

Online Media Net (OMN)

Online Media Net supports you in the optimal handling of your marketing data to effectively address your customers on all information and sales channels effectively. From the right data procurement, perfect content creation and effective data distribution! No other system on the market bundles the breadth of omnichannel marketing in a single solution. Whether holistic, integrated or modular. Online Media Net is tailored to your [marketing] needs, flexible and at the cutting edge of technology. With the modules Product Information Management (PIM), Digital Asset Management (DAM), Channel Management (CM), Workflow Management (WFM) and Web-to-Print (W2P) tools are also available with which marketing measures can be implemented efficiently. In addition, OMN has plug-ins/extensions and AI-based services that have been developed for specific tasks and optimally complement the overall solution.

First installation: 2008

Provider

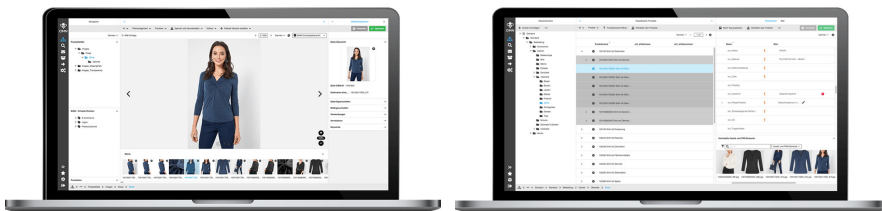
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Updated on: 2022-03-07

Picture gallery



Reference customers

IKEA, LBBW, KLINGEL, HEINE, PETER HAHN, DG VERLAG, OFFICE DEPOT, 3PAGEN, HAGER, HELLMUT RUCK, MÜLLER DROGERIE, ORSAY, AGS, COMPASS, PETER HAHN, KOELNMESSE, WESTFALIA, WAS GERMANY, POPKEN FASHION GROUP

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

Product Information Management (PIM)

Tool for central maintenance, management and enrichment of product information – for all output channels! The media-neutral data storage enables fast, cost-effective marketing actions and the output of data in print, online, mobile.

Standalone applicable

Digital Asset Management (DAM)

Produce media data simply and efficiently and easily integrate it into automated workflows. Employees, service providers and partners can access the web-based system and the digital content it contains around the clock.

Standalone applicable

Channel Management (CM)

Central planning and control of all marketing activities for all sales channels. Stored business processes assign tasks and initialize technical and organizational workflows.

Standalone applicable

Workflow Management (WFM)

Connection and control of the CM, DAM and PIM modules. Automation of processes through task lists and workflow overviews. Integrated error handling, resumption of aborted processes, connection of third-party workflow systems.

Standalone applicable

Web-to-Print (W2P)

Ensuring a uniform brand presence and efficient, highly automated organization of the production of standardized, customizable marketing measures or publications.

Standalone applicable

XR (Cross Reality)

Under XR (Cross Reality), we offer technologies to take customers into virtual worlds or to enhance the real world with digital content. Whether VR (Virtual Reality), AR (Augmented Reality) or 3D configurators.

Standalone applicable

AI-based services

Increase automation levels through AI: image processing, translations, asset management or product data management. There is something in our repertoire for every area of the digitization & automation process of marketing activities.

Standalone applicable

System basis

Frontend devices	All web display-enabled devices.
Frontend operating systems	Web browser only
Frontend web browsers	Internet Explorer, Firefox, Chrome, Safari, Edge, Opera
Frontend technology	HTML5 with Angular
Server operation systems	RedHat Linux
Server technology	Apache Tomcat, Java, Oracle, InDesign Server, QuarkXpress Server
Webserver	Apache Tomcat
PDF engine	Dalim Twist, Acrobat, InDesign Server, QuarkXpress Server
Database system	Oracle, MS SQL
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	JDF/XML/XMP
Order systems	Various
Databases	Oracle, MS SQL
Other	According to demand and customer request

Licence models

Costs for system setup	Depending on scope and service
Buying license	✓ Depending on scope and service
Rental license	✓ Depending on scope and service, hosting at customer and at apollon, cloud + SaaS concepts

Own services in the market overview

apollon Services (apollon GmbH+Co. KG)

apollon GmbH+Co. KG

The Pforzheim software company apollon offers ideal solutions for all facets of modern omnichannel marketing. By using intuitive and innovative software, apollon helps to design processes more flexibly and economically and to address customers effectively on all channels - from web stores and marketplaces to print and social media.

Provider information

Founding year	2015
Total number of employees	85
Number of employees in Germany, Austria and Switzerland	85
Locations	Pforzheim, Bielefeld, Hamburg
Industry specialisation	Implementation of IT-supported business models for omnichannel marketing
Certificates	Innovationspreis-IT, Best of 2020 Initiative Mittelstand, Great Place to Work, German Innovation Award Winner 2021

Systems and services

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apollon Services