

# Woodwing Studio

WoodWing Studio is a solution for the creation, workflow and publication of content. You can serve all channels with just one system. Planning, research, design, creation, management and publication of content are all handled by a centralised process.

Thanks to the sophisticated workflow system, mundane and repetitive tasks are a thing of the past. The content creation process is simplified and optimised with Studio.

A number of components in the WoodWing systems are open source (MySQL, Apache, PHP, SOAP, Elasticsearch etc.) and therefore also accessible for your own developments at any time. All WoodWing developments are based on the industry standard HTML5. The open technology guarantees seamless integration. This means you can always choose the best combination for your needs. If your requirements change, individual system elements can be replaced very quickly and easily.

## Provider

a&f systems  
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www.a-f.ch

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## Reference customers

A selection:

Schaeffler Group  
Saint-Paul Group  
Somedia  
Allianz  
Suva  
Axel Springer  
Gruner + Jahr  
Migros  
Coop

## Application

✓ Business-to-Business                      ✓ Business-to-Consumer                      ✗ Consumer-to-Consumer

## Operator

✓ Media service providers                      ✓ Companies                      ✓ Publishers

## Integrations

✗ Standard API                      ✗ Converter  
✗ Connector, Plug-in                      ✗ Data Hub

## Products

- |  |                           |                                  |
|--|---------------------------|----------------------------------|
| ✓ Advertising material, office equipment | ✓ Books, teaching aids    | ✗ Mercandises, promotional items |
| ✗ Large formats                          | ✓ Catalogues, price lists | ✗ Packaging                      |
| ✓ Newspapers, magazines, press material  | ✓ Technical documentation |                                  |

### Media channels (internal / external)

- |                      |                  |                         |
|----------------------|------------------|-------------------------|
| ✓ ✓ Print            | ✓ ✓ Apps         | ✗ ✗ Messenger           |
| ✓ ✓ Website, webshop | ✗ ✗ E-books      | ✗ ✗ Office applications |
| ✗ ✗ Online, Mobile   | ✗ ✗ Video/Audio  | ✗ ✗ Search engines      |
| ✗ ✗ Out-of-Home      | ✓ ✗ E-mail       | ✗ ✗ Online marketplaces |
| ✓ ✗ E-paper          | ✓ ✗ Social media |                         |

## Features

- |                               |  |  |
|-------------------------------|--|--|
| ✗ Closed shop                 | ✓ Database publishing, programmatic printing | ✓ Editorial system                           |
| ✗ Open shop                   | ✗ Online data check                          | ✓ Translation management                     |
| ✗ E-shop in-house development | ✓ Correction workflow                        | ✗ Marketing automation, marketing management |
| ✗ E-shop standard system      | ✗ Technical workflow                         | ✗ Media planning, media booking              |
| ✗ Printed file upload         | ✗ Commercial workflow                        | ✗ Customer relationship management           |
| ✗ Print on demand             | ✓ Media/Digital Asset Management, MAM, DAM   | ✓ Cross-media management                     |
| ✗ Individualisation           | ✗ Product information management, PIM        | ✗ Content marketing management, newsroom     |
| ✗ Personalisation             | ✗ Web content management                     | ✗ Communication                              |
| ✓ Creation of publications    | ✓ Text database                              |  |

## Modules

### WoodWing Inception

Standalone applicable

### System basis

Frontend devices	Desktop-PC, Notebook, Tablet, Smartphone
Frontend operating systems	Windows, Mac OS X
Frontend web browsers	Aktuelle Versionen von Internet Explorer, Firefox, Safari, Chrome
Frontend technology	JavaScript, HTML5
Server operation systems	Linux, Windows, Mac OS X
Server technology	PHP, HTML, Apache Tomcat
Webserver	Apache Tomcat
PDF engine	Adobe InDesign Server
Database system	mySQL, MS SQL, Oracle
Operating	On provider server or On customer server

## Interfaces

Pre-press and printing	
Order systems	
Databases	
Other	Elvis DAM, Claro, JournalDesigner, Timone, Desk-net, DIG, MadeToPrint

## Own services in the market overview

a&f systems - Systemintegration + IT-Services (a&f systems)

## a&f systems

Since its foundation over 30 years ago, A&F Computersysteme AG has been involved in the technical production of publications. The owner-operated system integrator, based in Lucerne, Switzerland, has established a leading position in the Swiss market and is also supporting clients in nine European countries. A&F offers solutions for multichannel publishing, workflow and brand management, as well as product information and digital asset management systems.

### Provider information

Founding year	1984
Total number of employees	ca. 50
Number of employees in Germany, Austria and Switzerland	ca. CH 45, D 6
Locations	A&F Computersysteme AG Sandgruebestrasse 4 6210 Sursee CH
	CORE-LAB Eleonorenstraße 20 30449 Hannover DE
Industry specialisation	
Certificates	Diamond Partner WoodWing Enterprise Aurora
	Diamond Partner Elvis DAM

### Systems and services

Elvis DAM  
Woodwing Studio  
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