or product data from myMedia® and myPIM®

▶ Customize predefined layout templates as often as you like (e.g. job listings, business cards, ads)

▶ Immediately check the ready-to-print result

▶ Integrate external partners (franchise, retail, stores)

▶ Certified print PDFs at the click of the mouse

▶ Directly hand over documents to printer, logistics and packaging

▶ Multichannel marketing: cover all communication channels from a single source

Turn the page to new time savings.

MYCATALOGS®

The fully automated catalog creation with a time bonus.

Catalog production is considered one of the advanced disciplines of product communication, but also one of the most time-consuming. myCatalogs® now allows you to create catalogs, data sheets or price lists fully automatically: it instantly combines texts and images according to an exactly predefined layout.

▶ Smart interface for a multitude of external sources

▶ Automatically create catalogs, brochures or data sheets

▶ Automatically fill in customized, client-specific templates with technical information, marketing texts and image data

▶ Compare Excel® data and quickly generate EAN codes

▶ Carry out manual adjustments directly in the layout

▶ Real-time preview of the final InDesign® document in your browser

▶ Interaction with myMedia® and myPIM® guarantees completeness with regard to both content and graphics

▶ Accelerate production – while maintaining maximum quality and worldwide CI-conformity

Modern shopping.

MYSHOP

The online sales platform for ambulatory commerce.

One click, one purchase: Offer employees, agents, vendors or partners worldwide customizable promotional products and business gifts. In any language, around the clock and automatically updated daily.

▸ Sell current promotional products and business gifts around the clock

▸ Automatically accept product data (direct connection to myMedia® and myPIM®)

▸ Flexibly customize the shop interface – with consistent corporate design

▸ Freely define products, categories, time periods and target groups

▸ Immediately find required articles thanks to high-performance search and filter options

▸ Links to accessories and related products allow successful cross-selling

▸ Select from a variety of payment options (including online payment)

▸ Integrated newsletter function

▸ Tablet-compatible for instant orders on site

Rent or buy.

It's your choice.

You can rent or purchase myWorkflow® – you alone decide what's in the package. We provide a box that is preconfigured according to your needs, ready for you to install in-house, integrate into your network and configure individually. This way, data sovereignty is completely in your hands. Always included is your media database myMedia® and your own server.

▶ **myWorkflow® BASIC**
The entry-level solution: in addition to a small monthly fee, which already includes myMedia®, you only book the functions and products you actually wish to use. All you need is a computer with Internet access.

▶ **myWorkflow® PREMIUM**
The premium version: use myMedia® and myPIM® as well as a host of additional functions at an affordable all-inclusive price. All other products can be booked separately as a service (SaaS) at any time. You do not need your own InDesign® Server: you simply access our infrastructure via your browser.

▶ **myWorkflow® ENTERPRISE**
The purchase solution with comprehensive "no worries" guarantee: a multitude of products is included – and we will be pleased to individually activate myShop and myCatalogs® for you, too. Direct access to our InDesign® Server allows you to get your documents ready for printing in next to no time.

Whatever you decide ... you are opting for individualized marketing and brand management with global design. And more time for the finer things in life.

MYWORKFLOW®

my time.

Any questions?

info@myworkflow.de

www.myworkflow.de