

# Keep Everyone on the Same Page with Print Production Management

Managing printed publications requires a coordinated, centralized system that cuts costs, saves time and ensures high quality results.

Printed marketing material is a powerful tool, but higher production frequencies and shorter production cycles call for an automated, centralized solution that keeps production on track and costs under control.

## Print Marketers Need to Do More in Less Time

Printed brochures, flyers and catalogs still have many advantages for marketers. They are more tangible to consumers and are also easy to access anywhere. Yet, using print efficiently holds challenges as businesses aim to release more publications more frequently, and with higher precision. This increases the pressure on print production teams to be more efficient.

This efficiency can be achieved by implementing fully integrated, all digital processes that work from a centralized content foundation, use automation whenever possible and effectively reduce the amount of manual labor needed for production.

Furthermore, marketing and creative teams often rely on manual updates and separate, incompatible project management systems that can make it difficult to track projects. Production times for promotional material can extend to several months.

## Print Complexity is Retail Reality

For many retailers, print production is an essential part of the marketing mix. They often work from a master

publication which can be localized and personalized, even down to individual stores. This can lead to a huge number of variants of the original publications. This complexity can be harnessed by efficient use of templates and automation, for example by automatically retrieving price information and order codes from the ERP system, eliminating error prone human interaction.

## Faster, More Efficient Print Production

The Print Production Management Module for censhare centrally manages digital assets to streamline the creation and production of print based material through integrated page planning, workflows and automation. Entire teams can work in parallel on the same print production, without needing to merge different parts prior to print.

Integrating print into digital workflows, the solution enables all print production processes to use the same information base. Print designers can place objects such as photos and text in the same ways as digital designers.

When content is changed, such as a photo or a legal disclaimer, it is automatically updated in the layout. The look of content can also be easily harmonized to offer customers the same experience on every channel.

Accelerating print production cuts costs and frees up resources for more creative campaigns. It allows printed media to keep up with product changes and the latest prices and more easily meet changing consumer demands.

## This module enables you to:

- Simplify the planning, creation, production and management of adverts, catalogs, datasheets, magazines, price lists and more
- Make the entire publishing process fully transparent through integrated page planning
- Unlock easy collaboration between design departments, copywriters and editors, as well as external resources
- Automatically update assets and create final print ready files using the latest information with only manual approval needed
- Streamline your print production by joining unique censhare tools with the industry leading layout software by Adobe®

## Features and functions

### Print Production Management with Adobe® Tools

- Full Adobe® InDesign® integration, providing tools to create, edit and manage layout files for professional printing
- Adobe® InCopy® integration with tools to create, edit, and manage texts, including comments, track, review, accept and reject changes, and displaying overset text and invisible characters
- Integrated layout editor for Adobe® InDesign® templates
- Support for Adobe® InDesign® scripts

### Print Production Management with censhare Tools

- Integrated page planning for layouts, adverts and print sheets
- Drag and drop placement of media, products and other content
- Resource planning
- Centralized workflow management
- Collaboration with comments, markers and notes
- Automated functions

## Success Story

### Swiss Retailer Cuts Production Costs by 70%

A major Swiss retailer with some 600 sales outlets operates in all four language regions of Switzerland. To ensure state of the art communication with its customers, the company decided to upgrade its content management.

The censhare platform replaced the large number of systems previously used to produce advertising materials. System complexity has been reduced, achieving major improvements in production reliability and the quality of the materials produced.

Costs of producing advertising material are greatly reduced. In the case of hosting, this reduction was in excess of 70%, with additional savings of 15% for agency spend. The entire process is now highly transparent, as everything is always traceable.

### Universal Content Management for Joined Up Marketing

censhare Universal Content Management is a single platform that simplifies the management of digital assets, content, and product information, for marketing campaigns across all channels. This seamless system uses semantic database technology to handle a vast volume and diversity of content. It responds instantly, and search results can be filtered intuitively to quickly find the desired asset or information.

All content is managed and processed by the platform's core products: Digital Asset Management (DAM), Product Information Management (PIM) and Content Management.

Optional modules, such as Marketing Project Planning, offer ultimate flexibility, allowing you to take advantage of the features you need for the task in hand, whether managing complex print production or coping with multiple variants of content.

Copyright © 2020 censhare

*We continually improve products as new technologies and components become available. censhare, therefore, reserves the right to change specifications, features, functions, services and operations described in this document without prior notice.*

## censhare GmbH

Paul-Gerhardt-Allee 50, 81245 München, Germany

Tel: +49 89 568236-0 Email: info@censhare.com

[www.censhare.com](http://www.censhare.com)