

Print Production Management Module

Faster, simpler print production management

People love print. It is tactile and easily accessible. Yet as businesses aim to publish more frequently and with higher precision, print brings time and cost challenges.

The Print Production Management Module lets you implement fully integrated, all digital processes from centralized content. It's a system that cuts costs, saves time and ensures consistent high quality results.

Integrated page planning means entire teams can work in parallel on the same print production.

Designers, copywriters, editors and external suppliers can collaborate more easily, delivering final print-ready files with only manual approval needed, enabling:

- Easier localization and personalization
- Clearer tracking and approval of projects in production
- Simple, highly efficient project management
- Full Adobe® Tools integration

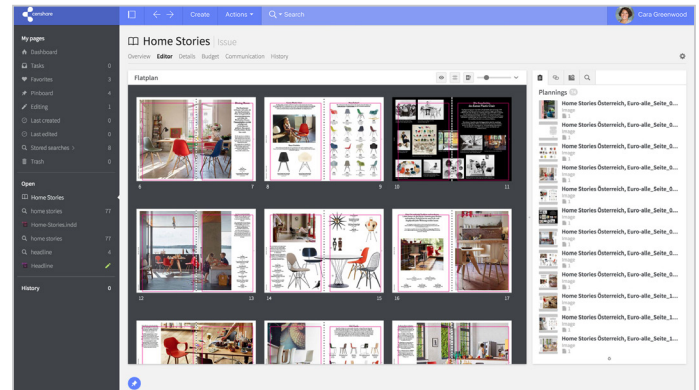
Do more, sooner

Efficient use of templates and automation — for example by automatically retrieving price information and order codes from an ERP system — eliminates human errors.

By integrating print into digital workflows, all print production processes will 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 layouts of the affected documents. The look of content can also be easily harmonized to offer customers the same experience on every channel.

Printed media can now keep up with product and price changes and more easily meet changing consumer demands.



The fully integrated print production module can be used to create, manage and amend any content for print production, from the first idea to the finished print-ready files.

Joined up marketing

The censhare Omnichannel Content Platform simplifies the management of digital assets, content, and product information, for marketing campaigns across all channels.

Semantic database technology handles 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: Product Information Management (PIM), Digital Asset Management (DAM) 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.

Streamline your print production

This module enables you to:

- Simplify the planning, creation, production and management of adverts, catalogs, brochures, 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, including 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®

Success Story

Swiss retailer cuts production costs by 70%

This major Swiss retailer has some 600 sales outlets and operates in all four language regions of Switzerland.

The company decided to upgrade its content management, choosing the censhare platform to replace the large number of systems previously used to produce advertising materials.

This reduced system complexity, achieved major improvements in production reliability and quality. As a result, costs shrank dramatically. In the case of hosting, the 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.

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
- Support for Adobe® InDesign® scripts
- Backend renderer client to automatically create previews for Adobe® InDesign® files and to generate PDF files from Adobe® InDesign® files
- Drag and drop placement of media, products and other content
- Centralized workflow management
- Collaboration with comments, markers and notes

Print Production Management with censhare tools

- Integrated page planning for layouts, adverts and print sheets:
 - Flatplan Editor
 - Layout Editor
- censhare InCopy Editor to create, edit, and manage texts, including comments, track, review, accept and reject changes, and displaying overset text and invisible characters

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