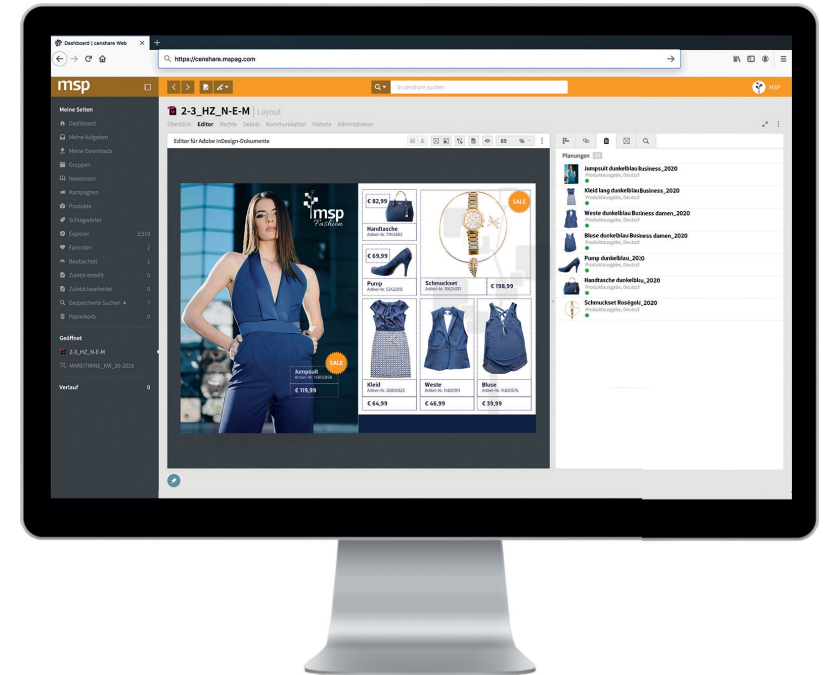


Plan advertising material smoothly

Automate the production of all your print and online advertising materials with a uniform corporate design. With the **MSP Retail Module**, all product information is centrally available via corresponding interfaces – up to date, complete and fully adaptable at any time.

With the MSP Retail Module you are able to plan advertising material smoothly. For this purpose, various ERP systems can be integrated. You can administrate all meta data and data structures within the module. Specific workflows secure a controlled cycle of all your campaigns. Advertising material can be created automatically by defining grid positions.



Furthermore, it can be allocated into advertising type (flyer, catalogue, poster), time (calendar week, quarter, year) and region (advertising cycle, country). With dynamic updates, all your prices and other data can be changed automatically and transferred consistently to all channels.



Advantages:

-  Flexible integration of various ERP systems
-  Plan advertising material easily and smoothly
-  Custom configuration and definition of processes

-  Administrate all meta data and data structures within the module
-  Targeted planning and automatic creation of advertising campaigns
-  Automated content creation by defining grid positions

-  Allocate advertising material into advertising type, time and region
-  Relevant customization and dynamic updates