



# Process Automation of Print Publishing Processes: Flyer Production



More than 320 furniture stores in 12 countries, greater than 25,700 employees, with around € 5.2 billion turnover

The XXXLutz Group is an Austrian chain of furniture stores and is one of the world's largest furniture retailers, with a revenue of approximately € 5.2 billion. The furniture stores offer a full range of products, with its core assortment comprised of about 45,000 products. XXXLutz successfully executes a multi-brand strategy in 12 countries and employs 25,700+ individuals in more than 320 locations.

## Opportunity

Due to continued exponential growth, existing marketing processes and technologies were no longer able to keep up with demand. This resulted in a need for the development of completely new processes, better integration of existing systems and system conversions to ensure scalability for continued expansion and the ability to meet requirements.

## Solution

The answer was the development of a central campaign management solution for the optimal planning and creation of print publications, group-wide media asset management for all channels and touchpoints, and the corresponding process design. Additionally, implement automated print PDF production with the priint:suite along with InDesign for error-free, highly efficient and media-break-free collaboration between merchandising and creative.

## Advantages

- ✓ **Centralized Database**  
The media asset management solution is the central hub in the company for all images, videos, PDFs, etc.
- ✓ **Increase in Efficiency**  
The automated creation of flyers with absolute asset consistency significantly increases the efficiency of cross-departmental processes.
- ✓ **Process Overview**  
The ability to map complex workflows (e.g. for correction and release processes) enables the flyer creation process to be controlled and monitored.
- ✓ **Higher Scale**  
In addition to the production of flyers and catalogs, the solution can also be utilized for all marketing publications.

## The Project

Automate creation of standard and high-quality flyer advertising, including complex requirements for different countries, brands and branch-specific content

Integrate what already exists, seamlessly add something new

Long time print partner Premedia developed a tailor-made software solution for the implementation of print publishing processes from planning to creative layout in InDesign. The objective: make the entire process lean and as highly automated as possible. A key factor was the continued scalability of the solution to account for the constant expansion of the XXXLutz Group. A campaign management system with strong workflow management was implemented in order to carry out the planning of the print publications for all countries and tracked in one easy to use system. Many of the existing systems were also integrated by Premedia in order to have all of the required data available as quickly as possible. This significantly reduced internal coordination efforts and saved costs throughout the entire publication process.

Prior to this solution, the publishing processes were entirely manual. These outdated processes prevented easy changes to pages as well as reuse of images or text elements, resulting in unnecessary steps and frustrating duplication of efforts. Premedia's solution and guidance allowed for flexible, error-free and on-schedule production of these critical flyers.

### Reducing complexity

The detailed planning of publications is now supported in the campaign management solution and, where possible, executed automatically. With sophisticated rights and role management, user capabilities were defined within the solution. The solution met the goal of establishing an efficient and error-free production process. Ensuring consistency and reliability of media assets has given them a huge advantage. Premedia's solution is now used to produce countless other publications such as mailings, advertisements, pricebooks, packaging and more.



Tailor-made software solutions for flyer production



## Our Solution Partner

Premedia GmbH // We make complexity manageable.

The media and marketing landscape is in a state of dynamic change – new technologies and market developments are continuously presenting companies with new challenges. Target groups expect relevant content – individually, immediately and via a wide range of communication channels.

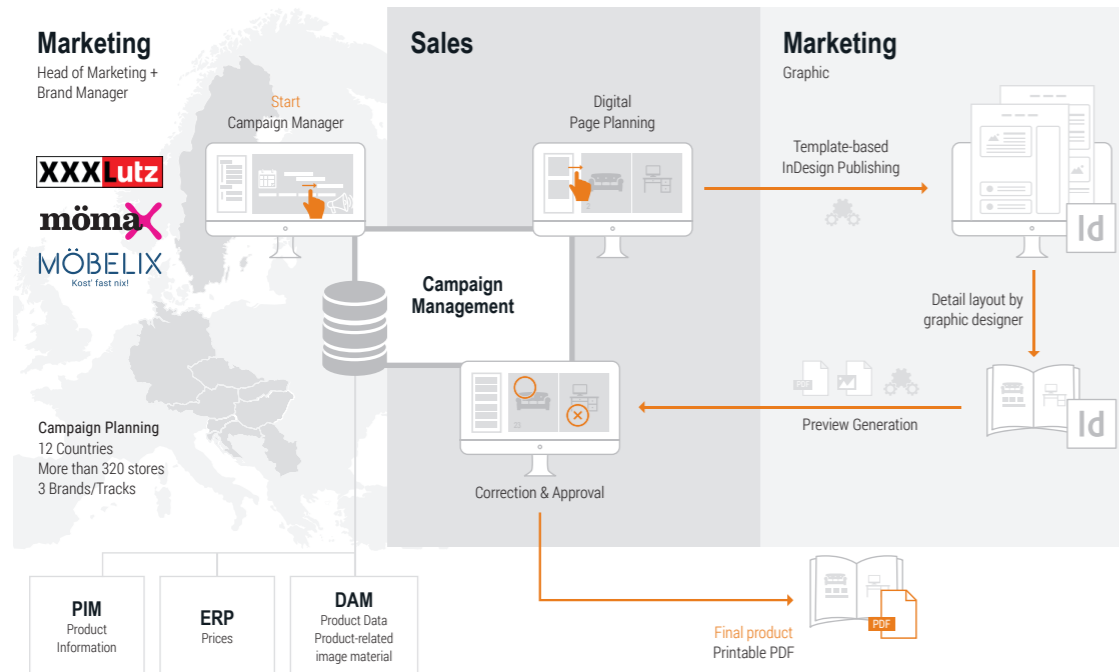
This is where Premedia can offer solutions: we are champions at reducing size and overwhelming complexity to simple and scalable solutions.

