

brix:papilio

The brix:papilio W2P Publishing Suite is a flexible, efficient and easy to operate solution. Business stationery such as business cards, advertisements and posters, invitations, fact sheets, flyers, etc. can be produced CI/CD compliant despite decentralized application. Thanks to its API, the system offers the possibility of connecting additional peripheral systems. This means that both DAM and PIM systems can be directly connected.

Key features:

- 100% Unicode (Asian, Arabic, etc.)
- Independent production of printable high-end PDFs
- Autonomous, web-based template creation
- Rich Text Editor incl. spellchecker
- Definable release workflow and process
- Customer- and project-specific order mask
- Sending print data via download link (PIN code dispatch)
- Extended statistics module for precise evaluation of the usage

First installation: 2003

Picture gallery



Reference customers

Helvetia Insurances, New Apostolic Church Switzerland, Pilatus Aircraft, Sonova, Valiant

Application

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

Operator

- ✓ Media service providers
- ✓ Companies
- ✗ Publishers

Integrations

Provider

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

Products

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

Media channels (internal / external)

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

Additional informations on media channels

The template creation is done directly in brix:papilio (without InDesign).
Output is currently PDF or image format (for websites, e-mails, etc.).

Features

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

Modules

Interface to the CELUM DAM system (100 CHF/ month)

Organize your image data including multilingual additional information in the DAM system of your choice. In brix:papilio this information is offered for selection via keywords. User information and orders can also be synchronized.

Standalone applicable

AdSizer (200 CHF/ month)

With the AdSizer, templates can be intelligently scaled to fit into a predefined type area. A separate rule can be stored for each element. This can drastically reduce the number of templates required.

Rich text editor with spell check (75 CHF/ month)

With the help of the Rich Text Editor, users can design the free texts with certain text styles as they wish. The built-in spell checker ensures that no spelling mistakes are made.

Flow Layout / Text-before layout (150 CHF/ month)

With this module, continuous text can automatically run over several text frames and also over several pages. The text size determines the number of pages. Furthermore, images can displace the text or the text can run around them.

Serial letter (150 CHF/ month)

For individualized communication such as customer information letters with personal salutation and a filled out address block. Simply upload the address data as a table (Excel, ODT) and brix:papilio automatically produces a multi-page PDF.

Extended statistical evaluations (100 CHF/ month)

For extremely flexible reporting, up to five dimensions can be combined with filters and comprehensive table evaluations with summary per dimension (pivot) can be produced.

Group administration (250 CHF/ month)

Establishment of autonomous areas within the W2P system. The administrator's area of influence can be limited to a freely definable set of groups.

Single sign-on (SSO) with SAML 2.0 (150 CHF/ month)

Enables authentication at a central login server, which can be used by different services. Thus, the user only has to log in once and can then use all connected systems without having to log in again.

System basis

Frontend devices	Desktop, Tablet (min. 1050px)
Frontend operating systems	all

Frontend web browsers	Firefox, Chrome, Safari, Internet Explorer
Frontend technology	JavaScript
Server operation systems	all
Server technology	PHP 7.0+
Webserver	Apache, nginx
PDF engine	PDFlib
Database system	mySQL 5.5+ (tested, others on request)
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	Live-Preview and low-res PDF
Order systems	
Databases	- DAM integration with CELUM (including authentication via CELUM user if desired)
Other	- API (REST, JSON/XML, OAuth2) - Single sign-on (SAML)

Licence models

Costs for system setup	Remote installation if on customer server: 1.300 CHF Configuration: 1.750 CHF Template creation: 1.450 CHF/ day (if not made by the customer himself)
Buying license	
Rental license	✓ Basic license SaaS (in CHF) incl. hosting in Switzerland for - 1 company (2 admin, 20 users, 10 templates, 1 template language): 425 / month - Agency (5 admin, 100 users, 50 templates, unlim. Template languages, unlim. Orders): 1.000 / month

Own services in the market overview

brix IT Solutions (brix IT Solutions GmbH)

brix IT Solutions GmbH

Design and implementation of modular solutions in the areas of digital asset management (Bynder, CELUM, easyDAM.ch, Sharedien), product information management (Akeneo PIM, novomind iPIM), business process management (Camunda, Adonis), web-to-print (with brix:papilio) and catalog production (with Xactuell, PDFlib)

Provider information

Founding year	2000
Total number of employees	15
Number of employees in Germany, Austria and Switzerland	15
Locations	Allschwil near Basel / Switzerland
Industry specialisation	Digital Asset Management Product Information Management Business Process Management Web to Print Dynamic Database Publishing

Certificates

Systems and services

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