Premedia helps customers to efficiently organize content in the form of images, text, videos, translations, corrections, approvals and publications over a wide range of channels and to automate publishing.

Working in close cooperation, we can reduce complexity and costs by utilizing smart automation and optimization of processes – an approach that benefits all involved parties. Globally active customers such as Hofer, Josko, Rosenbauer, Trodat, Wüstenrot and the XXXLutz Group are benefiting from our many years of expertise in end-to-end print publishing and the concentrated digital expertise of our group of companies and partners.

For more than 35 years we have been growing together with our customers – often exceeding expectations, because simply, we listen. We will fully adapt to suit your in-house processes, infrastructures, organizational requirements and the corporate culture of our customers.

We are committed to providing optimal strategic solutions for our customers. Our team of professionals will contribute their industry expertise, ingenuity and understanding – dedicated to successfully accomplishing established goals together.



The size of the XXXLutz Group, the number of departments involved, the bandwidth of marketing channels and the internationality of the company required special processes and tools for marketing and merchandising.



For us, Premedia is a long-standing strategic partner who accompanies us in publishing as well as in content and marketing technology. Thanks to our distinctive areas of expertise in image, content, media and software technologies, Premedia is able to develop tailor-made solutions."

Thomas Saliger, Marketing Management XXXLutz

## Key Facts

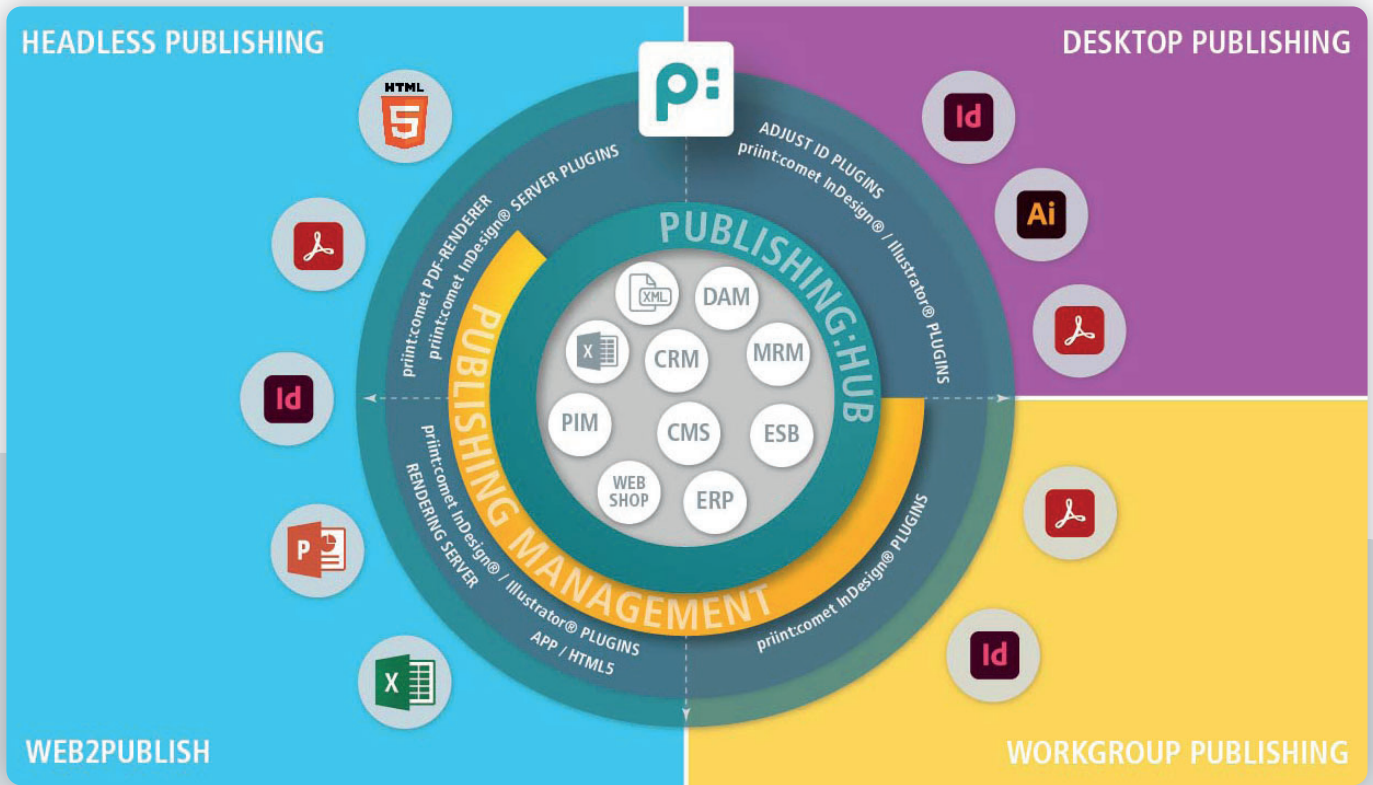
- Certified Enterprise Solution Partner
- Region: D-A-CH
- <https://www.priint.com/en/partnerprofile/premedia.html>



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## 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?  
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